

Advocacy refers to the activities performed while interfacing with a wide range of stakeholders such as Government agencies, non-governmental organisations, academic and research institutions, associations at a local, national, and international levels, and individuals with the objective of influencing policy, regulations, and other decision-making undertakings.

Ambuja Cements Limited (Ambuja) believes that it is necessary to represent and engage with authorities on matters concerning the various sectors in which it operates. Ambuja's engagement with the relevant authorities is guided by the values of commitment, integrity, transparency, and the need to balance interests of diverse stakeholders.

The Policy on Responsible Advocacy specifies the following critical and necessary guidelines to be followed by all employees and relevant contractors engaged by Ambuja and all its subsidiaries in all advocacy activities with internal and external stakeholders.

- Achieve total compliance with all applicable regulations pertaining to advocacy activities with the Government, non-governmental organisations, industry associations, and individuals
- Focus on transparency, accountability, strong corporate governance standards and ethical guiding principles in all advocacy interactions
- Strengthen public advocacy principles by seeking alignment with the (evolving) appropriate national and international transparency, accountability, and ethical code of conduct frameworks
- Ensure adherence to anti-corruption guidelines/policy (available on Ambuja's website) in all stakeholder interactions
- Implement record management tools to record all advocacy interactions performed on behalf of Ambuja and its subsidiaries by employees and relevant contractors
- Implement grievance redressal mechanisms to support the investigation of any instance of non-compliance with this policy
- Undertake appropriate disciplinary action against any proven instance of non-compliance with this policy

This Policy applies to all employees of Ambuja, members of Ambuja's Board and Ambuja's contractors when acting on Ambuja's behalf such as agents, public affairs, communications and legal consultants, outsourced personnel, and other third-party representatives.

The policy shall be reviewed periodically for its appropriateness and updated as necessary.