

PURPOSE/AIM AND DEFINITION

Let us emulate the best practices and build a better environment for all to flourish in.



ELIGIBILITY

As the online medium continues to transform, the opportunities for us to communicate with each other and the world are also expanding alongside. While social media creates new opportunities for personal expression, it also creates new responsibilities.

These Guidelines provide with a summary of JK Cement's policies and guidance relating to: -

1. It must be noted that this policy is applicable to all the employees of JK Cement Ltd. at all levels and grades as well as of Jaykaycem (Central) Ltd, and, all 100% subsidiaries of JK Cement Ltd.
2. Personal participation and comments on social media sites such as Facebook, Twitter, Instagram, LinkedIn, YouTube, Reddit, Snapchat, Google+, Pinterest, Tumblr, blogs, wikis, chat rooms, podcasts, video aggregation platforms or any other kind of social media platforms or any other electronic-based social platform(s) relating to or in relation thereof with JK Cement.
3. This policy covers all external social media situations where you associate yourself with JK Cement and/or interact with JK Cement's employees, JK Cement's customers or JK Cement's vendors or comment on JK Cement's social media posts, or with its products or services.
4. This policy governs the monitoring of public social media mentions of JK Cement for opportunities to engage with customers, vendors, dealers, distributors and employees.
5. The Employees while exercising their rights on Social Media are required to keep in mind, that there are chances where people may link your actions on social media with JK Cement, which may have negative impact on Company's image and reputation on such electronic based platforms, therefore, we expect you to abide by our Code of Conduct in everything you do on such social media or electronic platforms.

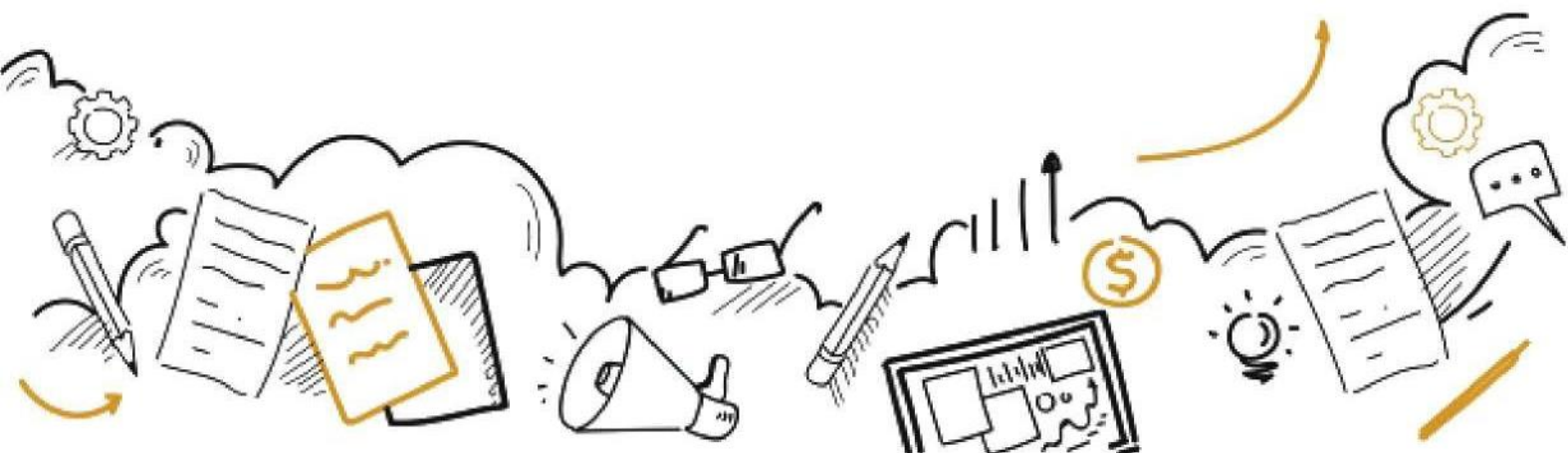




POLICY GUIDELINES

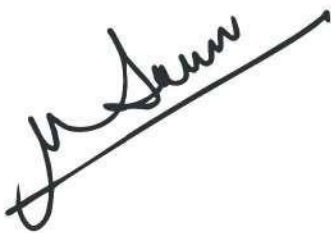
They mean that we trust you. We believe in our people and expect them to make smart, responsible and sensible decisions. We believe you are the best judge of your actions towards protecting brand name, goodwill, image and reputation of JK Cement. We expect you to follow guidelines when engaging in personal or unofficial online activities, and business unit / corporate functions as well: -

1. In this day and age where digital communication has become a way of life, JK cement encourages its employees to use social media, in a positive way, to enhance not only their personal brand but also company's image and brand in the digital world, and use these platforms even for learning and keeping abreast of the latest in their field of interest. JK Cement believes all employees can help us stay aware of how the Company is being perceived in the social media space. If anyone encounters a **positive, negative or inaccurate remark** about JK Cement in the social media space and believe that they deserve attention, the same should be shared with the communications team of JK Cement. This will help us to improve and take appropriate action.
2. **Only the designated JK Cement employees are authorized to establish social media profiles or accounts on behalf of the company**, and/or speak on behalf of, or represent JK Cement on social media websites or use social media to conduct business. Further any news regarding the Company cannot be shared by any employee until it has first been shared through JK Cement's official social media handles.
3. **It must be ensured that due compliance of all these social media guidelines must be** complied with for any content which is posted either directly or indirectly on behalf of or in the name of JK Cement or associating with JK Cement.



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14. The **use of social media** or other such electronic mediums shouldn't interfere with employee's responsibilities at JK Cement. The employees must refrain from using social media during work hours or while working in office, unless it is work-related as authorized by the concerned team of JK Cement. Please **do not use Company's email addresses** to register on social networks, blogs or other online tools utilized for personal use.
15. If employees find or encounter a situation while using **social media that threatens** to become antagonistic against JK Cement, then the employees should disengage from the dialogue in a polite manner and seek the advice of the communication team or any other designated team.
16. Employees must get **appropriate prior written permission** to use a third party's copyrights, copyrighted material, trademarks, service marks or other intellectual property.
17. Make sure you are **always honest and accurate when posting** information or news, and if you make a mistake, correct it quickly. Be open about any previous posts you have altered. Remember that the Internet archives almost everything; therefore, even deleted postings can be searched. Never post any information or rumors that you know to be false.
18. Even if you are not an **official spokesperson** for the Company, you are one of our most vital assets for monitoring the social media landscape. In case any employee receives and/or comes across any unauthorized/unsanctioned post/image or any other content with reference to JK Cement on **social media platforms**, then such employee shall immediately report such post/image or content to the designated employee. This will ensure that appropriate rectification measures/ corrective measures can be taken by JK Cement at the earliest.
19. **Communications made** on behalf of JK Cement with members of the media should be coordinated through the company's corporate communication department only.
20. JK Cement prohibits taking **negative action against any employee** for reporting a possible deviation from this policy or for cooperating in an investigation. Any employee who retaliates against another employee for reporting a possible deviation from this policy or for cooperating in an investigation will be subject to disciplinary action, up to and including termination.
21. All employees are subject to JK Cement's code of conduct, in every public setting. You are responsible for your actions. Anything you post, that can potentially tarnish JK Cement's image, reputation, goodwill and name, will ultimately be your responsibility. We encourage you to **participate in the online social media space**, but urge you to do so properly, exercising sound judgment and common sense.
22. Employees are encouraged to take up any grievance, wrong doing, which they feel affects them personally, with their superiors/Management to get the correct picture/official version, **before posting on social media**. Social media may only be used for venting out frustration with any/ posting any perceived negative incident/grievance, only when all other channels of redressal are exhausted. Company will be forced to take appropriate disciplinary action if an employee is found to indulge in unwarranted and factually incorrect social media posts, personal outbursts, **share confidential/Business sensitive information** on social media, which may affect the brand image or business of the company.



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