

from the ESG DESK



Dear Colleagues,

An international toothpaste brand tried to sell its toothpaste in parts of Southeast Asia by emphasizing that it “whitens your teeth.” This product “benefit” did not resonate with the target audience because the local natives chew betel nuts to blacken their teeth, which they find attractive.

Similarly, one soft drink brand lost its dominant market share to another in Southeast Asia when they changed the colour of its vending machines and coolers from deep “Regal” blue to light “Ice” blue - because light blue is associated with death and mourning in that region.

Moral of the stories: Both these brands would have done a meaningful and rewarding campaign, had they embraced cultural diversity within their teams - members of their team would have known and prevented this slip-up!!

Diversity is important to understand every perspective of the stakeholders needs, and hence is considered an important aspect of every business. Not

just gender but racial, cultural, linguistic, religious, age and many such other elements. By missing out on Diversity an organisation is also missing out on the potential performance gains stemming from Diversity. Diversity builds Resilience by building a broad variety of responses to external stimuli or changes, thus making it less likely to break. Also, Diversity builds Adaptiveness because of its wide range of problem-solving heuristics and behaviour thus making space for learning and adapting to change over a period.

Tanla Platforms Limited is committed to Diversity & Inclusion as part of our ESG adherence and protocols. The Diversity & Inclusion Policy is attached here, we encourage you to read and be aware of it.

While Diversity is commonly compared to being invited to a party, Inclusion is being asked to dance. In the next mail from the ESG Desk, we will talk about Inclusion and our plans to build a culture of inclusion.

Regards,
ESG Desk