



Corporate Citizenship

India 2013



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Pramit Jhaveri | CEO, Citi India

I am very pleased to share with you Citi India's 2013 Citizenship Report.

With a history of more than a century in India, we view ourselves as privileged to have had the opportunity of being part of India's growth and development. As a global institution with a presence in more than 160 countries, Citi is an organization that thrives on innovation, pioneering, best practices and constant progress. At the same time, we try and recognize and imbibe the culture and traditions of the individual countries in which we operate. Citizenship is consequently a very important and integral element of our daily functioning. As a company and as a collection of individuals, we are proud to be citizens of India and strive to be active participants and contributors to the well-being of the community in which we live and work. Each year, we identify and endeavor to support the nation's priorities, be they education, empowerment or environmental sustainability. Through this report we would like to share with you our efforts in these areas and more.

Education, one of the most critical issues in India, is an area that we have been trying to contribute to by leveraging our strength as a financial institution. For over a decade - through the Citi Foundation - we have focused on educating children, youth and adults on their financial rights and responsibilities so that they may use their skills and assets in a manner that ensures their long term well-being. Having supported more than 2.5 million families to date, across India, to be more financially aware and educated, we are extremely proud of our contribution in this sphere.

We also believe that true empowerment will be possible only if excluded individuals have the power to sustainably change their economic and social conditions. Our objectives are to ensure that once people understand how to better manage their finances, they also have access to and benefit from the country's organized financial system. With this in mind, we have invested our efforts to deepen financial inclusion for farmers and small entrepreneurs.

Citi has always recognized and respected the diversity and traditions of India. The protection and promotion of our national heritage, art and culture has been an integral part of our Citizenship philosophy. Once again this year, we continued our very strong partnership with the National Centre for the Performing Arts (NCPA), celebrating Indian music with the Citi-NCPA Aadi Anant Festival of Indian Music and offering audiences in the country a flavor of international talent through the Symphony Orchestra of India. We have also created the Guru Shishya Program that supports less privileged, but talented

Message from the CEO

and deserving young musicians and provides them with access to music education. In addition, we are incredibly proud of the Citi India Art Collection which we have had the good fortune of accumulating over the years and which includes a large body of art by extraordinary and renowned artists such as Gaitonde, Jehangir Sabavala, Ram Kumar, Souza, Padamsee, Manjit Bawa and many more. The Citi Art Collection now adorns the walls of our new premises - First International Financial Centre (FIFC), Mumbai and reminds us every day of India's rich art history and heritage.

FIFC is one of the, approximately, 90 premises that we operate out of in India and was occupied by us in July 2013. In 2013, we also inaugurated the Citi Enclave in Pune. With these two new facilities, we are now proud to have three Platinum LEED certified premises in the country. Each of these is architecturally and environmentally responsible and green, using natural resources judiciously. This commitment to environment conservation is consistent with our philosophy to promote sustainable banking practices globally and is further manifested in our daily banking operations that have digitization as a key theme. Our focus on digitization and providing a world class digital platform has resulted in over 45% of our 3 million customers in India choosing to interact with us electronically, with 75% of them opting for digital statements and more than 70% of all credit card payments being completed without paper.

Our biggest strength in India is unarguably, our talent. The Citi India family represents an incredibly talented and diverse employee base. We are more than 9,500 people operating out of 46 cities and it is our constant endeavor to build an organization that offers opportunities to all. Our award-winning gender diversity efforts continue to grow each year, whether it is women-friendly policies or recognizing and nurturing upcoming talent through the Citi Woman Leader Award. We encourage all employees to pursue a healthy work life balance and have introduced special stay-well at Citi initiatives aiming for physical and mental fitness.

We are proud to have achieved so much in the short span of a year and hope to continue to grow this commitment to communities, in the years to come. I would like to thank all our stakeholders for their continued support in helping us achieve our aspirations.

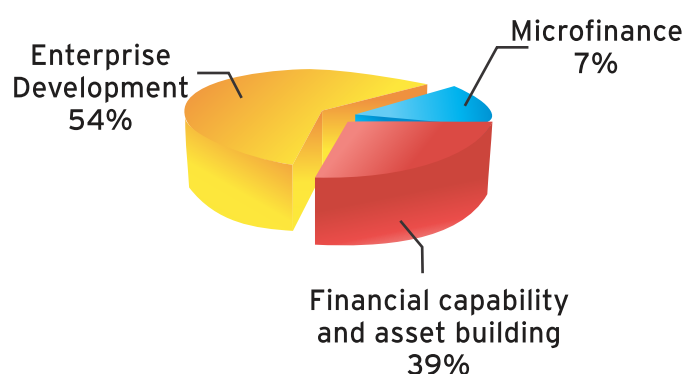




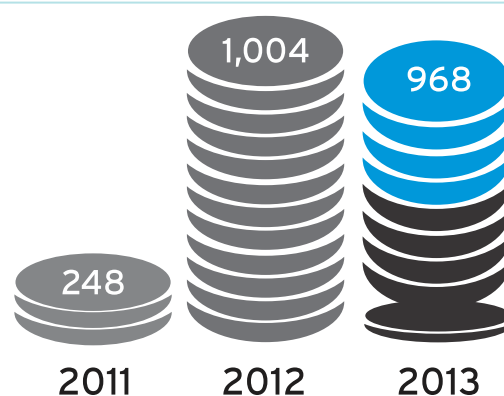
KEY PERFORMANCE INDICATORS

SUPPORTING FINANCIAL INCLUSION

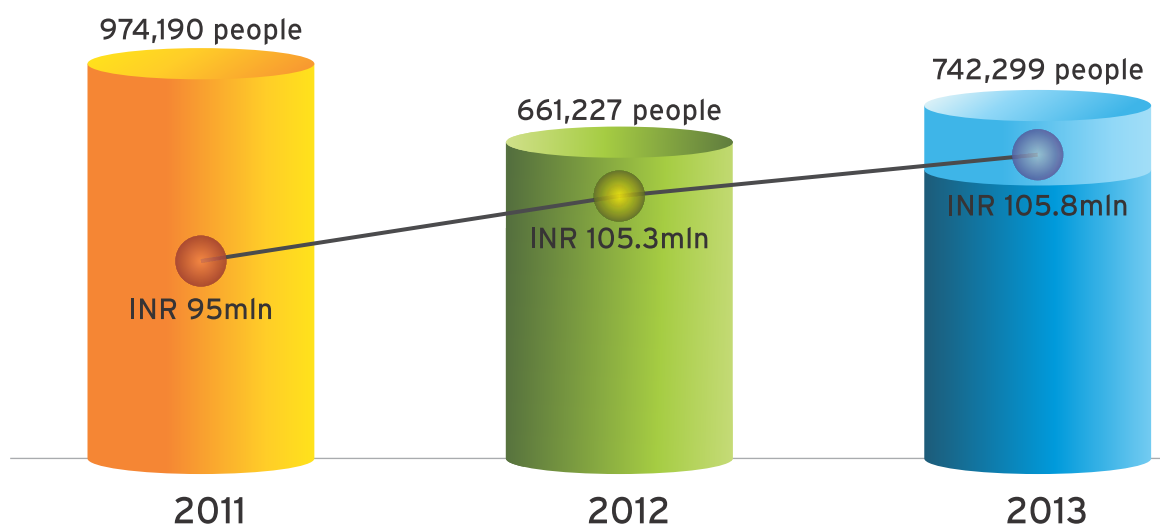
2013 GRANT PORTFOLIO



SUPPORTING FINANCIAL INCLUSION (people '000)

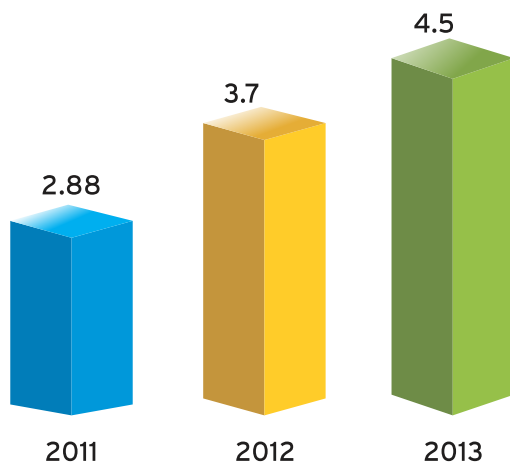


GRANTS AND OUTREACH

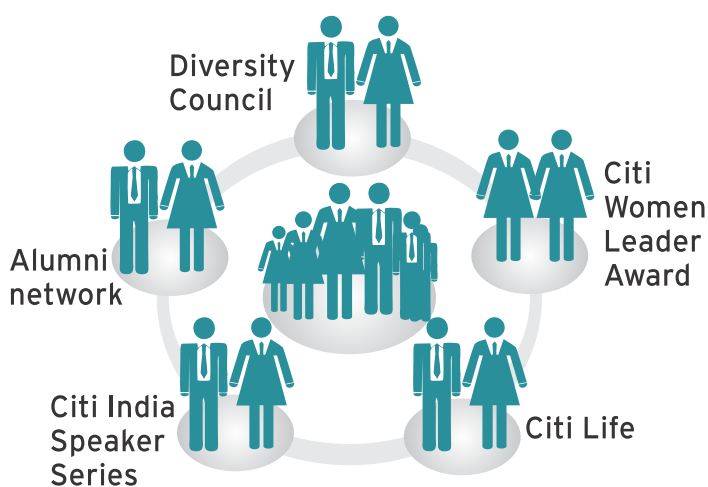


SERVING LOCAL COMMUNITIES

CITI INDIA PAYROLL GIVING PROGRAM (INR millions)



VALUING OUR PEOPLE



ENVIRONMENTAL SUSTAINABILITY



Water efficiency:
Saving of 2,835 k gals of water annually, 35% better than the US EPACT 2005 benchmark



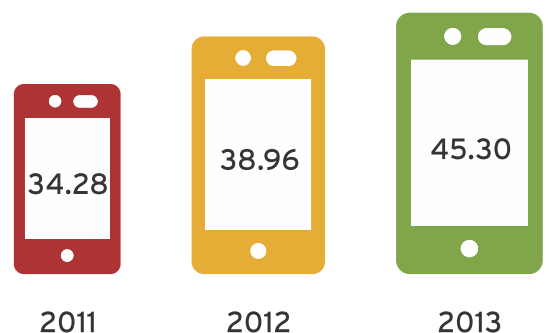
Energy consumption:
28% less than ASHRAES = an annual reduction 362MT CO₂



Construction waste:
82% diverted from landfill



Use of mobile and online channels (% of customers)







SUPPORTING FINANCIAL INCLUSION

With an estimated 60% excluded from the banking system, financial inclusion is not an option in India, but an imperative for equitable economic growth. Access to financial products and services is needed by all sections of society in general and vulnerable and low income groups, in particular, at an affordable cost in a fair and transparent manner.

On the other hand the demand for suitable products and services and their appropriate use to meet life-cycle requirements and create assets, is driven by an individual's ability to understand and manage money.

We at Citi therefore believe that full financial inclusion requires harmonized efforts that

Build Financial Capability; and ■
Strengthen Access to Finance ■



Bringing out the Aflatoun in Sajid

“My name is Sajid Sheikh. I am 14 years old and I study in Grade 7 of the Gilder Lane Municipal School in Mumbai. I am a big fan of Sunny Deol and love the dialogues and stunts in his films. I want to play for the Indian cricket team one day and I will continue to study along with that.

Aflatoun has helped me understand that if I have to follow my dreams I also have to work hard to achieve them. Aflatoun has also taught me to help my friends as much as I can. I was in Grade 6 when my friends stopped coming to school. Later, I heard that they had started working in the bag-making shops in Tardeo (Mumbai). I was surprised that their father allowed them to miss school. Financial trouble in their family could be the reason, but I think we should not overlook education as it is very important for us to build our future. So I told my friends to use their education to help their family in the future.

When I learnt that there are several other children my age working at the factory, I spoke to my school teacher who came with me to meet the owners. Despite them being rude to us, my teacher was firm and even threatened to complain to the police. The children did come back to school, but the next day, their parents complained to my father that I was interfering. It was not nice to see my sincere efforts being criticized but Aflatoun has told me to protect my rights and help others do the same. I was only happy my friends came to school with me and I am ready to do this again for them.”

Building Financial Capability

Grant in 2013 - INR 18,433,183

Outreach - 515,800 children in 3,716 schools in
Andhra Pradesh, Assam, Bihar, Delhi,
Jharkhand, Kerala, Maharashtra, Odisha,
Rajasthan and Uttar Pradesh



At Citi, we believe that education is a powerful and invaluable tool that shapes a child, such as Sajid's, future, nurturing in him the confidence and financial capability to be a responsible and empowered adult. We are therefore proud of our partnership with the Non-Profit Organization (NPO) Meljol that works towards imparting social and financial education to children and teenagers, particularly those who are from under-privileged families.

Started in 1999, Meljol works in 10 states in India and has touched the lives of more than 750,000 school children, striving towards its goal of 1 million by 2015. Citi Foundation has been a long-standing partner of the NPO, to specifically provide financial education to children and young adults in the age group of 6-16 years. Our joint efforts have helped Meljol instill responsible financial habits in more than half a million children, across 3,700 schools in rural areas and small towns.

For several years now, Meljol has been successfully providing financial education to children through its globally recognized Aflatoun program. In 2013, it used the grant from Citi to introduce a similar program for teenagers in India, aptly called Aflateen. The methodology of both these programs is designed to be simple, informative and interactive, ensuring that the participants develop an understanding of financial concepts, as well as have the opportunity to act out their learning through Aflatoun banks and group based mock-enterprises.

The delivery of the financial and social education programs take place within the school environment and critical to its implementation are the teachers, who have been trained by Meljol to effectively communicate the messages of saving, budgeting, rights and responsibilities in a nurturing environment, where the children can learn and have fun. This school based model is innovative in its simplicity and effectiveness and can be easily replicated, across different geographies, as has been demonstrated by Meljol.

A recent study undertaken to assess the impact of the Aflatoun program supports the premise that introducing children to financial and social education at an early age, does indeed better develop their financial and economic understanding of the environment. Children who are a part of these programs are more confident, have better self-awareness, express ideas clearly, have better mathematical skills and develop a sense of identity and belongingness to their environment. Approximately 80% of the participating children have also developed a habit of saving and have displayed concern and positive behavior towards social and environmental issues, setting them well on the path to be the next generation of economically and socially responsible citizens.



Banking on financial education

"I am Neha and I hold two graduate degrees, including one in Education. However, I wanted to expand my skills and decided to pursue the Information Technology Enabled Services (ITeS) course offered by American India Foundation Trust (AIFT). Besides helping me understand the fundamentals of computer theory and acquire technical skills in computer applications, the course also strengthened my soft skills in communication and work-place readiness and introduced me to the concept of financial literacy.

A training in how to manage one's money was completely new to me and has helped improve my knowledge of financial management particularly the importance of saving, recognizing income and expenditure patterns and budgeting. Before going through the course, I was unaware of the importance of having a bank account, but now I am proud to say that I have applied for an account and will soon be using it. I have also learnt how to use internet banking. The Mobile Kunji that AIF gave us is a ready reckoner about banking. It gives me step by step details with pictorial representations which I can use for myself and also teach my friends.

I have always considered myself a bright student, but I have to admit that AIFT's financial literacy training has made me much more confident. I am determined to be financially independent and like my father and brother, aspire to work as a government officer. My ambition is to be a Probationary Officer in a Nationalized Bank."

Grant in 2013 - INR 8,311,500

Outreach: 4,675 youth in Delhi NCR and Rajasthan



AMERICAN
INDIA
FOUNDATION

India's demographic dividend - a population of 1.2 billion, of which about 0.8 billion are of the age where they can work - is much cited. Yet we have been unable to truly capitalize on this strength, due to, what is being recognized, as a large gap between what employers and the industry expect and the skills available with the latent workforce. To address this skill-job gap, the Indian government and NPOs across the country have introduced large-scale programs to equip employable youth with appropriate skills and connect them with employers seeking skilled manpower. These employability programs are not only critical to fuel the country's macro-economic growth but will also bring micro-economic stability to individual households. However, what most of these programs did not foresee is the one critical challenge faced by first-generation salaried youth.

Though able to secure jobs and earn a regular income, these youth are often not equipped to understand the nuances of the financials around the job, thereby potentially limiting their ability to use the money to create assets and reduce vulnerability. It was to add a component of financial literacy to skill training, that Citi Foundation partnered with American India Foundation Trust (AIFT), in 2011.

Since 2007 AIFT has been successfully implementing the Market Aligned Skills Training (MAST) program aimed at equipping underprivileged young men and women with life skills as well as basic training in hospitality, tailoring, retail, IT and BPO services. The strength of the program is the established network of employers who have been consistently recruiting MAST trainees. The program has, over the years, trained more than 105,000 youth helping 69% of them secure jobs.

As part of the partnership, AIFT and Citi developed the first-ever curricula for financial education customized to benefit job-seeking urban youth and incorporated it as an essential life skill into the MAST program. The 25-hour classroom module introduced participants to the salary slip, the importance of saving, the risks and returns of different investments, the functioning of formal financial systems and the basics of banking. Recognizing the limitations of classroom training we then decided to leverage popular technology and make financial literacy available to the students and alumni of MAST, via their mobile phones.

More than 4,600 youth have been provided access to two mobile based applications. One of these is a game-based learning tool, which encourages participants to make financial decisions as they move along the 3D board. The participant has an opening balance in a bank account, cash in hand and assets and liabilities which can be increased or decreased basis decisions taken during the game. It ends when liabilities exceed assets, cash and bank balance or when the whole board is covered with balance. The second is called a Mobile Kunji or a ready reference for commonly used financial terms and basic banking processes such as the documents required to open an account, writing a cheque and banking via the internet.

The penetration of the mobile phone in India, combined with easy to use tools for financial education that can be disseminated to all users, gives this initiative the potential to truly make an impact on the lives of those who constitute India's demographic dividend.



Calculating Business Success

"My name is Rajeshwari and with my husband I run a grocery shop in Bangalore. Six years ago I took a business loan from Ujjivan and invested it in my petty shop to increase the stock as well as add facilities to recharge mobile phone balances.

Earlier like most small shopkeepers I would calculate things manually, which took a lot of time. However when Ujjivan introduced the Diksha program in financial literacy for borrowers such as me, I was taught how to use a calculator and now I feel relaxed as I can calculate things faster and deliver the items to my customers quicker. Diksha also taught us the benefits of a bank account and with the help of the Ujjivan branch staff I have opened an account and saved INR 150,000. I have also opened a savings account for my daughter and have taught her how to minimize her personal expenses and save her pocket money. It makes me proud to share with you that my daughter has managed to save INR 3,000 with which she pays for her conveyance to and from college.

Diksha has been very useful for me. I have reduced my unwanted expenses and put the savings in a local chit fund. I have also limited my borrowing from multiple sources and with my savings have been able to buy a washing machine, a microwave-oven and a desktop computer. I now track my income, expenses, savings and loans using the Diksha Diary everyday and am teaching my daughter the same. Diksha also taught me the importance of investing in my business and I have taken a larger loan from Ujjivan to purchase a freezer so that I can set up an ice cream business in my shop. The training in financial literacy has laid the foundation for me and my family's steady growth."

Grant in 2013 - INR 10,886,000

Outreach: 56,997 women in Bihar, Delhi, Gujarat, Haryana, Karnataka, Kerala, Maharashtra, Odissa, Punjab, Rajasthan, Tamil Nadu, Uttar Pradesh, Uttarakhand, West Bengal



The Diksha Program, through which Rajeshwari received training, is provided by Parinaam Foundation in partnership with India's leading Micro Finance Institution (MFI) Ujjivan Financial Services. We are proud to be supporters of this program since 2012, helping build the financial capabilities of almost 57,000 women across the country.

Parinaam's program is designed for the urban and semi-urban poor, largely women microfinance borrowers who run micro enterprises. It does not instruct the participants in what they should do with their money, but instead provides information and knowledge so they understand the pros and cons of decisions such as the importance of savings, the different financial services that they can avail of, managing debt – how much to borrow and the pricing of products, the role of the Reserve Bank of India and why their information goes to a credit bureau. It also provides its participants practical tools such as simple mathematical skills using a calculator, budgeting with basic income-expenditure formats, using videos to show them how to use an ATM, helping them open bank accounts and training them to ask the right questions of financial institutions before availing any services.

About 75% of the women who are trained through Diksha have one or more child in school and therefore incur a large expense on education, each year. It is with 300 of these women that in 2013, Parinaam and Citi Foundation decided to pilot a hybrid savings-grant product called the 'Matched Savings Incentive Program'. The program integrates financial planning for education into the Diksha training whereby women set a savings goal and save a fixed amount each week towards that goal. It therefore helps them break down a large one-time expense into smaller convenient amounts. Those women who adhere to their savings plan, exhibiting positive financial behaviour, will be incentivized by Parinaam who will use the Citi Foundation grant to match their savings. The pilot aims to demonstrate to other women that by planning, it is possible to meet major life cycle expenses through savings.

A recent third party impact study of the Diksha program indicates that it has helped 90% of its participants understand the need for financial planning, 84% actually plan their household budget and 76% track their income and expenditure. 81% of the respondents were even willing to pay some amount for the training. Through its efforts, Diksha has helped about 130,000 women save for health, education and emergencies while they continue to access loans for their business needs, without being over-indebted.



Strengthening Access to Finance

At Citi, we endeavor to make finance accessible to farmers, micro and small businesses and small home owners and are strong advocates of building partnerships and adopting innovative approaches to make finance accessible to those in remote areas.

In 2013, working along with our NBFC arm, Citicorp Finance (India) Limited, as part of our **agriculture lending** efforts, we on-boarded 850 customers engaged in farming-related activities in the states of Gujarat, Maharashtra, Rajasthan, Uttar Pradesh, West Bengal, Madhya Pradesh, Tamil Nadu, Chhattisgarh, Andhra Pradesh, Karnataka, Punjab, Jharkhand and Delhi. These loans were to be used by them to purchase vehicles to transport farm produce or farm equipment like borewells, backhoes and small excavators. Of these, about 30% of the loans would be used by those buying or using farm equipment for the first time.

Citi India also financed around 120,000 individual borrowers through on-lending to various **micro finance institutions**. Approximately 90% of these borrowers belong to weaker sections of society, and they used these loans for self-employment and or to improve their economic conditions.

Citi India also financed about 13,000 micro industries and 9,400 small industries, across the country. These industries supply to larger sectors such as metals and mining, chemicals, materials and machinery, retail, logistics and pharmaceuticals.

Finally, an important element of our efforts to deepen financial inclusion is to support **affordable housing**. In 2013, we financed more than 15,000 affordable housing units directly and through on lending programs with housing finance companies.

The experience of our initiatives in financial inclusion is further intensified through our research partnership with the Indian Institute of Management Ahmedabad (IIMA). The Citi supported research that IIMA is undertaking will help a wide range of stakeholders better understand the manner in which financial education, attitudes, design and communication of financial products and services and financial advice, influence the financial behavior of individuals and households. It is also examining the available informal financial services to bring forth the key elements in their products and delivery which makes them an attractive option for low-income customers. We believe that the outcome of this research will enable those committed to financial inclusion, to better service the needs of their customers in a fair and transparent manner.

Our efforts towards an inclusive society also extends to encouraging the empowerment of communities through enterprise development and creating access to markets. In 2013 we celebrated the 10th year of the Citi Micro Enterprise Awards that has, over the span of a decade, been the pioneer to recognize and honor exemplary micro-entrepreneurs and community owned micro enterprises.

With Pratham Education Foundation we are helping 3,000 entrepreneurs across Andhra Pradesh, Madhya Pradesh, Maharashtra and Odisha, acquire the skills and support to set up their businesses. A similar initiative in Gujarat, with the Indian School of Microfinance for Women (ISMW), is making 5,400 low-income women micro-entrepreneurs economically literate through a combination of enterprise training and financial education.

Programs such as these not only help improve the business skill of entrepreneurs, they also have an implicit element of financial inclusion, as the participants seek loans, accumulate savings and often even purchase insurance to invest in and protect their enterprises.



Photo: Krishen Khanna, Man & Woman
Courtesy: Citi India Art Collection



SERVING LOCAL COMMUNITIES

Complementing the large programs and issues addressed by Citi Foundation, we continue to undertake focused initiatives that support India's rich socio-cultural environment, such as:

- The Citi India Art Initiative
- Charitable Contributions to Non Profit Organizations
- A Computer Donation Program; and activities that encourage
- Employees for Communities



The Citi India Art Initiative

Since our inception, it has been Citi's endeavor to be strong corporate citizens of this exceptionally diverse and culturally resonant country. In India, preserving and promoting arts and culture has been an integral part of our philosophy. Citi has a long-standing and deep-rooted partnership with the National Center for the Performing Arts, which comprises past and current initiatives including the Aadi Anant Festival of Indian Music, the Symphony Orchestra of India and an ongoing Guru Shishya (teacher-student) scholarship program for needy and deserving musicians.

Citi India, in collaboration with the National Center for the Performing Arts, created the **Citi-NCPA Aadi Anant Festival of Indian Music** a first-of-its-kind traveling music festival of Indian music. We are also proud to be patron of the first and only, much acclaimed, **Symphony Orchestra of India** since its inception in 2007, which has through its seasons, showcased operas such as Puccini's *Madama Butterfly* in February 2008 and Puccini's *Tosca* in September 2010 over and above exceptional orchestral and solo instrumental performances.

In 2013, we hosted the third edition of the Citi-NCPA Aadi Anant Festival of Indian Music that celebrates and preserves India's music and cultural heritage and marks Citi's commitment to the arts and the bank's 110-year legacy in India. It seeks to celebrate the vivacity with which artistic traditions keep redefining and rejuvenating themselves. Showcasing a fusion of modern and traditional music, the festival featured renowned musicians from India and other parts of the world including tabla maestro Zakir Hussain, saxophonist George Brooks, pianist Osman Ezzeldin, and legendary flute player Hariprasad Chaurasia in Mumbai; vocalist Rashid Khan in Delhi; and in Pune, Zakir Hussain performed with the master drummer Ranjit Barot and an accomplished Thayambaka ensemble, bringing together three traditions; Indian classical, Western and ritual music from the temple tradition of Kerala, which left the audience enthralled and was a soul-stirring performance. Their performances in Mumbai, Delhi and Pune were set against a backdrop featuring an untitled work of art by late artist V.S. Gaitonde. The painting was provided by Citi India from the bank's corporate art collection.

The Guru Shishya program supported by Citi is a social initiative for needy and deserving musicians, and also to enable access to music education for underprivileged children. We launched the **Citi-NCPA Guru Shishya Scholarship Program** in 2007, following on the traditional system of guru shishya parampara (the support of both the gurus and their disciples). Each year, until 2013, we have granted benefits to two gurus, three scholars, who were shortlisted by a panel of judges at NCPA and three musicians in need of financial support.

In 2013, we have changed the program slightly, to double the stipend amount to the scholars, and at the same time expanded the program to partner with two schools with Teach For India, where we have introduced around 150 children to Indian music. The children now have Indian music incorporated into their school curriculum and have classes twice a week.

Additionally, in 2013 Citi India made **Charitable Contributions** to a variety of other causes including the Chief Minister's Relief Fund that supports farmers in Maharashtra who are affected by drought, the United Disaster Management Fund - Uttarakhand that assisted those displaced by the floods in the state, the NPO Vishwas - Vision for Health Welfare and Special Needs that works for the disadvantaged and differently abled and Aishwarya Trust that supports children with Congenital Heart Disease. We also sponsored and participated in fund raising events organized by the Tata Medical Centre Trust, Habitat for Humanity India, Tata Public Service Welfare Trust and Pratham Education Foundation.

Citi India has also been successfully managing an organizational **Computer Donation Program** since 2010. This program refurbishes machines that are being phased out by the Bank, supplementing them with new peripherals before donating them to social organizations to use in schools and vocational training institutes. Since its inception, we have donated more than 1,000 computers to about 20 NPOs across the country. In 2013 itself, 200 computers were provided to Amrita Vishwa Vidyapeetham, Meljol, Pratham Education Foundation and Teach To Lead.

The commitment and engagement of the organization is shared by its employees who actively participate in initiatives such as volunteering and payroll giving both of which are designed to foster a culture of Employees for Communities. Each year, Citi employees across the world, come together to celebrate **Global Community Day** and contribute a day of their time to local issues. Marking our 8th Global Community Day in India, in 2013, 1,500 Citi colleagues, friends and family volunteered in 19 events across 10 cities in India to revamp and refurbish community spaces and, in Bangalore, prepare a meal for 120,000 children.

For those who wish to commit a longer time to community work, we have partnered with Teach To Lead and support those employees who are selected for the Teach For India 2-year fellowship program, with a sabbatical. In 2013, 3 employees were selected for this sabbatical.

In addition to their time, employees also contribute to credible non-profit organizations such as Akshaya Patra, Cancer Patient's Aid Association, Habitat for Humanity India, HelpAge India, SOS Children's Villages of India, the World Wide Fund for Nature, India and Women's Trust of India via the **Citi India Employee Payroll Giving Program**. This program, run in partnership with United Way Mumbai, is hosted online on the Citi systems so that employees can access their donation portfolio, manage recipients and amounts, at will. In 2013, more than 380 employees contributed almost INR 4.5 million to these organizations including a special contribution of INR 1.3 million towards the flood affected families of Uttarakhand.





Building the future of India my way

"I am Kripa Subramony and I teach a class of 40 students in Dharavi, as a 2013 Teach For India Fellow.

It has been 8 months since I joined the Fellowship and the two words that best define my experience so far are "Rollercoaster Ride". The diversity of people at Teach For India surprised me pleasantly. I interacted with over 250 Fellows from diverse backgrounds ranging from working professionals, college graduates and even retired defense personnel. This gave me the opportunity to learn from individuals and their experiences, pick up new skills and ideas to start working on.

Since then, every day brings with it a new challenge and a new learning. I work hard to ensure that no child is left behind, that every parent understands the value of education and that my kids have a role model. There are numerous stories from each day I spend in school. There are days when the kids show grit and lift my spirits after a mild rebuke from the Principal that we, as a class, received. There are moments of happiness, when after struggling for 3 months, Bhola and Suraj turn over a new leaf and are eager to attend extra classes.

I had heard so many times that perseverance and undying patience is all that it takes to work wonders. For the first time, I can see that happening. I am leading the transformation in my kids - and me! It has been an exponential learning curve. It is fun, overwhelming, astounding, and many times mind boggling. I know that this is just the start of my journey from being a good teacher to a good leader and I cannot wait for the rest of it."



VALUING OUR PEOPLE

Citi employs more than 9,500 people in 46 cities, all of who are critical to the success and growth of the organization. We treasure this highly skilled talent pool and strive to continuously invest in their well-being and growth through initiatives that foster

- A culture of Diversity ■
- Health and Fitness ■
- Interactions with Inspirational Leaders and Alumni ■



Get a glimpse of tomorrow's leaders, today!

Presenting the Citi Woman Leader Award 2013.

Citi recognises meritorious women across B-Schools and empowers them for a brighter future. The awardees will be granted scholarships and a direct interview for Citi's summer internship program, 'Impressions - 2014'.

If you believe your 'Leadership CV' makes the cut, apply now. For more details, please reach out to your placement committee or write to sakshi.kashyap@citi.com

"Think of an awesome opportunity to meet the business heads of a leading financial firm, college alumni and peers from the top B schools of India! For me, CWLA was this opportunity and much more.

Being a campus winner for such a prestigious award and a part of the final event was a proud privilege. The rigorous assessment center with the role play, case discussions and interviews were fun filled and good learning experiences. The workshops that followed will surely help me make a head start in my corporate life. Success stories of people in different industries are always inspiring for students like us and CWLA provided me that opportunity to interact and be inspired by successful personalities like Deborah Gillis, Debopama Sen, Radhika Haribhakti, Mini Menon and many more.

All in all, CWLA was a fun filled exercise right from the leadership essay to the case study to the finals in Mumbai; something that I will cherish forever."

Rashmi Torgalmath, Winner of the Citi Woman Leader Award 2013



Citi Diversity

Citi strives to build an organizational environment that nurtures the best talent and offers opportunities to all. We aim to create a work environment where diversity is embraced, meritocracy appreciated, and where people treat each other with dignity and respect. In 2011 Citi India set up its **Diversity Council** that aimed to improve women's participation in the organization resting its strategy on four pillars - Hiring and Development, Policies, Awareness and Sensitization and Infrastructure.

Diversity starts with us investing in women while hiring and their subsequent development in the organization. The **Citi Woman Leader Award** is a unique initiative aimed at recognizing, rewarding and developing young women talent across India's best business schools. An annual program, it identifies women with leadership potential through a rigorous assessment process and has become an aspirational event across campuses. The winners are awarded a tuition scholarship, the opportunity to intern at Citi, interact with senior Citi leaders and be part of a capability building workshop - "Transitioning from Campus to Corporate".

For Citi's women employees, the Diversity program has introduced several policies designed to retain them and permit them to manage their work and family balance. The 'Think Flexibility' focus of these policies now allows women employees to avail of flexible work arrangements and opt for flexible maternity leave. To protect the careers of high performing women, Citi now has a Policy on Performance guidelines' for women returning from maternity leave wherein the rating of a woman employee is assigned basis the better of two ratings, to arrive at the final performance rating for any particular year.

The Diversity Council also organizes workshops, speaker sessions for managers and women employees to percolate the culture of diversity in the organization. Such efforts have helped Citi India increase the participation of women in senior management by 2% over the last one year and reduce attrition among women by 2.7%.

Acknowledging these efforts, at its 3rd Women Conference, the National Human Resource Development Network recognized Citi as one of the Top 10 Companies for Gender Diversity for 2013. We have shared our experiences at the Community Business Diversity and Inclusion Forum, 2013 and partnered with Deloitte in an industry-wide study titled "Generation Next Workforce Study 2013". This study aimed at understanding the aspirations, values and expectations that Gen Next holds towards its work and work environment.





Health and Fitness

The **Citi Fitness Challenge** is an annual global event that encourages employees to set fitness goals and keep track of them through a mobile application. Participants can choose to convert their “Citi Fitness Units” into charitable contributions for International Rescue, Project HOPE and CARE International.

In sync with the challenge, Citi India created a **Fitness Week** during November 2013, with a variety of health related activities across different locations. Employees in Mumbai turned up in large numbers to learn and experience Tibetan Yoga. In Kolkata employees held cricket matches, Zumba classes, badminton games, nature walks, table-tennis and carom competitions. Those in Chennai worked it out in the gym with a Tread Mill Test, Stomach Crunches, Push-ups and Sitting Toe Stretch. The employees in Pune set up a football tournament. All around, the feedback from participants was that the week was fun, a stress-buster and a great way to meet new people.

Through the year, **Citi Life** helps employees attain a better work- life balance and cope with a fat-paced work environment. Its Employee Assistance Program (EAP) makes available a confidential hotline and counseling service to employees and up to three members of their families. Quarterly workshops are held to reach out to employees and the 2013 workshops were targeted to managers who are responsible for large teams or have particularly stressful roles.



Citi India Speaker Series

Each year, we invite leaders and visionaries to share their views on leadership, management philosophy and anecdotes of the experience they have acquired in their long illustrious careers, with our employees. This initiative is a step towards furthering a culture of learning at Citi India and also as a platform for employees to share and discuss trends that shape businesses. In 2013, Citi employees were privileged to have the legendary Vineet Nayar, Vice Chairman, HCL Technologies and Founder, Sampark Foundation, address them as part of the Citi India Speaker Series.

More than 250 employees from across the country joined in to hear Mr Nayar speak about his influencing childhood experiences to the evolution of his management philosophy - Employee First, Customer Second. As Mr Nayar shared HCL's transformational journey from simply improving effectiveness to proposing 'incremental innovations' and then reconfiguring HCL's operations by institutionalizing 'disruptive innovation', he also spoke candidly about the challenges that the employees and he faced in addition to the learning they took from the process, leaving the audience inspired and empowered.



Citi India Alumni Network

Citi's tradition of nurturing talent has led to it having a strong alumni network of those who spent a lifetime in the organization and those who went on to lead teams in other companies, taking with them the values and experience acquired during their years with Citi. In 2013, more than 65 of our alumni got together at our new headquarters to celebrate the year gone by, share interesting anecdotes and reminisce about the good old times.

Attendees included Victor Menezes, Ambassador of the India Alumni Network and many industry leaders, who are all proud that they are first and foremost Citibankers. The alumni walked around the new premises and appreciated the many artworks on display around the office. The Citi Art collection comprises of works from some of India's most renowned artists - Akbar Padamsee, Anjolie Ela Menon, B. Prabha, Badri Narayan, C. Douglas, F N Souza, Jamini Roy, Jehangir Sabavala, K G Subramanyan, K H Ara, Laxman Shrestha, M.F. Husain, Manjit Bawa, Nilima Sheikh, N S Bendre, Prabhakar Kolte, R.K. Laxman, Ram Kumar, Sudhir Patwardhan and V.S. Gaitonde. Many of the artworks were acquired by the alumni during their time with Citi and led them down memory lane as they penned their feelings on a canvas that will now be placed in the Citi premises.



ENVIRONMENTAL SUSTAINABILITY

The judicious use of resources is a priority at Citi and we are committed to imbuing the ethos of conservation and sustainability into our operations, whether it is the way we

Manage our Premises or ■
Conduct Business ■



Citi India operates out of 87 premises occupying 1,991,958 square feet, of which approximately 38% is managed under the aegis of environment-friendly principles.

In 2013, about 1,500 employees in Mumbai moved into Citi India's new headquarters, the First International Financial Centre, a 297,777 square feet property, spread across six floors. The premises were inaugurated by the Chief Executive Officer of Citigroup, Michael L. Corbat, while on a visit to India.

During the same year, we also opened the Citi Enclave in Pune that focuses on delivering proprietary IT services as a best-in-class technology center. Teams at the site include Capital Markets Technology, Private Bank Technology, SFS Technology and Risk Technology. The center is located in a Special Economic Zone (SEZ) at the EON Free Zone, Pune.

Both the buildings are architecturally responsible, green and have secured Platinum LEED certifications in India. Citi now has three buildings that have received this prestigious certification, the first being Nirlon Knowledge Park in Mumbai, which opened in 2011.

As Platinum LEED certified buildings, both FIFC and Citi India Enclave incorporate many high-tech, intelligent and energy-efficient design elements, the office interiors have been designed to promote sustainable building practices and have a reduced environmental footprint through the use of a progressive daylight harvesting system, low volatile organic compound paints, coatings, adhesives, carpet and furniture systems, water saving devices, improved indoor air quality, Energy Star rated equipment and energy-saving lighting.

More than 80% of the construction waste of these buildings has been diverted from landfills and the overall recycled content present in the materials used is 21%. Across premises in India we collectively save 2,835 kilo gallons of water each year and energy efficient light fixtures that integrate with daylight sensors in day lit areas and motion sensors in closed rooms, have helped us maintain the total connected lighting power at 28% less than ASHRAES standards. 90.1-2007 - an annual reduction of 362MT carbon dioxide.

In Gurgaon, the Citi premises at DLF Square has partnered with a leading waste management company to recycle paper, PET bottles and e-waste. Not only are the cash points earned through this, donated to support the education of children and empower women, the recycling has led to an annual saving of 111 trees, 172,800 liters of water, 2,087 liters of oil and 26,085 KWH energy.



Globally, Citi was a cofounder of the Equator Principles (EP), the leading framework for managing environmental and social risks in project finance. From 10 initial members at the 2003 launch, the EP Association membership has grown to 79, around the world.

Our commitment and investments in digitization and technology reflect our desire to provide our customers world class and convenient tools through which they can manage their finances and engage with their bank, while at the same time making these interactions and thereby, our operations, environment-friendly.

An increasing number of customers are now being on-boarded through digital means, rather than the paper forms. Initiatives like '3 clicks to apply for a credit card' a card can now be issued and delivered to a customer in less than 4 days. Internet and mobile banking are being made simpler, accessible and more secure, to encourage customers to use electronic banking rather than traditional instruments. 70% of our credit card customers make their payments online, which has directly resulted in an estimated 32% decrease in the number of cheques being used.

Citi was one of the first banks to introduce a mobile application for smart phones in India and subsequently added to it the Immediate Payment System - a 24/7 feature that allows our customers to transfer funds instantly and online from their mobile devices. Features such as these and others like the "Virtual Assistant", a 24/7 self-help tool for customers to type in their queries and get them answered instantly online, have increased convenience and reduced the need for customers to travel to branches.

Immediate Payment Service!



Now transfer funds instantly 24x7!

With IMPS you can transfer* and receive funds from any bank account using your account number and IFSC code.

Steps to transfer funds through IMPS

Step 1 Add a Payee on Citibank Online



Login to Citibank Online and add a payee for IMPS fund transfers using your beneficiary's account number and IFSC code.

Step 2 Transfer Funds to the Payee



Now transfer funds instantly to the pre-registered payee using Citibank Online.

Steps to receive funds through IMPS

Step 1



Note your Account number & IFSC code of your bank to which you want the funds remitted.

Step 2



Share the Account number and IFSC code with Remitter to receive funds instantly.



SUPPORTED PROGRAMS



	Partner and Program	Grant amount	Outreach
	 Citi Micro Enterprise Awards	INR 11,893,500	National 186,800 entrepreneurs 2 community owned enterprises 1 livelihood promoter organization
	 Grameen Foundation USA Client Centric Product Development Incubator Program	USD 150,000	National Encourage financial service providers to design and deliver client centric financial products
	 Indian Institute of Management Ahmedabad Financial Inclusion Research and Convening Program	INR 12,184,586	National Research on Financial Inclusion
	 Indian School of Micro Finance for Women Economic Literacy Initiative for Micro Entrepreneurs	INR 11,002,000	5,400 women micro entrepreneurs
	 Meljol Aflatoun Social and Financial Education Program	INR 18,433,183	515,800 children 3,716 schools
	 Pratham Education Foundation Emerging Entrepreneurs Program	INR 15,914,681	3,000 rural youth
	 Parinaam Foundation Diksha Financial Literacy Program	INR 11,002,000	30,000 women micro finance customers
	 Villgro Innovations Foundation The Unconvention Program	INR 10,711,205	20 small and growing businesses
	 The American India Foundation Trust Market Aligned Skills Training Program	INR 8,311,500	2,158 urban youth
	 Friends of WWB, India Livelihoods and Enterprise Development Program	INR 13,590,000	6,000 individual micro entrepreneurs 10,000 producers / entrepreneurs

