



2019

REACH

2019

REACH

OUR MISSION

TO LEAD IN BEING RESPONSIBLE CORPORATE CITIZENS. NOT BECAUSE WE ARE CONVINCED THAT IT IS A GOOD WAY OF DOING BUSINESS, BUT BECAUSE WE BELIEVE IT IS THE RIGHT WAY OF DOING BUSINESS.

TO STRIVE TO MAKE A MEANINGFUL DIFFERENCE EVERYWHERE WE DO BUSINESS.

TO LISTEN AND RESPOND TO ENVIRONMENTAL CHALLENGES THAT AFFECT OUR SOCIETY AND OUR PLANET.

TO INSPIRE PEOPLE TO WORK TOWARDS PROTECTING AND IMPROVING WATER ACCESS AND AVAILABILITY IN OUR COMMUNITIES.



From the Brandix CSR Centre

Welcome to the 2019 edition of the REACH magazine. Indeed, this may seem like another magazine issue but, in truth, it is a compilation of our efforts to connect, inspire and to be the inspired solution. We have truly come a long way and so we look ahead to 2019, to all the future has in store, learning from the year that was 2018.

Sustainability is a value which we hold in high regard and what we at CSR strive towards.

We do not have all the answers, but we let our actions speak louder than our words, not simply remaining a mere organization, rather a widespread program geared towards establishing a strong cohesive bond between the company, employees and the community around us. Our programs have grown significantly over the years addressing a broad range of social issues, ever striving to provide a solution.

As we look forward to 2019, we look forward with commitment and passion in doing our part in achieving our objectives to make an impact on the lives we touch and ever strive towards being the inspired solution.

We have included the Group's 2019 calendar themed "Inspiration from Within", in this issue of the magazine.

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BINDU
FOUNDATION



brandix®
inspired solutions



BRANDIX REACHES OUT WITH RANDARU THILINA INITIATIVE

Brandix in truth may be looked upon as a normal business at first glance. Yet it is important to take into consideration the core ideology of the company-to strive to make a meaningful difference everywhere Brandix does business. This core ideology is combined with Brandix' overall mission and is based not simply on business but on reaching out to the wider community. The company aims to undertake projects that help its community in order to create opportunities and to truly be the inspired solution.

Thus, the 'Randaru Thilina' initiative was conducted with these goals at the forefront. In conducting this initiative, Brandix was able to supply 6,531 children with school bags and school supplies for the 2019 academic year.

This was in line with Brandix' initiative to inspire education among it's associates children. The scheme helps to alleviate the burden of any additional expenses pertaining to the education of the associates children.




**Randaru
Thilina**



2019

Inspiration from Within

Our people are our greatest inspiration.

They are the lifeline of our organisation and, undeniably, the reason for our success.

They give a sense of purpose to all that we do. Their accomplishments, hardships, passions and beliefs have honed them to become remarkable personalities that add colour and vivacity to a family of 45,000 members. And so, we have taken great care to ensure that every individual is given a platform to be inspired throughout their journey with us. This calendar, therefore, is a tribute to our employees and a celebration of opportunities that empower us all to live the inspired life at Brandix.

Every photograph features employees of Brandix, because for us,
real inspiration comes from real people.

Join us as we journey through 2019 with Inspiration from Within.



Randaru Thilina

Fueling the next generation by supporting the education of our associates children and siblings.

January

2019

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Inspiration from Within

உத்வேகம் எமக்குள் இருந்தே ஆரம்பிக்கின்றது

M	T	W	T	F	S	S	Week
	1	2	3	4	5	6	01
7	8	9	10	11	12	13	02
14	15	16	17	18	19	20	03
21	22	23	24	25	26	27	04
28	29	30	31				05

● Poya Holiday ● Bank Holiday ■ Public Holiday ▲ Mercantile Holiday

The above holidays are based on information available at the time of printing and may be subject to alterations.



Sustainability Commitments

With the first and highest LEED Platinum rated facilities in Sri Lanka, we reinforce our commitment to achieving carbon neutrality by 2020.

February

2019

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Inspiration from Within

உத்வேகம் எமக்குள் இருந்தே ஆரம்பிக்கின்றது

M	T	W	T	F	S	S	Week
				1	2	3	05
4	5	6	7	8	9	10	06
11	12	13	14	15	16	17	07
18	19	20	21	22	23	24	08
25	26	27	28				09

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BRANDIX BATTICALOA BECOMES THE HIGHEST LEED PLATINUM RATED FACILITY IN SRI LANKA AND SECOND HIGHEST IN THE WORLD

Amongst the many aims that make up Brandix' overall mission, the duty to listen and respond to the environmental challenges is at the forefront of the company's operations. Hence the company's goal of achieving carbon neutrality by 2020 is indeed one which Brandix works towards, a stepping-stone in the company's mission to overcome environmental challenges that affect our society and our planet.

Therefore the achievement of the Leadership in Energy and Environmental Design (LEED) certification is more so a testimony of the company's efforts rather than a reward. Through the efforts of the Batticaloa facility's green approach the U.S. Green Building Council presented the certification to recognize the various green efforts by Brandix in fulfilling

its mission of responding. As a result of this green approach in Batticaloa there was 63% water saving, 100% Solar usage and a 100% waste recycling.

Moreover, the facility is declared a Net Zero Building for zero carbon emission. This is in line with Brandix' aim of carbon neutrality by 2020.

Thus, the company has become the highest LEED Platinum rated facility in Sri Lanka and second highest LEED Platinum rated facility in the world under the Industrial Manufacturing Category. Significantly, in 2008, Brandix Green Plant in Seeduwa also became the first Apparel Manufacturing facility in the world to secure the LEED Platinum rating.



Net Zero
Building
(zero
carbon
emission)

← 100% solar powered

↓ Rainwater harvesting tank



Blood Drive

As a leading apparel company both within Sri Lanka and overseas, Brandix focuses on leading in being responsible citizens. This value stems from the belief that it is not just a good way of doing business but the right way of doing business. It is this belief that drives Brandix' many programs such as the Blood Drive, geared towards helping society and committed to giving back to our community.

This initiative resulted in Brandix becoming the island's largest corporate donor to the National Blood Transfusion Service (NBTS) for seven consecutive years. Furthermore, for every 100 pints donated by the public, one is from Brandix.

REACH
2019



Brandix has donated
31,697 pints of
blood thus far.





Care For Our Own

Caring for our own by providing our associates and their families access to clean drinking water.

March

2019

பிரைவீட் டீலிவரி
Inspiration from Within
உதவேகம் எமக்குள் இருந்தே ஆரம்பிக்கின்றது

M	T	W	T	F	S	S	Week
				1	2	3	09
4	5	6	7	8	9	10	10
11	12	13	14	15	16	17	11
18	19	20	21	22	23	24	12
25	26	27	28	29	30	31	13

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Rasadiya Mangalya

Unleashing potential beyond our work roles
through a magical celebration of talent.

April

2019

சுரேஷ்டி அபிஷேகம்

Inspiration from Within

உத்வேகம் எமக்குள் இருந்தே ஆரம்பிக்கின்றது

M	T	W	T	F	S	S	Week
1	2	3	4	5	6	7	14
8	9	10	11	12	13 [†]	14 [†]	15
15	16	17	18	19 [†]	20	21	16
22	23	24	25	26	27	28	17
29	30						18

○ Poya Holiday ● Bank Holiday ■ Public Holiday ▲ Mercantile Holiday

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Blood Donation Drive

We are the largest corporate blood donor in Sri Lanka. For every hundred donors, there is one of us.

May

2019

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Inspiration from Within

உத்வேகம் எமக்குள் இருந்தே ஆரம்பிக்கின்றது

M	T	W	T	F	S	S	Week
		1	2	3	4	5	18
6	7	8	9	10	11	12	19
13	14	15	16	17	18	19	20
20	21	22	23	24	25	26	21
27	28	29	30	31			22

● Poya Holiday
 ● Bank Holiday
 ■ Public Holiday
 ▲ Mercantile Holiday

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Female Mechanics

Inspired to challenge traditional roles.

June

2019

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Inspiration from Within

உத்வேகம் எமக்குள் இருந்தே ஆரம்பிக்கின்றது

M	T	W	T	F	S	S	Week
					1	2	22
3	4	5	6	7	8	9	23
10	11	12	13	14	15	16	24
17	18	19	20	21	22	23	25
24	25	26	27	28	29	30	26

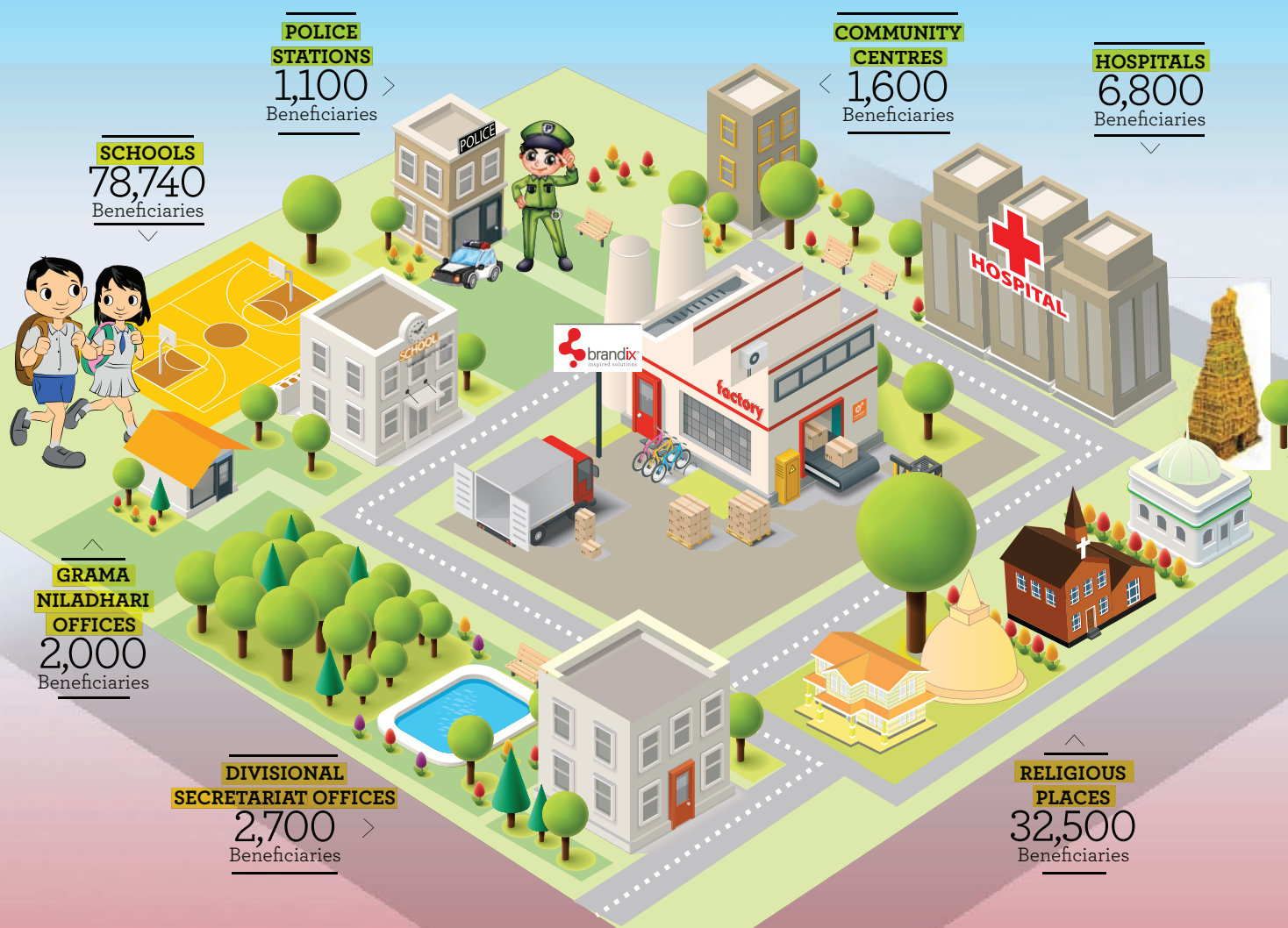
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MODEL VILLAGE 2018

Inspired by the old concept of the temple, school and tank-centered village development, the model village initiative addresses water-related issues faced by important institutions and their residents within a 10km radius of the Group's factories.

90 PROJECTS | 25,440 BENEFICIARIES



Mahiladithivu Saraswathy Maha
Vidyalaya, Batticaloa is one of our
Model Village recipients

Number of students: 1,200
Facility: Deep tube well
Water collection points

REACH
2019





Mayuran Subramaniyam

Mayuran chose to work in CSR largely due to his passion to help the wider community and this is, in fact one of the key roles of the CSR sector.

"I enjoy helping people and when I do see the thankfulness in a person's eyes as he/she now has access to clear drinking water that is the greatest satisfaction for me"

Mayuran also went on to share some of his first experiences with the company. Joining the company in the month of October of 2014, Mayuran explained how it was "like stepping into a whole new world".

"THERE IS A massive difference in the way I saw what CSR was and what it actually is. For me, this is much more than a job, it has now become a mission."

Project management is in fact something he takes great pleasure in handling and feels the work he does keeps with the company's journey to provide 'inspired solutions'.

"YOU MAKE A LIVING BY WHAT YOU GET. YOU MAKE A LIFE BY WHAT YOU GIVE."

-WINSTON CHURCHILL

Sakura Manthreerathne

The path to success is not easy and for those who take it the rewards are truly greater. Here at Brandix, the company strives towards uplifting all people both employee and the community as a whole.

Sakura Manthreerathna is one such person. A leader in implementing GAP Inc.'s initiative P.A.C.E (Personal Advancement and Career Enhancement) dedicated to the welfare of female employees, she states "As this program specifically targets empowering female associates, it gives me great pleasure and satisfaction in helping my fellow women to change their lives even in a small way. To see what we have taught being extended to their family is an added bonus"

The program is now an integral part of the company as it imparts knowledge and skills, transforming the lives of Brandix associates.

This unconvenetional learning initiative is exciting because it focuses on the individual's success both personally and professionally.

"Whilst helping people is my biggest motivation, to be an inspiration to women is my wish!"



Care for Our Own

An initiative to ensure the provision of clean water supply to Brandix Associates who are in desperate need.

As the flagship project of Brandix CSR, we hope it will change the lives of our workers, their families and their entire village.





Personal Advancement & Career Enhancement (P.A.C.E.)

Empowering dreams with skills
for an inspired life.

July

2019

சுரோதெய ஸ்சிமெ
Inspiration from Within

உதவேகம் எமக்குள் இருந்தே அரம்பிக்கின்றது

M	T	W	T	F	S	S	Week
1	2	3	4	5	6	7	27
8	9	10	11	12	13	14	28
15	16	17	18	19	20	21	29
22	23	24	25	26	27	28	30
29	30	31					31

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Kelani River Multi-stakeholder Partnership

Partnering to restore our environmental
heritage for our future generations.

M	T	W	T	F	S	S	Week
			1	2	3	4	31
5	6	7	8	9	10	11	32
12	13	14	15	16	17	18	33
19	20	21	22	23	24	25	34
26	27	28	29	30	31		35

August

2019

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Inspiration from Within
உத்வேகம் எமக்குள் இருந்தே ஆரம்பிக்கின்றது



Model Village

Uplifting communities by fulfilling drinking water and sanitation needs of schools, hospitals and places of worship.

September

2019

சுமந்தம் உள்ள
Inspiration from Within
உத்தேசம் எமக்குள் இருந்தே ஆரம்பிக்கின்றது

M	T	W	T	F	S	S	Week
						1	35
2	3	4	5	6	7	8	36
9	10	11	12	13	14	15	37
16	17	18	19	20	21	22	38
23	24	25	26	27	28	29	39
30							40

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Randaru Shishyathwa

Fulfilling the aspirations of our associates
high-achieving children and siblings.

October

2019

ප්‍රවේදය අපිමය
Inspiration from Within

உத்வேகம் எமக்குள் இருந்தே ஆரம்பிக்கின்றது

M	T	W	T	F	S	S	Week
	1	2	3	4	5	6	40
7	8	9	10	11	12	13	41
14	15	16	17	18	19	20	42
21	22	23	24	25	26	27	43
28	29	30	31				44

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P.A.C.E.

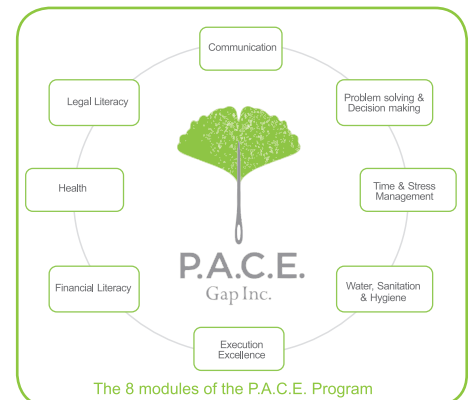
The GAP Inc. flagship initiative - Personal Advancement and Career Enhancement (P.A.C.E) learning program , targets at empowering female workers by building their lives and professional skills by creating an environment of constant learning and skill upgrading.



P.A.C.E Graduates ↑



← Future P.A.C.E Graduates ↓↑





In an inspired move to add value to our learning agenda at Brandix, 68 employees representing three major clusters qualified to become trainers under the P.A.C.E initiative, the first internal trainer pool for the company.

Brandix Fast Fashion Trainers →

Brandix Casualwear Trainers →

Brandix Lingerie Trainers ↓





Mech Challenge

Continuously challenging our mechanical prowess to guarantee flawless execution year on year.

November

2019

பிரைம் டிஸைன்
Inspiration from Within
உதவேகம் எமக்குள் இருந்தே ஆரம்பிக்கின்றது

M	T	W	T	F	S	S	Week
				1	2	3	44
4	5	6	7	8	9	10	45
11	12	13	14	15	16	17	46
18	19	20	21	22	23	24	47
25	26	27	28	29	30		48

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Lifeline - Brandix India Apparel City

Being there when it matters most – at
your nuptials, the birth of your children,
and throughout their education.

December

2019

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Inspiration from Within

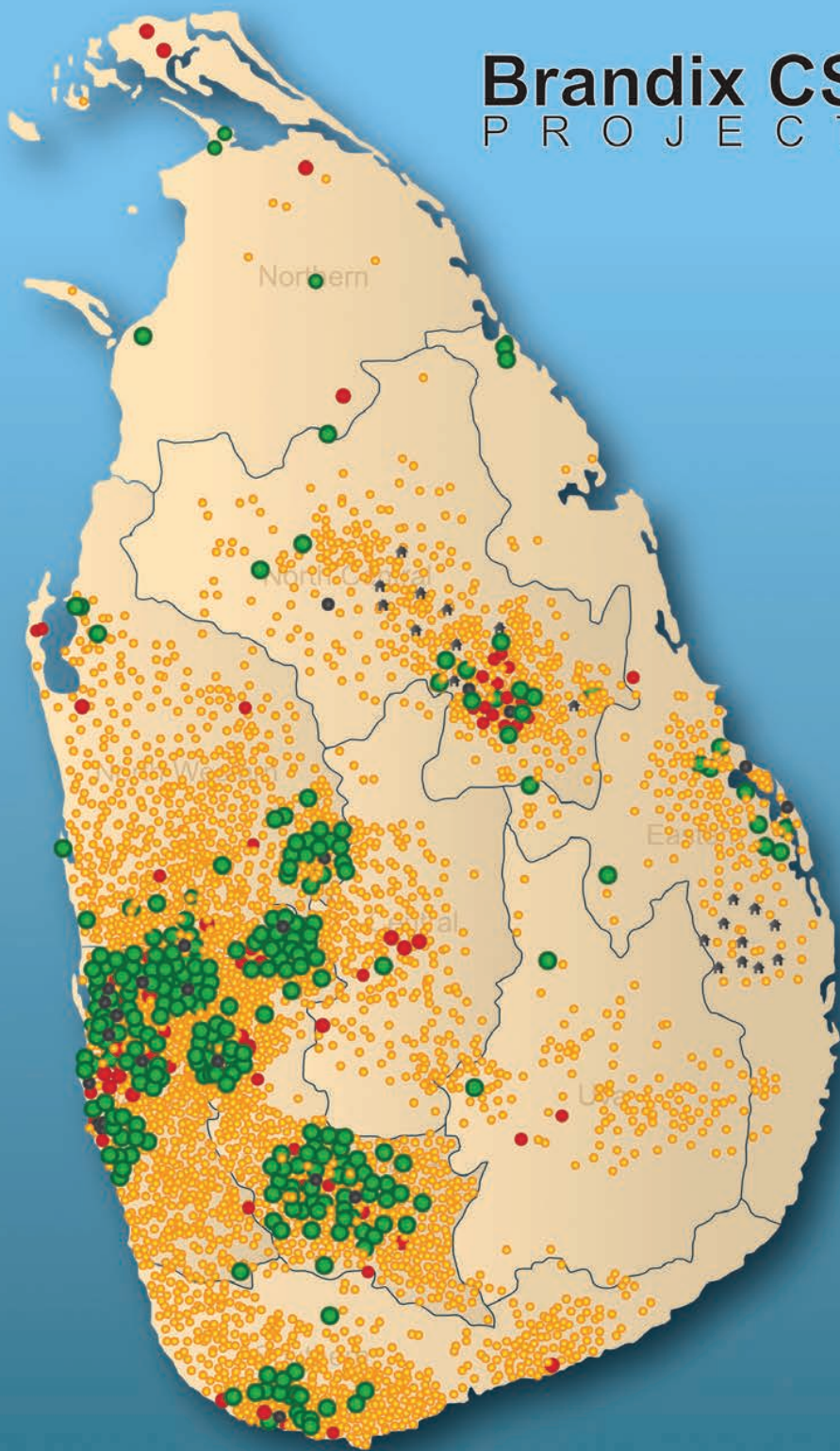
உத்வேகம் எமக்குள் இருந்தே ஆரம்பிக்கின்றது

M	T	W	T	F	S	S	Week
						1	48
2	3	4	5	6	7	8	49
9	10	11	12	13	14	15	50
16	17	18	19	20	21	22	51
23	24	25	26	27	28	29	52
30	31						53

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Brandix CSR PROJECTS



- School Projects
- Model Village
- Associates' Projects
(Care for our Own)
- Brandix Factory Locations
- 🏠 Housing Projects

**As at December 2018*




The World's First LEED Platinum Rated Apparel Factory

Pledge Support to United Nations Global Compact



Global Water
Partnership

Partner of the Global Water Partnership

A close-up photograph of a green leaf with numerous water droplets of various sizes. The droplets are in sharp focus, reflecting light, while the background is slightly blurred.

**Alone we can
do so little,
together we
can do so
much**

Helen Keller

Contact us with your comments / suggestions:

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