

CORPORATE SOCIAL RESPONSIBILITY POLICY

In accordance with the provisions of Section 135 of the Companies Act, 2013 and the Companies (Corporate Social Responsibility Policy) Rules, 2014 (“the Act”)

Viacom 18 Media Private Limited

Corporate Social Responsibility Policy (“the Policy”) defines Company’s philosophy for delineating its responsibility as a Corporate Citizen and lays down the guidelines and mechanism for undertaking socially useful programs for welfare & sustainable development of the community at large.

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PREAMBLE

Any organization which operates in social environment; Corporate Social Responsibility (“CSR”) is the ways and means through which the corporate can repay its obligations to the society which has made by contributing the resources in its various forms as required for the efficient operations of the Business.

CSR is strongly connected with the principles of sustainability and social welfare. An organization should make decisions based not only on financial and commercial factors, but also on the basis of its social and environmental consequences. Therefore, it is the core corporate responsibility of Viacom 18 Media Private Limited (“**Viacom18**” or “**the Company**”) to practice its corporate values through its commitment to grow in a socially and environmentally responsible way, while meeting the interests of its stakeholders.

This statement demonstrates our commitment to CSR through which we aim to align our business values, purpose and strategy with the needs of the society as a whole in which the Company operates, whilst embedding such responsible and ethical principles into everything we do.

OBJECTIVE

The purpose of the Policy is to make clear to all stakeholders what we mean by CSR and how we propose to work towards achieving it. The CSR Policy applies throughout all the activities undertaken in the organization and governs our approach to all our activities;

In implementing this Policy we aim to:

- Be responsible;
- Be an exemplar of good practice.

GUIDING PRINCIPLES

Viacom18 is vigilant in its enforcement towards corporate principles which the Government of India has mandated through the Act and is committed towards sustainable development. Viacom18 endeavors to make CSR a key business process for sustainable development. It constantly strives to ensure strong corporate culture which emphasizes on integrating CSR values with its business objective. It also pursues initiatives related to quality management, environment preservation and social awareness.

COMMITMENT

Viacom18 is committed to:

- Continuous improvement in its CSR strategy;
- Encouraging its business partners to strive for matching performance;
- Acting in a ***Socially Responsible*** way;
- Supporting local communities towards social / charitable causes;
- Encouraging our employees to be mindful of the effect of their actions on any natural resource;

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DEFINITIONS

Words and expressions used in this Policy and not defined specifically in this document shall have the meanings respectively assigned to them under the Act.

FOCUS AREAS OF ENGAGEMENT

As a Company with diversified streams of Media & Entertainment businesses, Viacom18 feels that there are numerous opportunities to increase and deepen social impact at scale and generate value for the society. Viacom18 seeks to consolidate and implement its CSR initiatives in a phased and strategic manner with a focus on discrete social problems, as envisaged under the Act.

Viacom18 has identified 3 focus areas:

1. Preventive Health Care & Sanitation
2. Promoting Education
3. Protection of National Heritage, Art & Culture

However, the Board may subject to the recommendation of the CSR Committee, undertake such other need based CSR initiatives in compliance with Schedule VII of the Act as amended from time to time.

CSR COMMITTEE

The Board of Directors of the Company, effective April 1, 2014, have constituted a CSR Committee, which is subject to re-constitution from time to time in compliance with the statutory requirement under the Act, as applicable.

UNDERTAKING CSR INITIATIVES

Viacom18 may undertake and implement its CSR initiatives –

- Directly or through a registered trust, society or company established by the Company or its holding, subsidiary or associate company under section 8 of the Act.
- Any other foundations, trusts, or a section 8 company (or erstwhile Section 25 company) or any other form of entity with a track record of at least three years in carrying out activities in related areas. While engaging with partners, Viacom 18 shall evaluate the credentials of the implementing entity.
- Viacom18 may also collaborate with other companies or institutions for undertaking projects or programs for CSR activities.

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SELECTION AND IMPLEMENTATION OF CSR ACTIVITIES

The CSR Committee shall consider CSR proposal proposed to be undertaken by the Company either directly of its own or through any other eligible entity. Based on the Policy recommended by the Committee and approved by the Board, the management of the Company shall undertake implementation of the projects / programs and report to the Committee from time to time.

CSR BUDGET

- The Board of Viacom18 to ensure that minimum of 2% of average net profit of the last 3 years is spent on CSR initiatives undertaken by Viacom 18
- All expenditure towards the programs to be diligently documented
- In case at least 2% of average net profit of the last 3 years is not spent in a financial year, reasons for the same to be specified in the Board's Report
- Any surplus arising out of CSR projects/ programs will not form part of Company ordinary course of business of the Company.

LOCATION

All CSR projects/programs under this Policy shall be undertaken in India only.

MONITORING & DISCLOSURE

The CSR Committee shall endeavor to:

- Devise a robust monitoring mechanism to ensure that the CSR projects / programs are undertaken effectively and strictly in accordance with the approval granted and are fully in compliance with the applicable provisions of the Act. Monitoring of CSR activities could be done through:
 - Periodic assessment of key projects/programs;
 - Impact assessment with key indicators in the area of operation;
 - Regular review by CSR Committee
- Ensure that appropriate disclosures are made to the shareholders in the Company's annual report
- Take such steps as may be required for effective implementation of the CSR projects / programs

The content of the CSR Policy shall be disclosed in the Board's report and displayed on the website of the Company, if any.



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CONTACT

For any clarification / query related to CSR project / programs of the Company, please contact:

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