



CLOUD ADS

NO. 7/3, Cloud Ads, 5th street,
Chowdry Nagar, Valasaravakkam
Chennai - 600087
Tamil Nadu, India

GHG EMISSION REPORT

Form No : CA/ESG/F-710
Issue No : 02
Rev No : 00
Date : 02nd April, 2026

GHG EMISSION REPORT

1. EXECUTIVE SUMMARY

1.1 Overview of Organization and Reporting Period

CLOUD ADS is an India-based company engaged in printing and reproduction of recorded media, providing environmentally conscious printing services integrated with Environmental, Social, and Governance (ESG) principles. This Greenhouse Gas (GHG) Emission Report has been prepared in accordance with ISO 14064-1:2018 and the GHG Protocol Corporate Accounting and Reporting Standard.

The report covers GHG emissions arising from the company’s operational activities during the reporting period from April 2025 to March 2026.

1.2 Key Emission Results

The total GHG emissions for the reporting year were estimated at:

Scope	Emissions (tCO ₂ e)
Scope 1	4.83
Scope 2	22.60
Scope 3	138.45
Total Carbon Footprint	165.88 tCO ₂ e

1.3 Highlights and Reduction Achievements

- Adoption of energy-efficient LED lighting systems.
- Optimization of print production schedules to reduce electricity consumption.
- Segregation and recycling of paper waste.
- Increased usage of digital approvals and paperless communication.
- Preventive maintenance for HVAC systems to reduce refrigerant leakage.
- Awareness training conducted for employees on energy conservation and sustainability.

2. INTRODUCTION

2.1 Purpose of the Report

The purpose of this report is to quantify, monitor, and disclose the GHG emissions associated with CLOUD ADS operations and support sustainability and ESG commitments.

2.2 Intended Users

This report is intended for:

- Customers and business partners
- ESG stakeholders and investors
- Regulatory bodies
- Internal management
- Sustainability auditors and consultants

GHG EMISSION REPORT

2.3 Reporting Objectives

The objectives of this report include:

- Compliance with ISO 14064-1 and GHG Protocol requirements
- Voluntary ESG disclosure and sustainability reporting
- Customer sustainability and supply-chain requirements
- Identification of emission reduction opportunities
- Establishment of a baseline for future performance improvement

3. ORGANIZATION DESCRIPTION

3.1 Company Profile

CLOUD ADS provides printing and reproduction services including commercial printing, branding materials, media reproduction, and related communication solutions. The company integrates ESG practices into its business operations with a focus on environmental responsibility and operational efficiency.

3.2 Organizational Structure

The company operates under a centralized management structure with operational departments including:

- Administration
- Printing Operations
- Procurement
- Maintenance
- Accounts and Finance
- ESG and Sustainability Coordination

3.3 Operations, Facilities, and Boundaries

The report includes activities associated with:

- Office operations
- Printing machinery and support equipment
- Electricity consumption
- Employee transportation
- Waste disposal activities
- Logistics and transportation services
- Refrigerant usage in HVAC systems

The primary operational facility covered in this report is located in Chennai, Tamil Nadu, India.

GHG EMISSION REPORT

4. REPORTING BOUNDARY

4.1 Organizational Boundary

CLOUD ADS

NO. 7/3, Cloud Ads, 5th street,
Chowdry Nagar, Valasaravakkam
Chennai - 600087

Tamil Nadu, India

CLOUD ADS has adopted the Operational Control Approach for defining organizational boundaries.

All operations over which the company has operational control are included in this inventory.

4.2 Operational Boundary

The operational boundary includes:

Scope 1 – Direct Emissions

- Diesel used in company vehicles
- Refrigerant leakage from HVAC systems

Scope 2 – Energy Indirect Emissions

- Purchased electricity consumption

Scope 3 – Other Indirect Emissions

- Employee commuting
- Purchased paper and raw materials
- Waste disposal
- Third-party transportation and logistics
- Business travel

4.3 Entities and Locations Covered

Entity	Location	Included
CLOUD ADS Main Facility	Chennai, Tamil Nadu	Yes
Administrative Office	Chennai, Tamil Nadu	Yes

GHG EMISSION REPORT

5. REPORTING PERIOD

Parameter	Details
Reporting Start Date	01 April 2025
Reporting End Date	31 March 2026
Reporting Frequency	Annual
Base Year	FY 2023–2024

6. GHG ACCOUNTING METHODOLOGY

6.1 Standards Followed

This report has been prepared based on:

- ISO 14064-1:2018
- GHG Protocol Corporate Accounting and Reporting Standard
- IPCC Guidelines for National Greenhouse Gas Inventories
- DEFRA Emission Factors
- Central Electricity Authority (CEA) India Grid Emission Factor

6.2 Calculation Approach

The calculation methodology followed:

GHG Emissions = Activity Data × Emission Factor

Where:

- Activity Data refers to fuel, electricity, refrigerants, travel, waste, or material consumption.
- Emission Factor refers to published factors from recognized standards.

6.3 Tools and Software Used

- Microsoft Excel based calculation sheets
- Internal data collection templates
- Utility bills and fuel records
- Supplier invoices and transport logs

7. EMISSION SOURCES IDENTIFICATION

7.1 Direct and Indirect Emission Sources

Source Category	Emission Source	Scope
Stationary Combustion	DG Set Diesel Consumption	Scope 1
Mobile Combustion	Company Vehicle Fuel Use	Scope 1
Fugitive Emissions	HVAC Refrigerant Leakage	Scope 1

GHG EMISSION REPORT

Purchased Electricity	Grid Electricity Consumption	Scope 2
Purchased Materials	Paper and Printing Inputs	Scope 3
Waste Disposal	Paper and Mixed Waste Disposal	Scope 3
Logistics	Vendor Transportation	Scope 3
Employee Commute	Employee Transportation	Scope 3
Business Travel	Domestic Travel	Scope 3

7.2 Mapping of Emission Sources

Emission sources were mapped based on operational activities, utility consumption records, transportation activities, and supplier interactions.

7.3 Scope Categorization

All identified emission sources were categorized in accordance with the GHG Protocol scope definitions.

8. GHG SCOPE CLASSIFICATION

8.1 Scope 1 Gas-wise Contribution

Gas	Emissions (tCO ₂ e)
CO ₂	4.30
CH ₄	0.12
N ₂ O	0.01
HFCs	0.40
Total Scope 1	4.83

8.2 Scope 2 Gas-wise Contribution

Gas	Emissions (tCO ₂ e)
CO ₂	22.40
CH ₄	0.12
N ₂ O	0.08
Total Scope 2	22.60

8.3 Scope 3 Gas-wise Contribution

Gas	Emissions (tCO ₂ e)
CO ₂	136.80
CH ₄	1.10
N ₂ O	0.55
Total Scope 3	138.45

GHG EMISSION REPORT

9. GHG DATA COLLECTION AND QUALITY

9.1 Data Sources and Collection Methods

Data was collected from:

- Electricity utility bills
- Diesel purchase invoices
- Vehicle fuel logs
- Vendor transportation records
- Employee attendance and commuting estimates
- Waste disposal records
- HVAC maintenance records

9.2 Accuracy, Completeness, and Reliability

The organization has taken reasonable steps to ensure:

- Accuracy of activity data
- Completeness of operational coverage
- Consistency in reporting methodology
- Reliability through cross-checking of invoices and logs

9.3 Data Management Procedures and Controls

- Centralized ESG data collection templates were used.
- Department-level verification was conducted.
- Supporting documents were maintained electronically.
- Final calculations were reviewed by management.

10. EMISSION FACTORS

Source	Emission Factor Reference
Diesel Combustion	IPCC / DEFRA
Electricity Grid Factor	Central Electricity Authority (CEA), India
Refrigerants	IPCC AR6 GWP Values
Waste Disposal	DEFRA Waste Factors
Employee Commuting	GHG Protocol Mobile Combustion Factors
Paper Procurement	Industry Average LCA Databases

10.1 Units and Justification

Emission factors were selected based on:

- Geographic relevance
- Data availability

GHG EMISSION REPORT

- Industry applicability
- Consistency with recognized standards

11. CALCULATION RESULTS

11.1 Total GHG Emissions

Scope	Emissions (tCO2e)	Percentage
Scope 1	4.83	7%
Scope 2	22.60	34%
Scope 3	138.45	59%
Total	165.88	100%

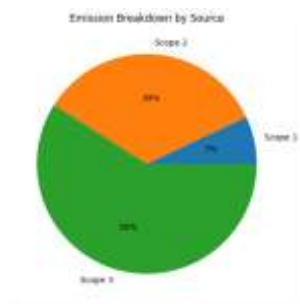
Total Carbon Footprint

The total carbon footprint for FY 2025–2026 is estimated at:

165.88 tCO2e

Graphical Representation (Narrative)

- Scope 3 emissions represent the largest share of the total footprint.
- Electricity consumption is the largest individual contributor under Scope 2.
- Employee commuting and purchased paper are major Scope 3 contributors.



11.2 Emission Intensity Indicators

Indicator	Value
Total Employees	22
Total Emissions	165.88 tCO2e
Emissions per Employee	2.99 tCO2e/employee
Emissions per Ton of Paper	3.66 tCO2e/ton
Facility Area	3,000 sq.ft (assumed)
Emissions per sq.ft	0.022 tCO2e/sq.ft

GHG EMISSION REPORT

12. BASE YEAR AND TREND ANALYSIS

12.1 Base Year Selection and Justification

FY 2023–2024 was selected as the base year because:

- Reliable operational data was available.
- Operations were stable and representative.
- The organization began structured ESG integration during this period.

12.2 Adjustments for Organizational Changes

No major acquisitions, divestments, or structural changes occurred during the reporting period.

13. UNCERTAINTY ASSESSMENT

13.1 Sources of Uncertainty

Potential uncertainties include:

- Estimation of employee commuting distances
- Supplier transportation assumptions
- Waste disposal emission estimates
- Refrigerant leakage estimation

13.2 Method Used to Estimate Uncertainty

The organization applied conservative assumptions and industry-average emission factors where primary data was unavailable.

13.3 Confidence Level

The overall confidence level of the inventory is considered moderate to high based on available operational data and supporting documentation.

14. DATA QUALITY ASSESSMENT

Parameter	Quality Rating
Electricity Consumption Data	High
Fuel Consumption Data	High
Refrigerant Data	Medium
Waste Disposal Data	Medium
Employee Commuting Data	Medium
Logistics Data	Medium

GHG EMISSION REPORT

14.1 Cross-Checks and Validation

- Utility bills verified against accounting records.
- Fuel invoices cross-checked with operational logs.
- Waste quantities reviewed with vendor records.
- Calculation sheets reviewed internally.

15. GHG REDUCTION INITIATIVES

15.1 Energy Efficiency Programs

- LED lighting replacement program.
- Energy-efficient office equipment procurement.
- Periodic maintenance of printing equipment.
- HVAC optimization and preventive maintenance.

15.2 Waste and Water Reduction Measures

- Paper recycling and reuse initiatives.
- Reduction of unnecessary printouts.
- Digital workflow implementation.
- Awareness campaigns for resource conservation.

15.3 Future Sustainability Goals

- Reduce electricity consumption by 10% within 3 years.
- Increase recycled paper usage.
- Improve waste segregation practices.
- Evaluate rooftop solar installation feasibility.
- Encourage carpooling and public transportation.
- Strengthen supplier ESG engagement.

16. CONCLUSIONS

16.1 Summary of GHG Performance

CLOUD ADS has successfully established a structured GHG inventory aligned with international reporting standards. Scope 3 emissions constitute the largest portion of the organization's carbon footprint, followed by electricity consumption.

16.2 Successes and Opportunities

Key Successes

- Establishment of ESG-integrated operational practices.
- Improved energy management awareness.

GHG EMISSION REPORT

- Reduction trend observed compared with base year.

Opportunities for Improvement

- Renewable energy adoption.
- Enhanced supplier emission data collection.
- Low-carbon logistics planning.
- Expansion of digital operations.

16.3 Plan for Next Reporting Period

The organization plans to:

- Improve activity-data monitoring systems.
- Expand Scope 3 data coverage.
- Introduce renewable energy initiatives.
- Set measurable science-aligned reduction targets.
- Conduct periodic internal sustainability audits.

17. APPENDICES

Appendix A – Sample Calculation Sheet

Emission = Fuel Consumption × Emission Factor

= 1,108 litres × 2.68 kgCO₂e/litre

= 2964.44 kgCO₂e

= 2.97 tCO₂e

Appendix B – Emission Factor References

Source	Reference
IPCC Guidelines	IPCC 2006 / AR6
DEFRA Factors	UK DEFRA Conversion Factors
Electricity Factor	CEA India Grid Emission Factor
Refrigerant GWP	IPCC AR6

Appendix C – Definitions and Abbreviations

Abbreviation	Meaning
GHG	Greenhouse Gas
CO ₂ e	Carbon Dioxide Equivalent
ESG	Environmental, Social, Governance
ISO	International Organization for Standardization

GHG EMISSION REPORT

HVAC	Heating, Ventilation and Air Conditioning
DG Set	Diesel Generator Set
IPCC	Intergovernmental Panel on Climate Change
DEFRA	Department for Environment, Food & Rural Affairs
CEA	Central Electricity Authority

Appendix D- Reference Standards Used

Reference Standards Used

1. [ISO 14064-1:2018 – Specification with Guidance at the Organization Level for Quantification and Reporting of Greenhouse Gas Emissions and Removals](#)
2. [GHG Protocol Corporate Accounting and Reporting Standard](#)
3. [IPCC Guidelines for National Greenhouse Gas Inventories](#)
4. [Central Electricity Authority \(CEA\), India Grid Emission Factors](#)
5. [DEFRA Greenhouse Gas Reporting Conversion Factors](#)

Declaration

CLOUD ADS confirms that this GHG emission inventory has been prepared in good faith using available operational data, internationally recognized methodologies, and reasonable assumptions where primary data was unavailable.

ACKNOWLEDGEMENT OF RECEIPT

I confirm that I have received and reviewed this GHG Emission Report and understand my responsibility to comply with applicable requirements.

Name : Chinnadurai Vijayrangan

Signature : 

Designation : Managing Director

Date : 24th April, 2026