



Balaji Telefilms Ltd.



CORPORATE SOCIAL RESPONSIBILITY POLICY

*This document outlines the corporate social responsibility of Balaji Telefilms Limited
& its Subsidiary Companies.*



Balaji Telefilms Ltd.

DOCUMENT VALIDATION NOTE

Balaji Telefilms Limited, a public limited company incorporated under the Companies Act, 1956 and having its registered office at C 13, Balaji House, Dalia Industrial Estate, Opposite Laxmi Industries, New Link Road, Andheri (West), Mumbai- 400053, has formulated and adopted this Corporate Social Responsibility Policy Version 1.0 in terms of Section 135 of the Companies Act, 2013 and the Companies (Corporate Social Responsibility Policy) Rules, 2014 (CSR Rules).

Section 135 of the Companies Act, 2013, requires the Corporation to constitute a Corporate Social Responsibility (CSR) Committee of Directors, adopt a CSR Policy, spend at least 2% of its average net profits made during the immediately preceding three financial years towards CSR activities as set out in Schedule VII to the Companies Act, 2013 and confirm compliance thereof in the Annual Report.

Accordingly, on the recommendation of the CSR Committee, this Policy was reviewed and approved by the Board of Directors of the Company at its meeting held on May 15, 2014, and deemed to have come into effect from April 1, 2014.



Balaji Telefilms Ltd.

CONTENTS

- ✓ **BACKGROUND**

- ✓ **ROLE OF CSR COMMITTEE**

- ✓ **OBJECTIVE**

- ✓ **CSR AMOUNT**

- ✓ **SPENDING OF CSR AMOUNT**

- ✓ **CSR ACTIVITIES / PROJECTS**

- ✓ **IMPLIMENTATION**

- ✓ **MONITORING**

- ✓ **DISSEMINATION OF INFORMATION**



Balaji Telefilms Ltd.

BACKGROUND

Corporate Social Responsibility is a company's sense of responsibility towards the community and environment in which it operates. It is the continuing commitment by business to behave ethically and contribute to economic development of the society at large and building capacity for sustainable livelihoods.

The Company believes in conducting its business responsibly, fairly and in a most transparent manner. It continually seeks ways to bring about an overall positive impact on the society and environment where it operates and as a part of its social objectives. Balaji has been making consistent efforts over the years towards economic and social upliftment of the marginalized sections of society.

Though this policy has been formally formulated and adopted in terms of Section 135 of the Companies Act, 2013 and the CSR Rules to undertake CSR activities, the Company right from its inception, has made consistent efforts to maintain an active corporate social responsibility portfolio.

ROLE OF CSR COMMITTEE

The Board of Directors of the Company has constituted a Corporate Social Responsibility (CSR) Committee of Directors. The CSR Committee will play the following role in fulfilling the Company's CSR objectives:

- ✓ Formulation and review of this CSR Policy indicating the activities to be undertaken by the company towards CSR initiatives.
- ✓ Recommendation of the amount of expenditure to be incurred on the CSR activities.
- ✓ Formulation of a transparent monitoring mechanism for ensuring implementation of the projects/ programmes/ activities proposed to be undertaken by the Company or the end use of the amount spent by it towards CSR activities.
- ✓ Monitor and implement this Policy from time to time.
- ✓ Annually report to the Board, the status of the CSR activities and contributions made by the Company.
- ✓ Any other requirements mandated under the Act and Rules issued thereto.



Balaji Telefilms Ltd.

The Composition of CSR Committee:

Mr. Jeetendra Kapoor- Chairman

Mrs. Shobha Kapoor- Member

Mr. D.G. Rajan- Member

Mr. Ashutosh Khanna- Member

OBJECTIVE

The main objective of this CSR Policy is to lay down guidelines to make CSR a key business process for sustainable development of the society and the environment in which it operates. It aims in enhancing welfare measures of the society based on the immediate and long term social and environmental consequences of the Company's activities in India.

This Policy specifies the projects and programmes that can be undertaken, provides an indicative list of CSR projects/ programmes in terms of the Schedule VII to the Companies Act, 2013 which the Company plans to undertake during the implementation years, specifies the modalities of execution in the areas/ sectors chosen and the implementation schedule.

CSR AMOUNT

The Company shall ensure that it spends, in every financial year, at least 2% of its average net profits made during the 3 immediately preceding financial years, in pursuance of its corporate social responsibility and subject to Section 135 of the Companies Act, 2013 and the Rules made there under.

Net profits mentioned herein above means, Net profit of the Company as defined under the Provisions of the Companies Act, 2013 and Companies (Corporate Social Responsibility Policy) Rules, 2014.



Balaji Telefilms Ltd.

For the purpose of this Policy, the first CSR spending financial year would be 2014-15 and the Net Profit shall mean average of the annual net profits as defined aforesaid for the financial years 2011-12, 2012-13 and 2013-14.

SPENDING OF CSR AMOUNT

The CSR Committee will decide on the following with regard to spending of CSR amount:

- ✓ Percentage of total amount to be used for funding various projects and grass-root level organisations.
- ✓ Tranches of disbursement.
- ✓ Any surplus arising from CSR projects or programs or activities will not form part of the business profits of the Company.

CSR ACTIVITIES / PROJECTS

Schedule VII to the Companies Act, 2013 lists down the activities:

- ✓ Eradicating extreme hunger and poverty.
- ✓ Promotion of education.
- ✓ Promoting gender equality and empowering women.
- ✓ Reducing child mortality and improving maternal health.
- ✓ Combating human immunodeficiency virus, acquired immune deficiency syndrome, malaria and other diseases.
- ✓ Ensuring environmental sustainability.
- ✓ Employment enhancing vocational skills.
- ✓ Social business projects.
- ✓ Contribution to the Prime Minister's National Relief Fund or any other fund set up by the Central Government or the State Governments for socio-economic development and relief



Balaji Telefilms Ltd.

and funds for the welfare of the Scheduled Castes, the Scheduled Tribes, other backward classes, minorities and women.

- ✓ Such other matters as may be prescribed.

IMPLEMENTATION

The time period / duration over which a particular project or program or activity will be spread, will depend on its nature, extent of coverage and the intended impact of the same. The projects or programs or activities which involve considerable financial commitment and are undertaken on a timeframe of 2-5 years, will be considered as 'flagship programs' and will be accorded enhanced significance. The Company will follow a project / program / activity based accountability approach to stress on the long term sustainability of CSR activities, where its action plan will be distinguished as 'Short-term', 'Middle-Term & Long Term; qualified as

- ✓ Short Term – 6 months to 1 year
- ✓ Medium Term – 1 year to 2 years
- ✓ Long Term – 2 year and above – 'Flagship programs'.

MONITORING

To ensure effective implementation of the CSR activities undertaken, a monitoring mechanism will be put in place by the Corporate HR / Unit HR head. The progress of CSR activities under implementation will be reported to Corporate Office on a monthly basis. The HR department at the Corporate Office will conduct impact studies on a periodic basis, through independent professional third parties / professional institutions, especially on the strategic and high value programs. The monitoring team will also try to obtain feedback from beneficiaries about the activities. Appropriate documentation of the CSR Policy, CSR activities, executing partners, and expenditure entailed will be undertaken on a regular basis.



Balaji Telefilms Ltd.

DISSEMINATION OF INFORMATION

The CSR Committee shall report to the Board of the Directors, at least on an annual basis, the status of the CSR projects/ activities undertaken by the Company along with the report on the impact created by such projects/ activities.

The Company shall also upload this Policy on its website www.balajitelefilms.com. Further, a detailed status report on the CSR activities carried out by the Company would be disclosed every year as part of the Directors' Report in the Annual Report. The said information would also be uploaded on the website of the Company.

The CSR Committee will also make a statement in the Annual Report stating that the CSR Policy, its Implementation and monitoring thereof is, in letter and spirit, in compliance with its CSR objectives.

The Committee shall meet as often as necessary to fulfill its functions but no less than twice a year.