



## **CORPORATE SOCIAL RESPONSIBILITY (CSR) POLICY**

### **1. Introduction and Objectives**

Zee Entertainment Enterprises Limited (ZEE) is one of India's largest vertically integrated Media and Entertainment Company engaged *inter alia* in the business of broadcasting of 33 domestic and 34 international television channels reaching over 730 Million viewers across 169 countries.

At Zee we believe that a business can succeed in a society only when it shares a harmonious relationship with its external environment and therefore it is imperative for business houses to invest in the future by taking part in social building activities. With this objective, the Board of Zee had in December 2008 approved a Corporate Social Responsibility Policy which was unified at Essel Group level. The said policy is now being revised in line with the requirements of Section 135 of the Companies Act, 2013.

### **2. Corporate Social Responsibility (CSR) Philosophy**

Our approach to CSR is built on creating sustainable programs that actively contribute to and support the social and economic development of the communities in which we operate. CSR for Zee is beyond its own immediate business interests to make positive difference. At Zee we are:

- 1) Committed to promoting the principle of inclusive growth and equitable development.
- 2) Committed to carry out our business activities respecting the cultures and practices of each region we operate in and proactively engage in activities that contribute to society as a good corporate citizen.
- 3) Committed to invest in our community development by empowering women and children (especially girl child) by providing requisite skills and education.
- 4) Committed to engage and work actively in areas of promoting education and providing preventive healthcare.

### **3. Focus Areas**

Zee has undertaken multiple initiatives focusing on bringing about inclusive social development which contributes towards realization of its corporate social responsibility vision. Zee's CSR strategy is focused on four broad areas of activity that addresses the social problems and needs of multiple target groups of the society in a holistic and sustainable manner viz. Promoting Education, Preventive Health Care, Women's Empowerment and Sports.



**Education:** Our primary focus is based on the belief that every child has the ability to learn, and excel in any field of their interest. Opportunities coupled with access to quality academic and professional education among deserving, vulnerable and meritorious students can shape their successful careers and future. Zee in collaboration with local communities and partner organization(s) shall focus to address literacy and gender equality in education.

**Health Care:** The Company proposes to partner with NGOs and other self-help groups to promote awareness, enable access and affordability in availing both preventive and curative health care services.

**Women's Empowerment:** Status of women in the society or country at large is reflected in the Progress and development that the society or a nation has achieved. Zee shall support activities contributing to gender equality, socio-economic empowerment of the women and bring awareness programmes on anti-social issues.

**Sports:** Sports today is an integral part of holistic development of the human personality and excellence in sports is also associated with national prestige and morale. Therefore Zee supports talent in youth.

Besides the focus areas, Zee will also undertake any other CSR activities listed in Schedule VII of the Companies Act, 2013 as amended from time to time.

#### **4. Financial Resources**

For achieving its CSR vision through implementation of meaningful and sustainable CSR programs, Zee will allocate requisite sum as its annual CSR budget as may be decided by its CSR committee and any unspent/ unutilized CSR allocation of a particular year shall be carried forward and spent in the following year(s).

#### **5. Governance Structure**

At the Board level, the CSR governance structure at Zee will be headed by the CSR Committee which will be responsible for formulating and implementation of CSR projects and put in place monitoring mechanism to track project progress.

An unit called "ZEE CARE" has been set up *inter alia* to facilitate CSR projects execution and all budgeted and non-budgeted CSR spends proposed by ZEE CARE shall be reviewed



by the Managing Director & CEO of the Company and placed before the CSR Committee who shall approve the amount of expenditure to be incurred on each CSR activity.

### **6. CSR Project Management**

**Implementation:** Within the defined ambit of the identified thrust area CSR programs within Zee would be undertaken to the best possible extent. Project activities identified under CSR would be implemented by ZEE CARE directly or through associates within Essel Group viz. 'Zee Foundation'/'Taleem Foundation' or in collaboration with trusts, NGOs, academic institutes, self-help groups, autonomous institutions and professional consultancy organizations etc.

**Monitoring of the project:** ZEE CARE shall determine project objectives, and put in place monitoring mechanisms and based on progress and/or observations from time to time assess thrust area for identify CSR projects needing more focus.

**CSR Committee:** CSR Committee shall monitor the functioning of ZEE CARE and shall also review various projects and activities undertaken by Zee in compliance with, and under this, Policy and shall submit its periodical report to the Board of Directors for appropriate disclosures in the Directors Report.

### **6. General**

Any or all provisions of this CSR policy would be subjected to revision / amendment as per any guidelines issued by the Government from time to time and / or as recommended by the CSR Committee and approved by the Board of Directors of Zee.

The company reserves the right to modify, cancel, add or amend rules/ provisions specified in the CSR policy.

### **7. Approval of the Corporate Social Responsibility Policy**

This Policy is prepared by the CSR Committee and approved and adopted by the Board at its meeting held on October 17, 2014.

### **8. Dissemination**

The content of this Policy and CSR projects undertaken under this Policy shall be disclosed from time to time in the Company's Annual Financial Statements, Board's Report and on the Company's website.

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