

Adani Wilmar ¹

Product Profile Categories
Edible Oils



Rank 11 / Score 1.8



Product Profile

Rank 2 / Score 6.9

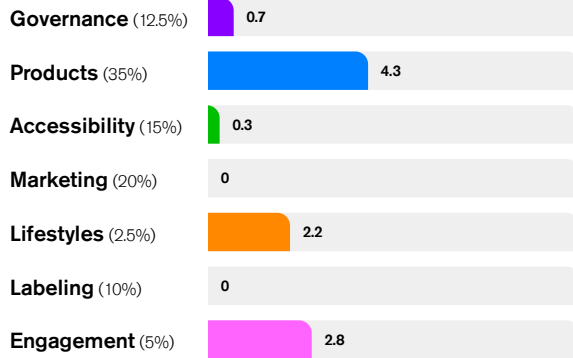
Headquarters
India

Retail sales (INR – millions)
²
117565

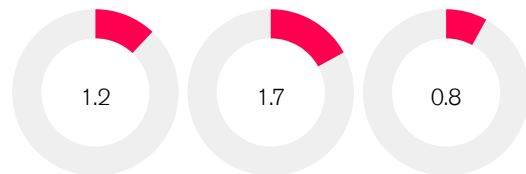
Number of employees
1614

Company Profile

Rank 11 Score 1.8



Commitment Performance Disclosure



The bar graph to the left shows company performance across the seven Index categories, which are key topic areas of assessment, and scores are shown for each category. The circles above provide an alternate view on the company's overall results, showing the score per indicator type.

(%) Figure in brackets is the weighting of the category. All category, commitment, performance and disclosure scores are out of 10

Main areas of strength

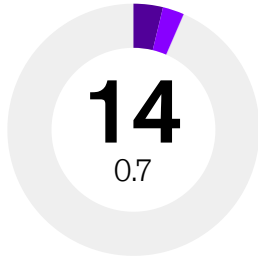
- Adani Wilmar ranks second in the Product Profile with a score of 6.9 out of 10. The company is estimated to have derived 50% of its 2018 sales from healthy products, i.e. those that achieve a Health Star Rating (HSR) of 3.5 or more out of 5. This result is based on the assessment of 12 products within the Edible Oils category, which make up the vast majority of the company's sales in India.
- Adani Wilmar commits to working 'for a healthy growing India' and towards delivering more healthy products. The company voluntarily fortifies some of its edible oil products with vitamins A and D in accordance with the Food Safety and Standards Authority of India (FSSAI)'s Food Safety and Standards (Fortification of Foods) Regulation, 2018. The company has also developed edible oil products aimed at specific target groups to help control blood sugar and cholesterol levels.
- Through its corporate social responsibility project, SuPoshan, Adani Wilmar commits to addressing issues of malnutrition and anemia in India by improving the nutritional status and enhancing nutrition literacy of children, adolescent girls and women of reproductive age at various locations in the country.
- The company publicly commits to supporting the health and wellness of its employees through various programs and has several initiatives in place with a focus on physical activity. Adani Wilmar could improve further in this area by extending its programs to cover broader aspects of nutrition and health.
- Regarding engagement with policymakers, the company discloses that it advocates on key areas of food security with respect to edible oils and pulses through its membership with the trade chamber. The company also publicly reports on its support to Government-run anganwadis (childcare centers) and schools.

Priority areas for improvement

- Adani Wilmar ranks eleventh overall in the India Index, with a score of 1.8 out of 10.
- Despite its commitment to grow through a focus on nutrition and health, the company does not disclose its commercial strategies in this regard. The company is advised to do so and to indicate how it could help address the nutrition and health priorities set out in the National Nutrition Strategy and Vision 2022 (Kuposhan Mukh Bharat – free from malnutrition, across the life cycle), and POSHAN Abhiyaan, through its core business model. Further, the company is encouraged to set up and publicly disclose nutrition-related auditing, risk assessments and annual management reviews.
- Adani Wilmar should define which of its products are healthy based on objective nutrition criteria. The company should also implement a publicly disclosed strategy for achieving and maintaining a healthy product portfolio by setting relevant objectives and targets. In addition, Adani Wilmar could improve its approach by voluntarily fortifying all relevant products according to FSSAI guidance and by disclosing its approach to do so.
- In regard to Category D – Marketing – Adani Wilmar could substantially increase its score by making commitments to market its products responsibly to all consumers and not to market any products to children (its products are unlikely to be marketed to children).
- The company is encouraged to adopt and publish a labeling policy to ensure that nutrition information is provided on all packaged foods according to the Codex Alimentarius guidelines, and in compliance with Indian regulations. Adani Wilmar could also publish the nutrition content information of its products online and is encouraged to implement an interpretive front-of-pack labeling system as soon as possible that aligns with other companies or industry associations, and developed in partnership with the Government and other relevant stakeholders.
- As a general recommendation, Adani Wilmar has considerable scope to increase public disclosure of its nutrition-related commitments, policies and practices in India, and is encouraged to engage with ATNI in future to allow for a more complete assessment of these aspects.

Category Analysis

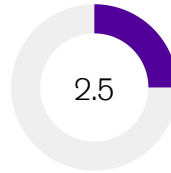
Governance



- A1 Nutrition strategy
- A2 Nutrition management
- A3 Reporting quality

All category, criteria, commitment, performance and disclosure scores are out of 10

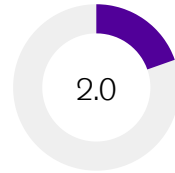
Commitment



Performance



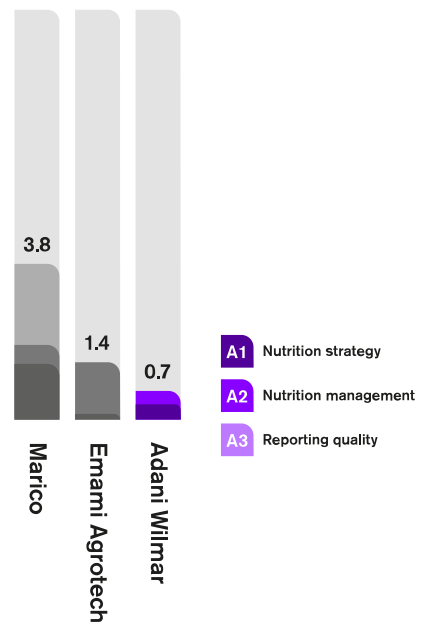
Disclosure



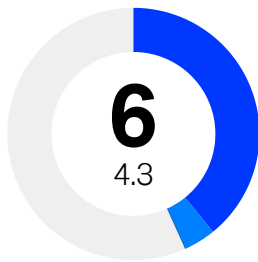
The circle on the left represents the company result for this Index category, showing the rank out of 16 and the score below it. The colored segments represent the respective criteria contributions to the overall category score. The above circles indicate how the company performs on the three types of indicators within this category.

Peer Comparison

Companies are grouped into three different industry segments in this Index based on the type of products they predominantly sell (i.e. contributing 80% or more to their total food and beverage sales) – dairy, edible oil or mixed portfolio. The graph on the right shows how the company's result within this Index category compares to that of its peers within the same industry segment.



Products



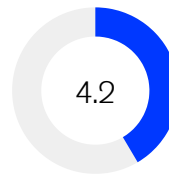
- B1** Product Profile
- B2** Product formulation
- B3** Defining healthy products

All category, criteria, commitment, performance and disclosure scores are out of 10

Commitment



Performance



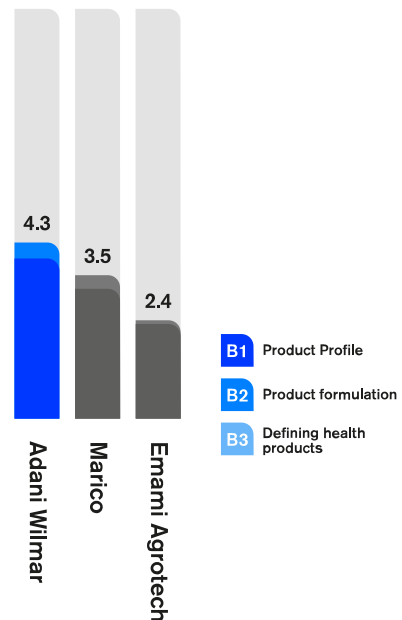
Disclosure



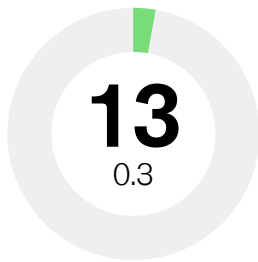
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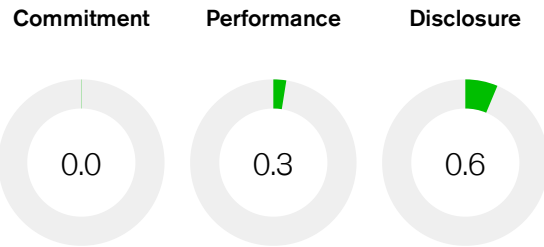


Accessibility



- C1** Product pricing
- C2** Product distribution

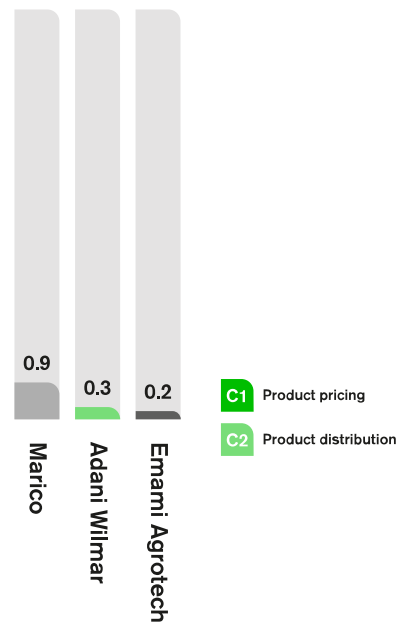
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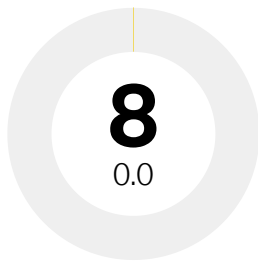
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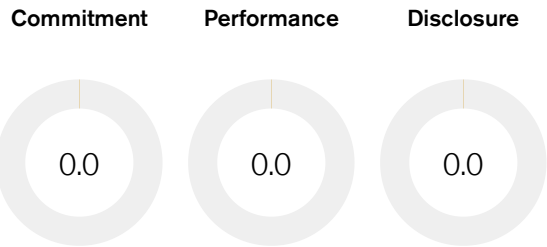


Marketing



- D1 Marketing policy
- D2 Marketing to children
- D3 Auditing and compliance

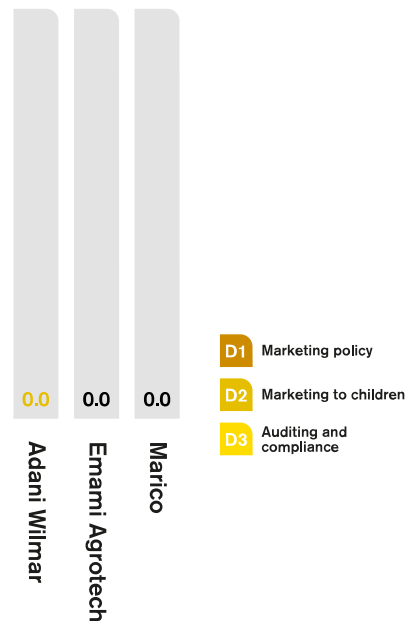
All category, criteria, commitment, performance and disclosure scores are out of 10



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Peer Comparison



Lifestyles



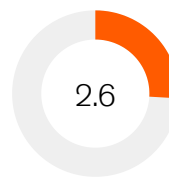
- E1** Employee health
- E2** Breastfeeding support
- E3** Consumer health

All category, criteria, commitment, performance and disclosure scores are out of 10

Commitment



Performance



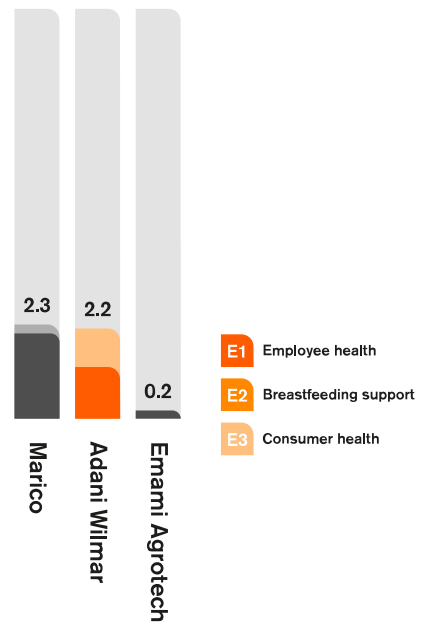
Disclosure



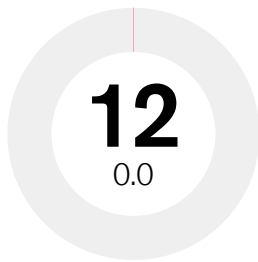
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Peer Comparison



Labeling



F1 Product labeling

F2 Claims

All category, criteria, commitment, performance and disclosure scores are out of 10

Commitment

Performance

Disclosure



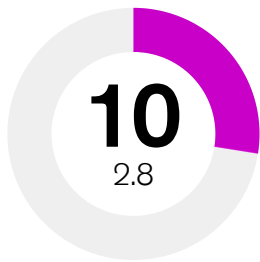
For this category performance indicators were not included. The circle on the left represents the company result for this Index category, showing the rank out of 16 and the score below it. The colored segments represent the respective criteria contributions to the overall category score. The above circles indicate how the company performs on the three types of indicators within this category.

Peer Comparison

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Engagement



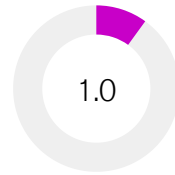
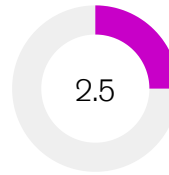
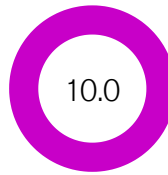
- G1 Influencing policymakers
- G2 Stakeholder engagement

All category, criteria, commitment, performance and disclosure scores are out of 10

Commitment

Performance

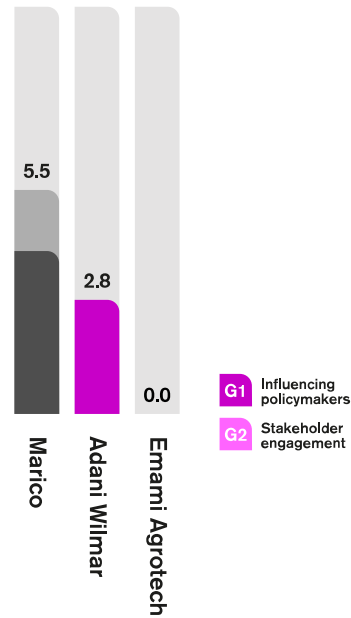
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Peer Comparison



Product Profile



2

Rank 2 / Score 6.9

Portfolio-level Results

Average HSR score products (sales-weighted)	Healthy products (HSR)			Products suitable to market to children (WHO SEAR)			Range of total India F&B sales included
	% products healthy	% sales healthy	No. products assessed	% products suitable	% sales suitable	No. products assessed	
3.1	50%	50%	12	92%	92%	13	90-100%

- A total of 13 products from the Edible Oils category, representing 90-100% of Adani Wilmar's estimated 2018 sales, were included in the Product Profile. Of those, 12 products could be assessed using the HSR. Six products (50%) were found to achieve an HSR of 3.5 or more out of 5 – the healthy threshold, and therefore, the company is estimated to have derived half of its 2018 sales from healthy products.
- The company achieves an unweighted mean HSR of 3.1 out of 5. After sales-weighting the company's mean HSR remains the same (3.1), resulting in a mean healthiness score of 6.2 out of 10.
- A total of 13 edible oil products were assessed to determine their suitability to be marketed to children according to the World Health Organization's (WHO) South-East Asia Region (SEAR) nutrient profile model. Twelve of the products (representing 92% of estimated 2018 sales) were found to meet the WHO SEAR criteria.
- When compared to the other companies ranked in this Index, Adani Wilmar has the highest proportion of products (92%) that are suitable to market to children, followed by other companies selling mainly edible oil products.

Product Category Results

Category	Edible Oils
Mean HSR	3.1
% products healthy	50
% products suitable to market to children	92

- Adani Wilmar is a company in the edible oil industry segment and derived most its 2018 estimated sales from the Edible Oils category. Therefore, the company's category results are equivalent to its portfolio-level results.
- Based on 12 of its products, Adani Wilmar's portfolio achieves the highest sales-weighted HSR of all companies assessed in this Index, with a score of 3.1 out of 5.

Relative nutritional quality of Adani Wilmar's products by category compared to competitors

Mean HSR	Edible Oils
Adani Wilmar	3.1
Emami Agrotech	2.8
Marico	2.9
Mother Dairy	3.8

- When compared to the other four companies that sell edible oils in India (as part of their top-selling categories), Adani Wilmar achieves the second highest mean HSR of 3.1 out of 5 in the category.
- Adani Wilmar achieves a relative category score of 7.5 out of 10 based on its ranking within the category.

Conclusion

- Adani Wilmar's mean healthiness score (6.2) and relative category score (7.5) result in an overall Product Profile score of 6.9 out of 10, which means the company ranks second in this assessment.
- Adani Wilmar is encouraged to further shift its sales towards healthier products by setting relevant objectives and targets.

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India Spotlight

Index 2020

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Footnotes

1. Because the company derives more than 80% of its sales from edible oil products, it is assessed as part of the edible oil industry segment. Some elements of the India Index 2020 methodology may not be applicable or a priority in relation to edible oil products, such as certain product reformulation targets or commitments regarding responsible marketing to children. However, as companies in the industry segment are diversifying their portfolios, these companies were assessed for the India Index 2020 while non-applicable elements of the methodology were excluded from analysis and scoring. The product categories included in the Product Profile were limited to those products for which information and sales data were available. The full portfolio of the company encompasses a broader range of products.
2. Source: Derived from Euromonitor International's 2018 industry publications of: Packaged Food, Hot Drinks and Soft Drinks.