

# Corporate Social Responsibility Policy

Zee Entertainment Enterprises Limited

Version 1.0 Dated 25.06.2020

Approved by the Board of Directors on 26.06.2020



Extraordinary Together

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# Context: About ZEEL

Zee Entertainment Enterprises Limited (ZEEL) is a global entertainment powerhouse, with a strong presence across broadcast, digital, movies, music, theatre and live events. It reaches 1.3 billion viewers across 173 countries. ZEEL is a digitally transformed organisation creating rich entertainment experiences through powerful and culturally immersive storytelling. ZEEL continues to be a pioneer in India's Media & Entertainment industry, powered by original content, advanced technology and data-driven insights.

With its inception in 1992 as India's first private TV channel, ZEEL powered the shift from the single-channel, state-owned entertainment infrastructure then to the media & entertainment landscape we operate in today. This shift heralded the establishment of a thriving industry with new workstreams for the country's young, talented professionals and new platforms of engagement. It sparked a new wave of creativity and confidence in the country and captured the imagination of millions.

ZEEL has always espoused a culture of shared value and as a result, been instrumental in creating tangible wealth and intangible value for all its stakeholders - be it employees, investors, partners or communities. It has always believed in giving back and contributing to causes that make a difference to its communities and people at large. In this endeavour, ZEEL has always been guided by the concept of doing good as espoused in Indian culture and ethos.

## Approach to Corporate Social Responsibility

Our Corporate Social Responsibility (CSR) policy is nested within the broader Corporate Responsibility approach. The Corporate Responsibility framework articulates our commitment to doing business in a responsible and sustainable manner, taking into consideration all stakeholders and ensuring delivery on our ESG commitments.

The CSR policy applies to all CSR activities of ZEEL and its subsidiaries in India, conforming to the requirements of Section 135 of the Companies Act 2013, the notified rules thereof and other such provisions. Our CSR Policy is underpinned and guided at all times by the company's Code of Conduct (CoC).

This policy details chosen areas of focus selected from the list of areas detailed in Schedule (VII) of Section 135 of the Companies Act, 2013. However, our CSR Committee will have the ability to deploy the funds earmarked for the CSR budget in any intervention that they would like irrespective of whether the proposed interventions are covered under our CSR focus areas.

# CSR Focus Areas

At ZEEL, we have chosen specific focus areas in which to deploy our CSR contributions with a view to making substantive, long term impact.

## A. Women and Girls

Right since our inception, women and girls have been at the core of our CSR focus area. Their aspirations, needs and achievements are paramount for us. We have a track record of championing the cause of women & girls through progressive, women-centric storytelling and we want to impact their lives positively in every way possible; both through our entertainment platforms and through meaningful social outreach. There exists a direct correlation between educating women and girls and successfully empowering them. Success in this area results in improved health outcomes, health seeking behaviour, performance in children's education, improved economic well-being and social mobility of the family and community. The requirement of intervention for women empowerment through the activities listed below are needed more in rural India, hence that will be the focus in terms of geography.

### Activities covered

- **Health:** Interventions focused on improving women's/girls' health; reducing female infanticide and improving maternal & neo-natal health outcomes
- **Education:** Educating girls; scholarships for women enrolled in programmes with M&E Institutions - MICA/Jamia/ACJ/NSD/NID/ EMRC etc
- **Skilling:** Vocational skilling of women and girls
- **Entrepreneurship:** Enabling women entrepreneurship & enhancing livelihoods

## B. Protection and Preservation of Our Arts, Crafts, Culture, National Heritage & Monuments

We cherish our role in propagating and celebrating Indian culture. As content creators, we have relied on stories that bring out the richness of our civilisation and the beauty of our customs for establishing a strong connection with our viewers. Our appreciation for our rich culture motivates us to give back by supporting initiatives that serve to preserve and protect our arts, crafts & culture.

With very few organisations making sustained efforts in this space, ZEEL's focused interventions help to

bring strong credibility through real impact, benefiting the creative arts ecosystem at large.

### Activities covered

- **Restoration:** Restoration of identified monuments across the nation
- **Preservation of India's Culture:** Partnering/ sponsoring arts, crafts and cultural festivals; enabling curated shows celebrating Indian culture, crafts, arts
- **Partnerships:** Associations with leading NGOs to protect and revive arts and crafts; Partnerships with museums to preserve India's rich art & culture

## C. Disaster Relief & Recovery

While disasters do not discriminate, their impact on the most vulnerable sections of the society is cataclysmic. It is important that we stand up and be counted as responsible members of society during such disasters.

ZEEL is committed to aiding all relief and rehabilitation efforts in the event of natural or any other disasters in any part of the country.

### Activities covered

- **Support to Government:** Grants to Central and State relief funds
- **Partnerships:** Associating with relevant NGOs/ para-state institutions engaged in disaster relief and recovery

## D. Employee Volunteering/Contributions

A significant number of employees at ZEEL are involved in personal charity work. Our employees' contributions span a wide spectrum, from financial aid to devoting their time and efforts in working closely with NGOs and affected communities. Their work is a source of inspiration for us at ZEEL and we look to support these personally-driven efforts, especially in cases that go beyond making a financial contribution.

Our aim is to create a virtuous cycle of positive engagement and impact through our employees acting as units of change. It also drives stronger employee engagement outcomes benefiting the entire employee pool.

#### Activities covered

- Matching employee contributions to central/state notified funds during natural calamities/disasters
- Contributing to specific NGOs; Not for profit institutions that the employee is volunteering/ contributing to
- Matching employee contributions to NGOs identified by employees

## E. Integrated Rural Development

More than 70% of Indians live in the Country's rural areas, which also face the highest levels of poverty. Majority of this population directly or indirectly depends on agricultural income. Hence, providing support to farmers is imperative for all-round development of the Country.

Some of the key issues that have resulted in the decrease of farmers' income are:

- One of the biggest issues that an Indian farmer faces is that of very small land holdings - the average land per farmer is merely 1 to 1.3 hectares due to the division of land that occurs from expanding families & generations.
- Traditional farming and lack of technology availability has resulted in low productivity.
- Excessive use of fertilizers, chemicals, pesticides and insecticides has failed to boost yields, thereby affecting the soil quality and resulting in loss of income for farmers.
- The nutritional value of food has been going down steadily, thereby affecting the immunity levels of people at large. The Indian middle class spends 20% of their earnings on healthcare.
- Integrated Rural Development should be a priority in order to improve lives and livelihoods in India. Moreover, it will also help to reduce migration into urban areas.

## F. Organic Food Development

There is strong need to create a healthy India that consumes healthy, nutrition-rich and chemical-free food. ZEEL will work with reputed NGOs across the country to encourage organic food development for the benefits of citizens at large.

## 3.1 Locations

The CSR committee will decide on the locations for CSR activities to be carried out.

## 3.2 Collaborations and Partnerships

In the carrying out of ZEEL's CSR activities, initiatives and programmes, the Company may form collaborative partnerships with like-minded external agencies and organisations as well as government and administrative bodies as well as institutions. The Company may assess, through due process, the ability and the capacity as well as the track record of any such external stakeholder in the discharge of their duties.

## 3.3 End Use & Impact Monitoring

ZEEL has established a comprehensive mechanism to measure the outcomes of its CSR activities and monitor their impact over time by methods that include close engagement with target communities, tie-ups with specialized impact monitoring agencies and RCTs (randomised control trials).

Grant proposals will incorporate end use monitoring and impact expectations which will be shared and updated with the CSR Committee. These will include:

- Impact assessment studies
- Routine programme monitoring
- Focus on beneficiary acceptance and course correction
- Efficient information systems towards developing solutions for collecting, collating, storing, processing and transmitting information
- Continuously strengthening the existing system of capturing feedback for measuring and monitoring of the impact of our programmes
- Reporting the progress of our programmes to our CSR Committee and the Board

The knowledge generated from different studies to be used for supporting the cause of advocacy for development issues, to positively influence the evidence-based decision-making process in the development sector.

# Governance

The ZEEL Board of Directors exercise keen oversight over the Company's CSR strategy and are actively involved in the implementation, monitoring and review of its activities and initiatives through the CSR Committee.

## 4.1 Responsibilities of the Board

The Board guides, supports and enables the CSR committee in its initiatives with active oversight and participation. In particular, it is responsible for:

- Approving the CSR policy of the Company as may be recommended by the CSR Committee, subject to necessary changes/modifications as the Board may deem fit
- Ensuring that in each financial year the Company spends such amounts for CSR activities as may be stipulated in the Act, as amended from time to time (presently 2% of the average net profits of the Company made during the immediate last three financial years)
- Ensuring that the activities as included in the Policy are undertaken by the Company

## 4.2 Responsibilities of the CSR Committee

The CSR Committee shall work under the oversight of the Board of Directors. Its role shall include inter-alia the following:

- Recommend, formulate and implement CSR activities approved by the Board and in compliance with Section 135 read with Schedule VII of the Act
- Approve the budgets for the CSR Expenditure and recommend to the Board for approval
- Monitor and recommend the amount of CSR Expenditure to be incurred for CSR activities and to ensure it is in line with the CSR Policy
- To monitor the CSR Policy of the Company from time to time
- Any other activity as may be decided by the Board

## 4.3 CSR Budget

The Board of Directors of ZEEL will ensure that a minimum of 2% of the average net profit of the immediate last three years is spent on CSR activities, initiatives and programmes. Any surplus generated out of the CSR activities is not to form part of the business profit of the Company.

- All such expenditure will be diligently documented
- In case at least 2% of average net profit of the immediate last three financial years is not spent in a financial year, reasons for the same are to be specified in the annual report

## 4.4 Criteria for Funding

ZEEL's in-house core team will assess the requests received for funding of projects throughout the calendar year, as per guidance from the criteria set by our CSR Committee.

- Projects will be prioritized by assessing their potential for impact and their urgency in case of disaster response
- Based on the assessment, the core team will make recommendations to the CSR Committee, which will, after due deliberation, approve proposals for implementation at its discretion

## 4.5 Stakeholder Communications

ZEEL shall ensure relevant updates regarding key CSR projects & its outcomes through the Company's annual report, corporate website and other relevant mediums from time to time.

## 4.6 Amendments to the Policy

At ZEEL, we are committed to continuously reviewing and updating our CSR policy. Any amendment of any provision of this policy must be carried out as per the recommendations of our CSR Committee in due consultation, oversight and guidance of our Board and must be duly approved by the Board in writing. It must be promptly disclosed on the Company's website and in applicable regulatory filings pursuant to applicable laws and regulations, together with details about the nature of the amendment.



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