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CORPORATE SOCIAL RESPONSIBILITY

Corporate Social Responsibility has been the hallmark of Alliance Air Aviation Ltd. right from the day the company was formed

No success in material terms is worthwhile unless it serves the needs or interest of the country and its people. In a free enterprise, the community is not just another stakeholder in business but is in fact the very purpose of its existence.

With this vision, Alliance Air Aviation Ltd. is committed to Corporate Social Responsibility through following:

- Creating shared value concept by building interdependency of corporate success with social welfare
- Triple Bottom Line concept of measuring Corporate Performance in terms of economic impact, social impact and environmental impact.
- Incorporating CSR strategy directly into the business strategy through 'Fair Trade'.

Alliance Air Aviation Limited's goal is to build a society with sustainable growth in terms of human index, social awareness and education, ethical consumerism alongwith business.



(Vineet Sood)
Chief Executive Officer

एलायंस एअर एविएशन लिमिटेड

(एआई एसेट्स होल्डिंग लिमिटेड के पूर्ण स्वामित्व की एक सहायक कम्पनी)

Alliance Air Aviation Limited

(A wholly owned subsidiary of AI Assets Holding Ltd.)

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