

Ethical & Responsible Marketing Policy



1. Purpose & Philosophy

Dabur India Limited ("Dabur"), which started in the bylanes of Kolkata in 1884 as an Ayurvedic company prides itself on sustaining for more than a century and staying relevant for the consumers yesterday, today and tomorrow.

This has been possible due to the ingrained philosophy of being **Anchored in Heritage, Governed by Trust and Propelled by Science**. As part of that endeavour, Dabur is also committed to market its products and services responsibly to make the lives of its consumers healthier and happier.

This policy has been approved by the ESG Committee of the Board of Directors of Dabur.

2. Scope of the Policy

The policy encompasses all forms of communication or actions aimed primarily at promoting products or informing consumer behaviour. This includes advertising, as well as other methods and strategies like promotions, sponsorships, direct marketing, and digital marketing communications.

3. Communication Policy

It is Dabur's Policy:

- To **respect all applicable laws** in all its marketing communication.
- To be **transparent in informing about its products' usage** and application.
- To **describe its products / services and their effects truthfully and accurately** with factual information and where relevant, nutritional information.
- To be responsible in its claims on the products and ensure they are based on adequate support.
- To be **mindful of beliefs and practices of all religions and classes** while designing its communication
- To **comply with the advertising standards on marketing with respect to different consumer groups like children, women and other such.**
- To **provide freedom of choice to consumers** so that they are able to make informed choices regarding our products.



- To refrain from misinforming consumers about our competitor's products / services.
- To provide a mechanism for feedback from consumers and stakeholders on policy compliance and otherwise - and implementing / addressing them to the satisfaction of the consumers
- To raise awareness of consumers on responsible disposal of packaging, post-consumption of products
- To drive diversity and inclusion not just in the organization but also in its marketing communication - to ensure that diverse cohorts are adequately represented and served well through its products.
- To engage in meaningful partnerships respecting the dignity of our suppliers, vendors and partners. Dabur also strives to ensure that its partners also stand up to the standards similar as Dabur's.
- To commit to sustainable marketing practices that positively impact society and environment and at the same time not exaggerate brand's claims pertaining to the same.
- To ensure regular training for the relevant employees so that they understand and follow policy principles.
- To educate consumers about the safe use of its products.
- To target appropriate customers, considering the type of product being marketed, as well as to provide Safety, health, environmental or other sustainability related information.

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Mohit Malhotra
Chief Executive Officer

Recommended and approved by:			
Approving Authority	Version	Date of Approval	Effective Date
ESG Committee	2.0	30.07.2024	30.07.2024