

## **CODE OF PRACTICES AND PROCEDURES FOR FAIR DISCLOSURE OF UNPUBLISHED PRICE SENSITIVE INFORMATION**

### **1. OBJECTIVE**

The Board of Directors of Balaji Telefilms Limited (“the Company”) has laid down this Code for Fair Disclosure of UPSI and Conduct.

### **2. DEFINITION**

Words and expressions used and not defined herein but defined in Code of Internal Procedure and Conduct for Regulating, Monitoring and Reporting of trading by Designated Persons in the securities of Balaji Telefilms Limited, as amended from time to time shall have the meanings respectively assigned to them in those legislation.

### **3. DISCLOSURE OF PRICE SENSITIVE INFORMATION**

- a. Disclosure/dissemination of any Unpublished Price Sensitive Information (UPSI) shall be done promptly by the Compliance Officer in consultation with MD or CEO (hereinafter individually referred to as “Authorised Person”), by intimating to the Stock Exchanges and posting of the said information on the website of the Company and/or otherwise making it generally available.
- b. The Authorised Person shall ensure uniform dissemination/disclosure of UPSI, so as to avoid selective disclosure (except legitimate purpose).
- c. No UPSI shall be shared with any person except for legitimate purpose unless the information is made generally available i.e. only public information can be shared.
- d. In absence of the Authorised Person, such person as may be authorised by the MD or CEO, shall discharge the duties of the Authorised Person.

#### 4. PROCEDURE FOR RESPONDING TO ANY QUERIES/REQUESTS FOR VERIFICATION OF MARKET RUMOURS BY STOCK EXCHANGES

- a. The Compliance Officer shall under guidance of MD or CEO shall give an appropriate, fair and prompt response to the queries, rumours or requests by regulatory authorities.
- b. As and when necessary, the Compliance Officer shall under guidance of MD or CEO make appropriate public announcement with respect to market rumours.
- c. The Authorised Person shall make a prompt dissemination of UPSI that gets disclosed selectively, inadvertently or otherwise, to make such information Generally Available.
- d. In absence of the Authorised Person, such person as may be authorised by the MD or CEO, shall discharge the duties of the Authorised Person.

#### 5. SHARING OF UPSI FOR LEGITIMATE PURPOSE

- a. Notwithstanding anything contained in this Code, the UPSI may be shared by any person(s) authorised by the Managing Director/Compliance Officer or any appropriate authority of the Company in this behalf, only for legitimate purpose(s) which shall include the following:
  - i. Sharing of UPSI in the ordinary course of business by an Insider, Designated Person or by any Authorised Person with existing or proposed partners, collaborators, lenders, customers, suppliers, merchant bankers, legal advisors, auditors, insolvency professionals or other advisors or consultants.
    - Sharing of UPSI where such communication is for performance of duties.
    - Sharing of UPSI towards discharge of legal obligations.
    - Sharing of UPSI for any other purpose as may be prescribed under the applicable law for the time being in force.

Provided that such sharing should not be carried out to evade or circumvent the prohibition of SEBI (Prohibition of Insider Trading) Regulations, 2015 (“PIT Regulations”).

- b. What shall constitute “**legitimate purpose**” and what shall not constitute “legitimate purpose” will be based on the business related needs of the Company. In general, Legitimate purpose shall, inter-alia, include the following purposes:

- i. Contractual Obligation
- ii. Business Strategy and Corporate Action
- iii. Operational efficiency
- iv. Regulatory Obligation
- v. Need based specific purposes

**6. ISSUE OF NOTICE TO THE RECIPIENT OF UNPUBLISHED PRICE SENSITIVE INFORMATION**

- a. The recipient of UPSI which is communicated for any “legitimate purpose” shall be considered as an “insider” under the “Code of Conduct” adopted by the Company and such notice shall be given to the recipient of UPSI by the person making communication of UPSI in order;
  - i. To make aware recipient that the information shared is or would be UPSI.
  - ii. To make aware to recipient the duties and responsibility attached to the receipt of such UPSI and the liability attached to misuse or unwarranted.
  - iii. To instruct recipient to maintain confidentiality of such UPSI in compliance with the Code of Conduct for Prevention of Insider Trading and the other applicable laws.
  - iv. To advise recipient to be in compliance with applicable provisions of PIT Regulations.

**7. RESPONSIBILITY OF THE RECEIPIENT OF UPSI**

- a. To maintain and keep secret and confidential the information received.
- b. To use the confidential information only for the legitimate purpose.
- c. To disclose the confidential information to any other person strictly on a need to know basis.
- d. To safeguard the UPSI with the same degree of care so avoid unauthorised disclosure as the receiving party uses to protect its own confidential information, but in no case less than reasonable care.
- e. To ensure compliance with applicable provisions of PIT Regulations.

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