

Responsible Marketing, Advertising and Sales Policy

July, 2024

Policy ownership and management

Owner

Managing Director and CEO

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Approver

Head – Category and Innovation

Robert Menzies

Reviewer

Head – Good & Green

Head – Group Legal

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Policy change log

Version	Issued on	Effective from	Purpose of change
1	July, 2024	July, 2024	New policy release

At Godrej Consumer Products Limited (GCPL), we recognise that our marketing, advertising, and sales practices directly impact our consumers, customers, and the broader community. For us, 'trust' is the most important and non-negotiable business value and we are committed to transparency, honesty, and ethical conduct. We recognise that the nature of our business, marketing, advertising and sales is constantly evolving and strive to not only adhere to local marketing standards and legal requirements but also go beyond and align with the best international standards.

Our approach to responsible marketing, advertising and sales

Bringing the goodness of health and beauty in emerging markets requires an everyday commitment to quality and excellence. How our products reach millions of consumers matters as much as how we make them. Our responsible marketing, advertising and sales policy aims to hold us accountable, on clear and transparent labelling, responsible and delightful advertising, and culturally conscientious channel selection for delivery.

Our responsible marketing, advertising and sales policy is in line with the internationally recognised framework of International Chamber of Commerce's (ICC) Advertising and Marketing Communications Code.

Scope

Our policy applies to all our marketing, advertising and sales communication regardless of form, format or medium including but not limited to promotions, television advertisements, outdoor, in-store, labels and packaging, websites, digital and social media, paid and organic media, banners, AI generated content, influencer marketing, blogs and films among others.

Applicability

The policy applies to everyone who is involved in marketing, advertising and sales for GCPL including our marketing, creative, packaging design, media and sales teams, other employees, and anyone else

we work with externally for our marketing communications and activities such as marketing, creative and media agencies, media partners, influencers, distributors, retailers, and suppliers among others. The policy also applies to our distributors and retailers including modern trade stores.

The policy applies to all Godrej Consumer Product Limited brands across the globe and all product categories of home care (household insecticides, air care, fabric care and home hygiene) and personal care (personal wash and hygiene, hair colour, sexual wellness and premium beauty and professional products).

Policy principles

We adhere to all relevant advertising and marketing laws and guidelines applicable in the jurisdictions in which we operate and follow high international standards. Our policy outlines nine key principles that guide our actions, ensuring that we create positive experiences for consumers while upholding our values.

1. Accurate and truthful information

Consumers today have more information than ever. They expect transparency and honesty from brands. Our commitment to accurate, truthful, and balanced information builds trust and long-term relationships with our consumers. We commit to provide fair and truthful descriptions of our products. We will present a complete, balanced, and accurate description to consumers and avoid any misleading or deceptive practices.

All marketing material, including but not limited to advertisements, packaging and labelling and digital campaigns, must accurately represent the product's features, benefits, and limitations. We will avoid omitting critical information that could mislead consumers. All our marketing content will be regularly reviewed and updated to ensure accuracy. We will provide FAQs, user guides, and online resources to address common queries and keep our consumers informed and even educate them about our product's attributes, usage, and potential impact.

2. No exaggerated environmental or social claims

We are strictly against greenwashing and overpromising on our environmental and social claims. For us, authenticity matters the most especially as we strive to bring delightful products at a green discount rather than a green premium. Our communication is transparent and evidence-based and we refrain from making claims without proper data.

We provide substantiated data when highlighting any environmental or social attributes. We avoid terms that mislead consumers. Where possible, we will seek third-party certifications like Fair Trade to validate our claims. We will regularly educate our marketing teams on responsible environmental and social messaging.

3. Marketing with care to vulnerable segments

Children, teenagers, seniors, economically underprivileged individuals, and people with disabilities may be more susceptible to marketing, advertising, and sales tactics. We commit to give them special consideration and not exploit their vulnerabilities.

We will refrain from aggressive sales tactics targeted at vulnerable groups. We will ensure clear, accurate and simple communication for ease of understanding. We will adhere to age-appropriate content guidelines when advertising to children and teenagers. Where ever possible, we will aim to provide accessible formats for people with disabilities (alt text in images, video subtitles, and captions among others) and seniors (larger font size, and simplified language among others).

4. Observe fair competition

Healthy competition benefits everyone. When we discredit competitors, it harms our industry as a whole. We uphold ethical standards and avoid misinformation about competitors' products or

practices. Even if we do compare our products to competitors', we will ensure factual accuracy backed by data.

We will not spread false information about our competitors. Our marketing efforts will be focused on highlighting our own strengths rather than undermining our competitors. We will encourage healthy competition based on merit. We will never engage in any defamatory or misleading comparisons.

5. Protect consumer data and ensure privacy

Data privacy is crucial for maintaining consumer trust, complying with regulations, and ensuring long-term brand loyalty. We handle vast amounts of data to create personalised experiences for our consumers. We commit to safeguard consumer privacy and protect their personal data.

We collect data only when necessary and [wherever possible] we will obtain explicit consent for data collection and use. We comply with all applicable data protection laws and will follow high standards compliant with applicable regulations in all jurisdictions where we operate. We will be transparent in our data collection, usage, storage, transfer and retention practices and communication to consumers. We will constantly evolve our practices to be aligned to changing technology and digital habits.

6. Ethical marketing channels

Marketing and advertising channels play a critical role in shaping our brand perception. We want to ensure that our messaging reaches the right audience through ethical platforms. We choose channels that align with our Godrej values.

We carefully evaluate advertising platforms and media outlets and have robust brand safety filters. We avoid those associated with harmful content (like hate speech, misinformation, pornography or illegal activities). We prioritise channels that promote positive engagement, entertainment,

education, and meaningful content.

7. Prioritise consumer health and safety

Our products are used daily and directly impact our consumers' well-being. Ensuring consumer safety and health is a non-negotiable for us. We provide clear and concise usage instructions on our product labels, packaging, and all marketing materials. We highlight all safety precautions to prevent misuse or accidents and provide remedy information for any negative symptoms that may occur.

We address any health-related concerns promptly and transparently. We ensure our products go through rigorous testing to ensure product safety and compliance with all relevant regulations. If safety issues arise, we will promptly recall products and communicate openly with affected consumers.

8. Transparent pricing and promotions

The trust of our consumer hinges on transparent pricing. Any hidden fees or deceptive promotions damage their trust and negatively impact our brand reputation. We clearly display product prices, discounts, or any additional charges. We ensure we avoid any hidden fees or misleading discount structures. Our promotions will be honest and truthful.

9. Socially responsible

We actively contribute to social causes and community well-being through Corporate Social Responsibility (CSR). We recognise our role in creating positive impact beyond our products to include people and the planet. Being 'good and green' is integral to our brand identity.

We actively engage and work with local communities by supporting initiatives that address pressing social issues. We collaborate with local government, state and national government, NGOs, schools, and community centers.

We contribute to organisations and communities including by way of financial support, infrastructure support, product donations, or volunteering efforts among others. We may run public service campaigns primarily aimed at raising awareness and addressing social issues and do not use social issues solely for marketing purposes. Our CSR commitment is genuine and not exploitative. Our communication about social impact will be authentic and transparent, and not veiled as a marketing tactic. We will refrain from any exaggerated claims about our social contributions and will refrain from any form of greenwashing.

By adhering to these nine principles, we ensure that our marketing, advertising and sales efforts positively impact society, build trust, and contribute to our long-term success.

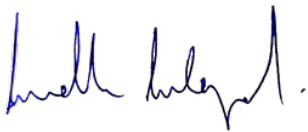
Oversight

Marketing and Advertising	Marketing Head, India Marketing Head, Indonesia Head – Category and Innovation
Sales	Sales Head, India Sales Head, GCPL International and SAARC
Health and safety	Head – R&D
Environment and social claims and being socially responsible	Head – Good & Green

This policy has been developed based on a comprehensive series of activities including extensive literature review, evaluation of current GCPL practices against relevant international standards and

applicable laws, and discussion with select internal and external stakeholders. GCPL reserves the right to amend this policy at any time.

We will monitor and update this policy on a regular basis as we receive feedback from consumers, customers, shareholders, employees or any stakeholder on our marketing practices. At a minimum, the policy will be reviewed regularly by the Head – Category & Innovation.



Sudhir Sitapati

Managing Director & CEO

Godrej Consumer Products Limited