

INDO COUNT INDUSTRIES LIMITED

ETHICAL AND RESPONSIBLE MARKETING POLICY

Version No.: 1.0

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Approved by: Board of Directors

A. OBJECTIVE

Indo Count Industries Limited ('ICIL' or 'the Company') believes that all marketing efforts should provide genuine value to the target audience in order to earn their attention and their trust.

This Ethical and Responsible Marketing policy ('Policy') focuses not only on how our marketing practices and efforts benefit our customers, but also on how they benefit socially responsible and environmental causes.

Our marketing strategies are based on the belief that marketing practices should be honest, fair and responsible and that marketers should not take advantage of anyone's personal data. This policy lays out the ethical marketing practices we follow at ICIL and the commitments we have made to ensure that our work meets or exceeds the highest ethical standards of our industry.

B. SCOPE OF APPLICABILITY

This policy is applicable to and encompasses all forms of communication or actions aimed primarily at promoting our products and/or collecting information on consumer behaviour. This includes advertising as well as other marketing methods and strategies like promotions, sponsorships, direct marketing and digital marketing communications.

C. POLICY STATEMENT

ICIL's commitment as per this policy is as below:

1. To respect all applicable local marketing laws in all our marketing communication
2. To be transparent in information relating to our products' usage and application
3. To describe our products / services and their effects truthfully and accurately with factual information.
4. To be responsible in our claims on the products and ensure they are based on factual data.
5. To respect and protect the privacy of individuals by complying with relevant rules and regulations.
6. To respect the beliefs and practices of all religions and classes while designing our communication
7. To take special care when directly marketing to impressionable audiences like children and teenagers, or when featuring teenagers or children in promotional material
8. To provide freedom of choice to consumers so that they are able to make informed choices regarding our products.
9. To refrain from misinforming consumers about our competitors' products / services

10. To provide a mechanism for feedback from consumers and stakeholders on policy compliance or otherwise, and implementing / addressing them to the satisfaction of the consumers.
11. To make consumers aware of safe disposal methods of packaging post consumption
12. To drive diversity and inclusion not just within the organization but also in our marketing communication, and to ensure that diverse cohorts are adequately represented and served well through our products.
13. To engage in meaningful partnerships respecting the dignity of our suppliers, vendors and partners, and to ensure that our partners also uphold standards similar to ours
14. To commit to sustainable marketing practices but at the same time not exaggerate our brands' claims pertaining to the same
15. To ensure regular training for relevant employees so that they understand and follow policy principles.

D. REVIEW AND IMPLEMENTATION OF THE POLICY

The Group Marketing Head of the Company shall be responsible for the effective implementation of this policy.

This Policy will be overseen by the RMC and will be periodically reviewed and amended suitably to the changing needs of the organization.