

## CORPORATE SOCIAL RESPONSIBILITY POLICY

("CSR Policy")

### 1. PREAMBLE:

The Board of Directors (the "Board") of Laqshya Media Limited (the "Company"), has adopted the policy and procedures striving for economic and social development that positively impacts the society at large; and more specifically communities in which Laqshya Media Limited or its group companies operate.

The Corporate Social Responsibility Committee will review and may amend this policy from time to time. This policy will be applicable to the Company and guide its obligations as a responsible corporate citizen of society along with enhancing its relationships with all its stakeholders and communities including its employees based on the laws and regulations applicable to the Company.

### 2. PURPOSE:

While this Policy is formulated to encompass the Company's philosophy and guiding its efforts for supporting socially useful programs, this Policy is also framed as per requirement of Section 135 of the Companies Act, 2013 ("Act") read with applicable Rules and Regulations under the Act. The main objective of the CSR Policy is to lay down guidelines for Laqshya Media Limited ("the Company") and its group companies to make CSR a key business process for sustainable development of the Society. It aims at supplementing the role of the Government in enhancing the welfare measures for the communities and enterprises linked directly or indirectly to business activities of the Company and its subsidiaries.

Company will act as responsible corporate citizen and strive to bring about overall positive impact in societies / local communities living in cities where it has business footprint or beyond.

### 3. CSR POLICY:

The Companies Act, 2013 brought out Corporate Social Responsibility measures as, 'well thought out' measure considering that despite so many advancements, India lags behind its peers in providing basic necessities like healthcare and education etc. to its citizens. Further, CSR makes a business sense as companies with effective CSR, have image of socially responsible corporate, achieve sustainable growth in their operations in the long run and their products and services are preferred by the customers.

### 4. STRATEGY:

The Company allocates 2% of their profit before tax for the planning and implementation of CSR. All the CSR initiatives are approved by the committee and the same are reviewed periodically.

Considering the importance of synergy and interdependence at various levels, the Company would adopt a strategy for working directly or in partnership, wherever suitable.

- All the activities would be formulated based on need assessment using different quantitative and qualitative methods;





- All the activities would be adopted based on regular evaluation and knowledge management through process documentation;
- Social Mobilization, advocacy at various levels, and / or appropriate policy changes would form part of the activities in each sector.

#### 5. CSR ACTIVITIES:

In line with the approach and strategy, the Company plans activities in the field of health, education, livelihood, national heritage protection, promoting sports and technological advancement. The key activities as per the Schedule VII of the Companies Act 2013 include:

- (i) Eradicating hunger, poverty and malnutrition, promoting health care including preventive health care and sanitation including contribution to the Swachh Bharat Kosh set-up by the Central Government for the promotion of sanitation and making available safe drinking water.
- (ii) Promoting education, including special education and employment enhancing vocation skills especially among children, women, elderly and the differently abled and livelihood enhancement projects.
- (iii) Promoting gender equality, empowering women, setting up homes and hostels for women and orphans; setting up old age homes, day care centres and such other facilities for senior citizens and measures for reducing inequalities faced by socially and economically backward groups.
- (iv) Ensuring environmental sustainability, ecological balance, protection of flora and fauna, animal welfare, agroforestry, conservation of natural resources and maintaining quality of soil, air and water including contribution to the Clean Ganga Fund set-up by the Central Government for rejuvenation of river Ganga.
- (v) Protection of national heritage, art and culture including restoration of buildings and sites of historical importance and works of art; setting up public libraries; promotion and development of traditional art and handicrafts;
- (vi) Measures for the benefit of armed forces veterans, war widows and their dependents;
- (vii) Training to promote rural sports, nationally recognised sports, Paralympic sports and olympic sports;
- (viii) Contribution to the prime minister's national relief fund or any other fund set up by the central govt. for socio economic development and relief and welfare of the schedule caste, tribes, other backward classes, minorities and women;
- (ix) Contributions or funds provided to technology incubators located within academic institutions which are approved by the central govt.
- (x) Rural development projects.
- (xi) Slum area development.

Explanation.- For the purposes of this item, the term 'slum area' shall mean any area declared as such by the Central Government or any State Government or any other competent authority under any law for the time being in force.





**6. Reporting & Disclosures:**

Apart from the reporting requirement as mentioned in the Policy, following regulatory disclosure requirements also need to be complied in relation to CSR activities of the Company:

- 1) Composition of the CSR Committee shall be disclosed in the Board Report; This will include recording the various details of the CSR activities and preparation of a report on the same;
- 2) The Board report shall include an annual report on CSR activities in prescribed format (by Ministry of Corporate Affairs ('MCA')) containing specified particulars i.e. Brief Outline of CSR Policy, its content, the average net profit for the last 3 financial years and the prescribed CSR expenditures etc.;
- 3) If the company fails to spend the prescribed amount, the Board shall, in its report specify the reasons for not spending the amount;
- 4) The content of Policy shall be displayed on the company's website.

Format of Reporting for Directors' Report shall be as prescribed in the Act.

**7. Monitoring Mechanism:**

A combination of various mechanisms would be adopted for the monitoring of the CSR programs:

- i. Quarterly monitoring by the designated person.
- ii. Half-yearly monitoring by the Committee of the Board;
- iii. Yearly monitoring by the Board.

**8. Effective Date of the Policy:**

This Policy will come into effect from the date of approval of the same by the Board of Directors of Company.

