



SOCIAL MEDIA POLICY

INTRODUCTION

At PI Industries Limited ('PI') together with its Group Companies, we promote a responsible usage of social media with our families, friends and co-workers around the world.

Recently, we have been increasingly using social media to share the updates on the latest developments happening in our Company and hence, it requires more ownership from us in acting responsible while using the Social Media.

SCOPE and PURPOSE

- 1. Extent:** This social media policy ('Policy') is applicable worldwide to all Users of PI Industries Limited or its entities, subsidiaries, representative offices in India and globally (hereinafter referred as to 'Company').
- 2.** This Policy is effective at all the times and not just during the working hours or while using the Company's systems or on Company's Duty. This Policy shall continue to apply even if you cease to be an employee of Company and shall form integral part of and be read as an annexure to Company's Code of Conduct and Supplier's Code of Conduct.
- 3. Purpose:** This Policy aims to govern and provide guidance for participation or engaging on Social Media platforms whether in personal/unofficial or official capacity, so long such engagement involves, in any manner whatsoever including without limitation proximate or remote or direct or indirect reference to the name/s or information of Company and its directors, employees, customers, agents, business associates or partners etc. (hereinafter referred as to 'Representatives').

DEFINITIONS

- 1. Definitions:**
 - a) Post** shall mean any post or content related to Company and its Representatives in any form including but not limited to photographs, video or audio, descriptions, blogs, hash-tags, content on job responsibilities, Company brand association etc.
 - b) Social Media** shall mean an internet based technology that facilitates posting or sharing of ideas, thoughts, any information or content of any sort through the building of virtual *networks* and communities. It includes any mode of channel that allows quick electronic communication of content.
 - c) Social Media Officer** shall mean person who's in charge of the handling all the 'social media accounts' of the Company and works closely with CPO and Vice Chairperson and Managing Director.
 - d) User** shall include employee, consultant, vendor, supplier, contractor and agents who work for or are associated with Company. This would include permanent, fixed-term or temporary contractors, trainees, seconded staff, casual workers, volunteers, interns, agents etc.

ADHERENCE

- 1. Adherence to the Policy**
 - a)** All employees are expected to adhere to the Policy at all times to protect the privacy, confidentiality and interests of the Company, its Representatives, and competitors.
 - b)** In addition, employees are also reminded that although 'Social Media' are perceived to be private domains, any comments, statements, pictures, posts etc. related to Company shared are in the public domain and hence, they must follow all the provisions mentioned in this Policy.
 - c)** In the event where an employee makes any kind of derogatory, discriminatory, racist, bias or defamatory statements about the Company and its Representatives on social media or violates the provisions of this Policy that employee may be subject to disciplinary action as per Company's policies.
 - d)** The principles of this Policy are limited to the official posts and employees are encouraged to identify themselves and make clear that they are speaking for themselves and not on the behalf of Company in their private posts on social media.



USER GUIDELINES

1. User Guidelines ('Guidelines'):

The principles apply to each User's online activities concerning Company. The basic rules below shall apply for usage of various social media platforms (which are only indicative and not exhaustive).

Do's

- a) Post or repost the Posts approved by Social Media Office
- b) Connect with Social Media Officer, should you encounter positive, negative or inaccurate remarks about Company in the Social Media.
- c) Be attentive and use good judgment while replying to the Posts or while commenting on the Posts published by other Users or Company itself.
- d) Notify the Social Media Officer if you get any request from a Service partner/Vendor on posting association with Company and interest to gain from the brand credibility.

Don'ts

Access:

- e) Do not access to the Social Media websites from Company's systems without necessary access permission being in place from Company's Chief Information Officer ('CIO'). Such access is only allowed for Company's official usage.
- f) Refrain from using Social Media while on office hours or on Company's computer system or Company's equipment until requested by Social Media Officer.

Post Contents:

- g) Do not Post anything concerning Company which has not been validated and authorized in writing by Social Media Officer.
- h) Do not indulge in speculating or fall for speculative posts. If you are unsure about the content posted, stay away and do not make any remark.
- i) Do not post or disclose or share Company's information which includes, but is not limited to, non-public, business sensitive or confidential information of Company such as the following (which is only indicative and not exhaustive):
 - i. Information related to Company's customers like their name, general or specific engagement details;
 - ii. Information on supply orders, project type or size of projects, pricing details. Plant and machinery details;
 - iii. actual or projected, Company plans, news, internal memos or other private or proprietary content, financial performance, sales trends, strategies, , forecasts;
 - iv. any information about litigation or other legal matters and proprietary data;
 - v. dialogue about new products / services that have not been launched officially or are under research, future promotional activities , or any other confidential business information;
 - vi. Not to act as an authorised speaker or representative of the Company until you have been designated so by Vice Chairperson and Managing Director.
- j) Do not violate third party proprietary rights in posting any content on social media.

For more information: If you have questions or need further guidance on how to share/ re-share posts or follow Company's social media handles, please contact Corporate Branding team @ corporate.communications@piind.com