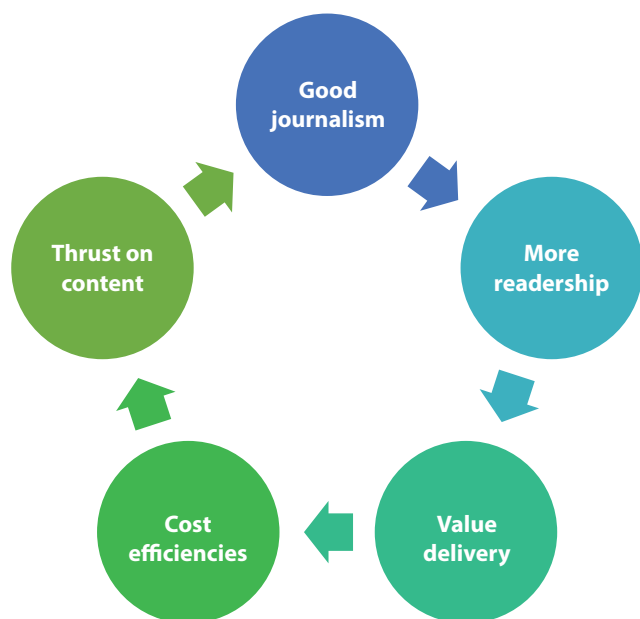


# BUSINESS RESPONSIBILITY REPORT

Being directly engaged in the business of news broadcasting, TV18 Broadcast Limited (the Company/TV18) prides itself in delivering on issues that affect all sections of society. As one of the largest news networks in India, the Company endeavors to empower citizens with news that is authentic and socially relevant.

The Company believes that responsible actions can be symbiotically combined with business priorities. Good journalism gives us more readership, which creates shareholder value, which, in turn, further encourages us to invest in better journalism.



The Company also has a thriving presence in general entertainment, movies and kids content through its subsidiaries. The Company's entertainment portfolio inspires hope and meaning in our aspirational youth, while tethering to the country's values.

In our entertainment business, we mix business priorities with social responsibility effortlessly.

The Company and its subsidiaries maintain deep commitment to the principles enlisted in National Voluntary Guidelines (NVG), as part of their endeavor to conduct business in a responsible manner.

## SECTION A: GENERAL INFORMATION ABOUT THE COMPANY

1. Corporate Identity Number (CIN)	L74300MH2005PLC281753
2. Name of the Company	TV18 Broadcast Limited
3. Registered Office Address	First Floor, Empire Complex, 414, Senapati Bapat Marg, Lower Parel, Mumbai – 400 013
4. Website	www.nw18.com
5. E-mail ID	investors.tv18@nw18.com
6. Financial Year Reported	April 1, 2020-March 31, 2021

### 7. Sector(s) that the Company is engaged in (Industrial Activity Code-Wise)

The Company is mainly engaged in the business of Broadcasting of General and Business News television channels i.e. falling into 'Television Programming and Broadcasting Activities' - National Industrial Classification (NIC 2008 Code) - 6020, of Ministry of Statistics and Programme Implementation.

### 8. Three Key Products/Services that the Company manufactures/ provides (as in Balance Sheet)

The Company mainly provides Broadcasting Services and is engaged in the business of Broadcasting of various General and Business News television channels. The Company primarily earns revenue from Advertisement, Subscription and Sale of Media Contents.

### 9. Total number of Locations where business activity is undertaken by the Company

Indian operations of the Company are carried out through over 28 offices located in major cities of the Country including Mumbai, Noida, Gurugram, Chennai, Kolkata, Hyderabad, Bengaluru, Ahmedabad, Patna, Chandigarh, Jammu and Kochi.

### 10. Markets served by the Company

TV18 and its subsidiaries reach more than 800 million television viewers in India through its 56 channels across news and entertainment. In addition, they also operate 20 international channels catering to the global Indian Diaspora. Further, their digital properties are used by more than 50 million Indians every month.

## SECTION B: FINANCIAL DETAILS OF THE COMPANY

1. Paid-up Capital	₹ 342.87 Crore
2. Total Turnover	₹1104.48 Crore
3. Total Profit/(Loss) after Taxes	₹90.58 Crore
4. Total spending on Corporate Social Responsibility (CSR) as percentage of Profit after Tax (%)	2%*

\*Based on average net profit of the Company for the last 3 financial years.

### 5. List of activities in which expenditure in 4 above has been incurred

During the Financial Year 2020-21, CSR expenditure has been incurred on promoting education. A detailed report on CSR activities is contained in this Annual Report.

## SECTION C: OTHER DETAILS

### 1. Subsidiary company/companies

As at March 31, 2021, the Company has 9 subsidiary companies, details of which are given in Annual Return as referred to in the Board's Report.

### 2. Participation of Subsidiary company/companies in the Business Responsibility initiatives of the Parent Company

The Company encourages participation of its subsidiary companies in its group-wide Business Responsibility ("BR") initiatives. As a responsible corporate citizen, the Company promotes sustainable and inclusive development. Company's subsidiary Viacom18 Media Private Limited, which is required to undertake CSR activities, under the provisions of the Companies Act, 2013, is aligned with the CSR activities of the Group.

### 3. Participation and percentage of other entity/ entities (e.g. suppliers, distributors etc.) that the Company does business with, in the BR initiatives of the Company

The Company recognises the fact that the stakeholders have ability to influence the way a Company is perceived. The Company engages with several stakeholders in the value chain. Considering the nature of operations of the Company, proportion of entities that are part of BR initiatives of the company would be less than 30%.

## SECTION D: BR INFORMATION

### 1. Details of Director/Directors responsible for BR

#### a) Details of the Director/Directors responsible for implementation of the BR policy/policies

The Corporate Social Responsibility (CSR) Committee of the Board of Directors is responsible for implementation of BR policies of the Company. The members of CSR Committee are:

- DIN: 06646490  
Name: Mr. Adil Zainulbhai  
Designation: Independent Director-Chairman
- DIN: 00192559  
Name: Mr. Dhruv Subodh Kaji  
Designation: Independent Director
- DIN: 00012144  
Name: Mr. P.M.S. Prasad  
Designation: Non- Executive Director

#### b) Details of the BR Head:

Sl. No	Particulars	Details
1	DIN Number	06646490
2	Name	Mr. Adil Zainulbhai
3	Designation	Chairman, Corporate Social Responsibility Committee
4	Telephone	+91 22 6666 7777/4001 9000
5	E-mail ID	Adil.Zainulbhai@nw18.com

## 2. Principle-wise (As per NVGs) BR Policy/Policies

### a) Details of Compliance (Reply Yes/No)

Sl. No	Questions	P1	P2	P3	P4	P5	P6	P7	P8	P9
1	Do you have a Policy/Policies for ...	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
2	Has the Policy been formulated in consultation with the relevant stakeholders?	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
3	Does policy conform to any national /international standards? If yes, specify (The policies are based on NVG Guidelines)	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
4	Has the policy been approved by the Board? If yes, has it been signed by MD/CEO/appropriate Board Director?	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
5	Does the Company have a specified committee of the Board/ Director/Official to oversee implementation of the policy?	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
6	Indicate the link for the policy to be viewed online	<p>Linkages of these policies with BR principles are given below. The policies are available at Company's website <a href="http://www.nw18.com">www.nw18.com</a>, the weblinks of which are :</p> <p><b>Corporate Social Responsibility Policy-</b> <a href="https://www.nw18.com/reports/reportstv18/Policies/Corporate%20Social%20Responsibility%20Policy_1.pdf">https://www.nw18.com/reports/reportstv18/Policies/Corporate%20Social%20Responsibility%20Policy_1.pdf</a></p> <p><b>Our Code-</b> <a href="https://www.nw18.com/reports/reportstv18/Notices%20Events/Other%20Notices/Code%20Conduct.pdf">https://www.nw18.com/reports/reportstv18/Notices%20Events/Other%20Notices/Code%20Conduct.pdf</a></p> <p><b>Code of Conduct-</b> <a href="https://www.nw18.com/reports/reportstv18/Notices%20Events/Other%20Notices/Code%20Conduct.pdf">https://www.nw18.com/reports/reportstv18/Notices%20Events/Other%20Notices/Code%20Conduct.pdf</a></p>								
7	Has the policy been formally communicated to all relevant internal and external stakeholders?	<p>The policies have been communicated to the Company's internal and external stakeholders. BR policies are communicated through this report and are also published at the web link mentioned at point no. 6 above. Further, the Company is also exploring other modes of formal channels to communicate with other relevant stakeholders.</p>								
8	Does the Company have in-house structure to implement the policy?	<p>Policies are engrained in all day-to-day business operations of the Company and are implemented at all Management levels. CSR Committee of the Board of Directors monitors implementation of the policies.</p>								
9	Does the Company have a grievance redressal mechanism related to the policy to address the stakeholders grievances related to the policy?	<p>Yes, CSR Committee of the Board of Directors is responsible for addressing the grievances of the stakeholders.</p>								
10	Has the Company carried out independent audit/ evaluation of the working of this policy by an internal or external agency?	<p>Policies are evaluated regularly by Senior Management.</p>								

### Linkages of various Company Policies with BR principles as per NVG

Principle No.	NVG Principle	Reference Document	Reference Section
1	Businesses should conduct and govern themselves with Ethics, Transparency and Accountability.	Code of Conduct	Sections 2, 3, 5 and 7
		Our Code	Section 3
2	Businesses should provide goods and services that are safe and contribute to sustainability throughout their life cycle.	Our Code	Section 5
		Corporate Social Responsibility Policy	Sections 1 and 2
3	Businesses should promote the well-being of all employees.	Code of Conduct	Sections 3, 4, 6 and 8
4	Businesses should respect interest of, and be responsive towards all stakeholders, especially those who are disadvantaged, vulnerable and marginalized.	Code of Conduct	Sections 5 and 6
		Our Code	Section 5
		Corporate and Social Responsibility	Section 4
5	Businesses should respect and promote human rights.	Code of Conduct	Sections 6 and 8
		Our Code	Section 5
6	Business should respect, protect, and make efforts to restore the environment.	Corporate Social Responsibility Policy	Section 4
		Code of Conduct	Section 3
		Our Code	Section 5
7	Businesses, when engaged in influencing public and regulatory policy, should do so in a responsible manner.	Code of Conduct	Section 5
8	Businesses should support inclusive growth and equitable development.	Our Code	Section 5
		Corporate Social Responsibility Policy	Section 3
9	Businesses should engage with and provide value to their customers and consumers in a responsible manner.	Code of Conduct	Section 5
		Our Code	Sections 2 and 5

### 3. Governance related to BR

#### a) Frequency with which the Board of Directors, Committee of the Board or CEO assesses the BR performance of the Company

The CSR Committee and the Board of Directors annually assesses the Company's BR performance.

#### b) Publication of BR or Sustainability report, hyperlink for viewing this report and frequency of publication

The BR report is available at the website of the Company and may be accessed at [https://www.nw18.com/reports/reportstv18/Notices%20Events/business/TV18\\_BRR\\_2020-21.pdf](https://www.nw18.com/reports/reportstv18/Notices%20Events/business/TV18_BRR_2020-21.pdf).

### SECTION E: PRINCIPLE-WISE PERFORMANCE

#### PRINCIPLE 1

#### BUSINESSES SHOULD CONDUCT AND GOVERN THEMSELVES WITH ETHICS, TRANSPARENCY AND ACCOUNTABILITY

##### 1. Coverage of Policy relating to ethics, bribery and corruption (viz. Joint Ventures, Suppliers, Contractors, NGOs/Others)

At TV18, a Board approved Code of Conduct serves as a guiding policy for all employees of the Company and its subsidiaries, across all levels and grades. The Code of Conduct is a derivative of our core values: Customer centricity, Ownership mindset, Respect for all stakeholders, Integrity, Team play and Excellence. The Company also endeavors to work with external stakeholders (e.g. suppliers, contractors, business partners) who imbibe the Code. Further, the Company has gender-neutral anti-sexual harassment rules which are rigorously enforced.

The Company has adequate reinforcement and control measures in place to address issues relating to ethics, bribery and corruption in the context of appropriate policy. For example, employees are periodically exposed to training sessions, seminars and online learning pertaining to the Code, helping them internalize it.

Specifically on the journalism side, the Company follows a rigorous news-authentication process that tries its utmost to ensure that viewers do not get misleading, biased or fake information. We make efforts to reach out to all sides as much as possible before airing or publishing any information. Our journalists are bound by a code of conduct and also expected to adhere to social media guidelines in letter and in spirit. Our processes are periodically reviewed.

**2. Stakeholders’ complaints received in the past Financial Year and percentage of complaints satisfactorily resolved by the management**

During the Financial Year 2020-21, 1 (One) complaint was received from investor which had been resolved.

Additionally on an ongoing basis the complaints/grievances/views from viewers and other stakeholders are dealt with by respective functions within the Company.

**PRINCIPLE 2**

**BUSINESSES SHOULD PROVIDE GOODS AND SERVICES THAT ARE SAFE AND CONTRIBUTE TO SUSTAINABILITY THROUGHOUT THEIR LIFE CYCLE**

**1. List upto three Products or services whose design has incorporated social or environmental concerns, risks and /or opportunities**

One of the Company’s primary product is News and Analysis.

As one of the largest news networks in India, the Company considers itself responsible for delivering features that are not only informative for viewers but also socially relevant.

As an example, continuing its Mission-Paani initiative, the Company endeavors to help water conservation efforts by changing behavior and attitude. The initiative featured a telethon, hosted by Akshay Kumar, where celebrities from several walks of life took a ‘Jal Pratigya’. It also exhorted common Indians to pledge to use water responsibly. The mission’s environmentally-relevant purpose continued to attract top-level corporate sponsorships – reinforcing our belief that good journalism is good business.



As the world and India were ravaged with unforeseen events, Indian economy too suffered a vital blow. The PM in his clarion call to the nation encouraged the citizenry to make India *atmanirbhar*. Rising to the occasion, with an intent to spread his message to every corner of the country, the Company launched a novel content capsule ‘Swabhiman Bharat’. The capsule coalesced the PM’s message with inspirational stories of indigenous successes and insightful conversations into the way forward to make India self-reliant.



As another example of our proactive pursuit of social matters, CNN News18 rolled out a *Don’t-show-me-your-face* campaign to remind people of the need to mask, as soon as it became apparent that people were becoming lax with rollout of vaccination programmes.



Addressing social issues proactively and constructively is syncretic to the journalism ethos at TV18.

- 2. For each such product, details in respect of resource use including a) Reduction during sourcing / production / distribution achieved since the previous year throughout the value chain and b) Reduction during usage by consumers (energy, water) has been achieved since the previous year?**

As a service provider, the operations of the Company require minimal energy consumption. Continuous efforts are being made to reduce the consumption of energy viz. use of low energy consuming LED lights is being encouraged at workplace. The Company and its employees ensure that there is optimum utilisation of the available resources (like water, energy, etc.).

- 3. Procedures in place for sustainable sourcing (including transportation) and percentage of inputs sourced sustainably**

The Company maintains a healthy relationship with its content providers, vendors and other suppliers and the business policies of the Company include them in its growth. The process of vendor registration lays emphasis on conformity of safe working conditions and business ethics by the vendor.

- 4. Steps taken to procure goods and services from local and small producers, including communities surrounding place of work and steps taken to improve the capacity and capability of local and small vendors**

Most of the business operations of the Company are carried out from commercial hubs of the Country. The content provider and other goods and service providers required for the day-to-day operations are sourced from local vendors and small producers, which has contributed to their growth. Additionally, the Company encourages participation of local talent in production of content for its business. The Company also respects the right of people who may be owners of traditional knowledge and other forms of Intellectual Property.

- 5. Mechanism to recycle products and waste and the percentage of recycling of products and waste (Separately as <5%, 5-10%, >10%)**

The Company is not involved in any manufacturing activity and hence there is no consequent discharge of waste and effluents. Additionally, any electronic item discarded by the Company is channelized through authorised recyclers in consonance with requisite enactment/rules/guidelines issued by Ministry of Environment, Forest and Climate Change/concerned Pollution Control Board.

## **PRINCIPLE 3**

### **BUSINESSES SHOULD PROMOTE THE WELL-BEING OF ALL EMPLOYEES**

- 1. Total number of employees:**

As on March 31, 2021, the total number of employees in the Company was 3891. At TV18, equal opportunity is given to employees at all levels both at the time of recruitment and during course of employment. The Company's Code of Conduct encourages equal opportunity and consider it as a matter of fairness, respect and dignity. Also, due cognizance is given to work-life balance of all employees. Company organises various training programs for employees. Company's contractual employees also undergo safety as well as other trainings.

- 2. Number of permanent women employees:**

As on March 31, 2021, the total number of permanent women employees was 624.

- 3. Number of permanent employee with disabilities:**

As on March 31, 2021, the total number of employees with permanent disabilities was 2.

- 4. Employee association recognized by management:**

No employee association exists.

- 5. Percentage of permanent employees that are members of recognized employee association:**

Not Applicable, as there is no recognized employee association.

- 6. Number of complaints relating to child labour, forced labour, involuntary labour, sexual harassment in the last Financial Year and pending as on the end of the Financial Year:**

No cases of child labour, forced labour, involuntary labour paid or unpaid, and discriminatory employment were reported in the Financial Year. The Company has in place the Prevention of Sexual Harassment (POSH) Policy in line with the requirements of the Sexual Harassment of Women at the Workplace (Prevention, Prohibition and Redressal) Act, 2013, which ensures a free and fair enquiry process with clear timelines. All employees (permanent, contractual, temporary, trainees) and visitors are covered under this Policy. Further, the Company has Internal Complaints Committee where employees can register their complaints against sexual harassment. During the year, 1 (One) case of sexual harassment was reported and the same has been resolved. The Company conducts awareness program against sexual harassment across the locations on a continuous basis.

**7. Percentage of above mentioned employees who were given safety and skill up-gradation training in the last year:**

The Company has an employee-centric culture. Training and development of people is given high importance in TV18. The HR function has robust overall functioning and continues to raise the bar of excellence in people policies, practices, systems and data. This is being accomplished by a mature governance and management assurance process. The Company organizes various training sessions in-house on a regular basis and also sponsors its employees to attend training sessions organized by external professional bodies to facilitate upgradation of skills of employees handling relevant functions, basic fire and safety, training etc. During the year, around 78% of employees received training on skill upgradation and 94% of employees received training on Covid related safety. The Company has continued its partnership with Lynda.com (LinkedIn Learning); this provides its employees unlimited access to more than 10,000 tutorials on business, creative and technology topics. Additionally, employees can now access 3000+ courses from 190 universities/organizations through Coursera.

**PRINCIPLE 4**

**BUSINESSES SHOULD RESPECT INTEREST OF, AND BE RESPONSIVE TOWARDS ALL STAKEHOLDERS, ESPECIALLY THOSE WHO ARE DISADVANTAGED, VULNERABLE AND MARGINALISED**

**1. Mapping of Internal and External Stakeholders**

The Company has mapped its internal and external stakeholders, the major/key categories include (i) Government and regulatory authorities; (ii) Employees; (iii) Consumers; (iv) Suppliers; (v) Investors, Shareholders and Lenders; (vi) Local Community; (vii) NGOs.

TV18 believes that the stakeholder engagement process is necessary for achieving its sustainability goal of inclusive growth. Stakeholder engagement helps in attaining better understanding of the perspectives on key issues and builds a strong relationship with them. The Company seeks timely feedback and response through formal and informal channels of communication to ensure that the stakeholder information remains updated.

**2. Identification of the disadvantaged, vulnerable and marginalised stakeholders**

The Company has identified disadvantaged, vulnerable and marginalised stakeholders.

**3. Special initiatives taken by the Company to engage with the disadvantaged, vulnerable and marginalised stakeholders**

TV18 believes in sustainable and inclusive development of society. It has taken the path of inclusive development to address the societal issues and engage with disadvantaged, vulnerable and marginalised stakeholders. The Company extends its support beyond the business activities to the marginalised and vulnerable groups through its various social initiatives including CSR initiatives. Initiatives taken by the Company during the Financial Year 2020-21 to support disadvantaged, vulnerable and marginalised section of society are detailed in the Annual Report on CSR activities forming part of this Annual Report.

**PRINCIPLE 5**

**BUSINESSES SHOULD RESPECT AND PROMOTE HUMAN RIGHTS**

**1. Coverage of the Company's policy on human rights and its extension to the Group/Joint Ventures/Suppliers/Contractors/NGOs/Others**

TV18's code of conduct demonstrates its commitment towards the preservation of human rights across the value chain. The Company believes that a sustainable organisation rests on foundation of business ethics and respect for human rights. TV18 promotes awareness of the importance of respecting human rights within its value chain and discourages instances of abuse. There were no reported complaints during the Financial Year 2020-21.

**2. How many stakeholder complaints have been received in the past Financial Year and what percent was satisfactorily resolved by the Management?**

There were no complaints reported on violation of any human rights during the Financial Year 2020-21.

## **PRINCIPLE 6**

### **BUSINESS SHOULD RESPECT, PROTECT, AND MAKE EFFORTS TO RESTORE THE ENVIRONMENT**

#### **1. Coverage of the policy related to principle 6 and its extension to the Group/Joint Ventures/Suppliers/Contractors/NGOs/ Others**

TV18 is committed to environmental causes. The Company encourages its employees, subsidiaries, joint ventures and other associates to play their part in protecting environment and make it a priority. The Company, as an ongoing process is continuously taking several green initiatives at all its office locations.

#### **2. Company's strategies/initiatives to address global environmental issues such as climate change, global warming, etc.**

Energy efficiency in operations is one of the key focus areas at all locations. A team works continuously to identify and develop energy efficiency measures.

The Company adheres to all legal requirements and norms of energy conservation and other environmental conservation standards stipulated by the Regulatory Authorities.

#### **3. Identification and Assessment of potential environmental risks**

The Company being in the business of Broadcasting, does not involve in any manufacturing activity. However, the Company is committed to safety and protecting the environment in which it operates.

#### **4. Company's initiatives towards Clean Development Mechanism**

The Company being in the business of Broadcasting, does not involve in any manufacturing activity and hence there is no specific project related to Clean Development Mechanism. However, the Company ensures that due importance is given to energy efficiency.

#### **5. Company's initiatives on - Clean Technology, Energy Efficiency, Renewable Energy etc.**

The Company being in the business of Broadcasting, does not involve in any manufacturing activity. However, regular efforts are made to conserve the energy, viz. use of low energy consuming LED lightings are being encouraged.

#### **6. Reporting on the emissions/waste generated by the Company as per the permissible limits given by CPCB/SPCB**

The Company being in the business of Broadcasting, does not involve in any manufacturing activity. Basis the operations of the Company, this requirement is not applicable on it.

#### **7. Number of show cause/legal notices received from CPCB/ SPCB which are pending (i.e. not resolved to satisfaction) as on end of Financial Year**

No show cause/legal notice has been received from CPCB/ SPCB.

## **PRINCIPLE 7**

### **BUSINESSES, WHEN ENGAGED IN INFLUENCING PUBLIC AND REGULATORY POLICY, SHOULD DO SO IN A RESPONSIBLE MANNER**

#### **1. Representation in any Trade and Chamber or Association**

The Company is a Member of various trade and industrial bodies, which, *inter-alia*, includes the following:

- A. Indian Broadcasting Foundation
- B. Advertising Agencies Association of India
- C. Advertising Standards Council of India
- D. Broadcast Audience Research Council
- E. News Broadcasting Association

#### **2. Advocated/Lobbied through above associations for advancement or improvement of public good**

The Company has been active in various business associations and supports/advocates on various issues which affects the industry and consumers. The Company believes in the collective representation and inclusive growth of all the stakeholders and therefore ensures to perform the function of policy advocacy in a transparent and responsible manner.

The Company, time to time, makes recommendations/representations before the Government, semi-government bodies, regulators etc., for advancement and improvement of media sector and economy as a whole through various chambers and industry associations. The Company believes that policy advocacy must preserve and expand public good and thus shall never advocate any policy change to benefit itself alone or a select few in a partisan manner.



## PRINCIPLE 8

### BUSINESSES SHOULD SUPPORT INCLUSIVE GROWTH AND EQUITABLE DEVELOPMENT

#### 1. Specified programmes / initiatives / projects by the Company in pursuit of the policy related to Principle 8

As a responsible corporate citizen, TV18 promotes sustainable and inclusive development. During the Financial Year 2020-21, the Company's CSR initiatives were focused towards promoting education.

#### 2. Modes through which programmes/projects undertaken (through in-house team/own foundation/external NGO/government structures/any other organisation)

The Company has engaged Reliance Foundation for carrying out its CSR projects.

#### 3. Impact assessment of initiatives

The progress on the Company's CSR initiatives is periodically reviewed by the CSR Committee and the Board of Directors. The Company is in the process of establishing suitable framework to capture the impact (social/ economic and developmental) of its initiatives.

#### 4. Company's direct contribution to Community Development Projects

During the Financial Year 2020-21, the Company had spent ₹ 1.32 crore towards CSR activities. Apart from meeting its legal obligation towards CSR under the provisions of the Companies Act, 2013, the Company and its subsidiaries also engaged in various community development initiatives.

Illustrative initiatives:

- Employees of the Company and its subsidiaries have voluntarily contributed towards PM National Relief Fund, under a self-started initiative called #IndiaGives. The initiative is meant to support daily-wage earners struggling in the middle of the pandemic;
- Several TB patients have acutely suffered during the lockdown, on account of lack of social support and limited awareness of diagnosis/care during TB. Viacom18 partnered with MTV Staying Alive Foundation to address this issue through an edutainment series called *MTV Nishedh Alone Together*. The series is youth-focused and resonates with feelings of TB patients (important when social isolation is a norm), while also making them aware of where to get tested and how to source medicines during the lockdown;



- TV18 has committed to bear the cost of vaccinating its employees and their family members;
- P&G's Whisper and Network18 Group launched a menstrual hygiene awareness initiative, 'Pride of Period: Ek Swachh Soch'. It seeks to open a free-flowing dialogue around menstruation;
- Viacom18 joined hands with GiveIndia to support NGO Goonj in an endeavour to provide relief to COVID- 19 – impacted families and also protect the poor from the virus.

#### 5. Steps undertaken to ensure that Community Development initiatives is successfully adopted by the community

Engagement and participation of Community is encouraged by TV18. Adequate steps are taken to ensure that community development/CSR initiatives of the Company are successfully adopted by the Community.

## PRINCIPLE 9

### BUSINESSES SHOULD ENGAGE WITH AND PROVIDE VALUE TO THEIR CUSTOMERS AND CONSUMERS IN A RESPONSIBLE MANNER

#### 1. Percentage of customer complaints/consumer cases as on the end of Financial Year

There are no material consumer cases/customer complaints outstanding as at the end of Financial Year.

**2. Product information and Product labelling**

The Company complies with all regulatory requirements relating to its business. As per TRAI requirements, the Company duly publishes MRP of its TV channels and bouquets. A copy of the same is also made available on its website for benefit of consumers and intermediaries.

**3. Cases filed by any stakeholder against the Company regarding unfair trade practices, irresponsible advertising and/or anti-competitive behavior during the last five years and pending as at end of Financial Year**

No material case has been filed by any stakeholder against the Company regarding unfair trade practices, irresponsible

advertising and/or anti-competitive behavior during the last five years which is pending as at end of Financial Year March 31, 2021.

**4. Did your Company carry out any consumer survey/ consumer satisfaction trends?**

To understand consumer behavior better, the Company and its subsidiaries regularly subscribe to surveys on television viewership (BARC) and digital viewership (Comscore, SimilarWeb and App Annie). The Company also employs Google Analytics to understand its digital readers better. Especially for understanding consumption of CNBC TV18 in commercial spaces, a separate survey was commissioned with an international consumer research agency.