

BUSINESS RESPONSIBILITY REPORT

(As per Regulation 34(2)(f) of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015)

SECTION A: GENERAL INFORMATION ABOUT THE COMPANY

1. Corporate Identification Number (CIN) of the Company	L22219UP1975PLC004147
2. Name of the Company	Jagran Prakashan Limited
3. Address of the registered office	Jagran Building, 2, Sarvodaya Nagar, Kanpur, Uttar Pradesh, India- 208005
4. Website	www.jplcorp.in
5. E-mail id	investor@jagran.com jpl@jagran.com
6. Financial year reported	2018-19
7. Sector(s) that the Company is engaged in (industrial activity code-wise)	Publishing of Newspapers (NIC code: 58131)
8. Three key products / services that the Company manufactures / provides (as in Balance Sheet)	• Print (Publications) • Digital (Web, text/voice-based value added services and products) • Out-of-Home (OOH) • Activation
9. Total number of locations where business activity is undertaken by the Company	
i. Number of international locations	Not applicable
ii. Number of national locations	• Print division – 37 printing facilities across 13 states • Out of home – 2,050+ sites across 6 states • Activation – 10 offices across 8 states • Digital – Web portals across genres like news, education, blogging, health, classifieds, youth and videos
10. Markets served by the Company – Local / State / National / International	National

SECTION B: FINANCIAL DETAILS OF THE COMPANY

1. Paid-up capital	₹ 5,928.24 Lakhs
2. Total turnover	₹ 193,987.64 Lakhs
3. Total profit after taxes	₹ 21,991.20 Lakhs
4. Total Spending on Corporate Social Responsibility (CSR) as percentage of average net profits (%)	During FY 2018-19, the Company spent 0.73% of its average net profits towards CSR activities.
5. List of activities on which expenditure in 4 above has been incurred	Promoting education - Donation to Shri Puran Chandra Gupta Smarak Trust for setting up / expansion / running and maintenance of educational institutions.

SECTION C: OTHER DETAILS

1. Does the Company have any Subsidiary Company /Companies?

Yes, as on March 31, 2019, the Company had two subsidiary companies, which were:

- Music Broadcast Limited
- Midday Infomedia Limited

2. Do the Subsidiary Company / Companies participate in the BR Initiatives of the parent company? If yes, then indicate the number of such subsidiary company(s)

No, the subsidiary companies manage and carry out their own BR initiatives.

3. Do any other entity / entities (e.g. suppliers, distributors, etc.) that the Company does business with participate in the BR Initiatives of the Company? If yes, then indicate the number of such subsidiary company(s)

No, currently, the suppliers / vendors and distributors do not participate in Company's BR initiatives. However, the Company encourages its business partners to participate in its BR initiatives.

SECTION D: BR INFORMATION**1. Details of Director/ Directors responsible for BR**

- i. Details of the Director / Directors responsible for implementation of the BR policy / policies

a. DIN	00028734
b. Name	Mr. Sanjay Gupta
c. Designation	Whole-time Director & CEO

- ii. Details of BR head

a. DIN	00028734
b. Name	Mr. Sanjay Gupta
c. Designation	Whole-time Director & CEO
d. Telephone number	0120-3915800
e. E-mail id	sanjay@jagran.com

2. Principle-wise (as per National Voluntary Guidelines) BR policy / policies**PRINCIPLE****1**

Businesses should conduct and govern themselves with Ethics, Transparency and Accountability

PRINCIPLE**2**

Businesses should provide goods and services that are safe and contribute to sustainability throughout their life cycle

PRINCIPLE**3**

Businesses should promote the well-being of all employees

PRINCIPLE**4**

Businesses should respect the interests of and be responsive towards all stakeholders, especially those who are disadvantaged, vulnerable and marginalised

PRINCIPLE**5**

Businesses should respect and promote human rights

PRINCIPLE**6**

Business should respect, protect and make efforts to restore the environment

PRINCIPLE**7**

Businesses, when engaged in influencing public and regulatory policy, should do so in a responsible manner

PRINCIPLE**8**

Businesses should support inclusive growth and equitable development

PRINCIPLE**9**

Businesses should engage with and provide value to their customers and consumers in a responsible manner

Sr. No.	Questions	P1	P2	P3	P4	P5	P6	P7	P8	P9
1	Do you have a policy / policies for#....	Y	Y	Y	Y	Y	Y	Y	Y	Y
2	Has the policy been formulated in consultation with the relevant stakeholders?	Y	Y	Y	Y	Y	Y	Y	Y	Y
3	Does the policy conform to any national/ international standards?	Y	Y	Y	Y	Y	Y	Y	Y	Y
4	Has the policy been approved by the Board? If yes, has it been signed by the MD / owner / CEO / appropriate Board Director?*	Y	Y	Y	Y	Y	Y	Y	Y	Y
5	Does the Company have a specified committee of the Board / Director / Official to oversee the implementation of the policy?	Y	N	N	N	N	N	Y	Y	N
6	Indicate the link for the policy to be viewed online?*	All policies are shared directly with respective stakeholders. Some of our policies are available at http://jplcorp.in/new/Reports.aspx?CID=14 .								
7	Has the policy been formally communicated to all relevant internal and external stakeholders?	Y	Y	Y	Y	Y	Y	Y	Y	Y

Sr. No.	Questions	P1	P2	P3	P4	P5	P6	P7	P8	P9
8	Does the Company have in-house structure to implement the policy / policies?	Y	Y	Y	Y	Y	Y	Y	Y	Y
9	Does the Company have a grievance redressal mechanism related to the policy/policies to address stakeholders' grievances related to the policy / policies?	Y	Y	Y	Y	Y	Y	Y	Y	Y
10	Has the Company carried out independent audit / evaluation of the working of this policy by an internal or external agency? ^	N	N	N	N	N	N	N	N	N

Notes:

Jagran has the following policies covering the nine principles: Code of Business Conduct and Ethics for Directors and Senior Management, Code of Conduct for certain business units, Editorial Code, Vigil Mechanism / Whistle-Blower Policy, Code of Internal Procedures and Conduct for Regulating, Monitoring and Reporting of Trading by Designated Persons and their immediate relatives, Code of Practices and Procedures for Fair Disclosure of Unpublished Price Sensitive Information, POSH Policy, Quality Policy, Environment Policy, Human Resource Policies, Suppliers / Vendor Code and Corporate Social Responsibility (CSR) policy.

* Policies relating to respective principles are approved by respective functional heads.

^ As a part of internal audit, implementation of the vigil mechanism is reviewed from time to time. Other policies are reviewed by respective functional heads themselves, from time to time.

If answer to Sr. No. 1 against any principle, is 'No', please explain why:

Sr. No.	Questions	P1	P2	P3	P4	P5	P6	P7	P8	P9
1	The Company has not understood the Principles									
2	The Company is not at a stage where it finds itself in a position to formulate and implement the policies on specified principles									
3	The Company does not have financial or manpower resources available for the task									
4	It is planned to be done within next 6 months									
5	It is planned to be done within the next 1 year									
6	Any other reason (please specify)									

3. Governance related to Business Responsibility

i. Indicate the frequency with which the Board of Directors, Committees of the Board or CEO to assess the BR performance of the Company.

Managing Director and / or CEO of the Company review the BR performance and related issues. The Board of Directors review relevant BR issues and assess BR performance of the Company annually.

ii. Does the Company publish a BR or a Sustainability Report? What is the hyperlink for viewing this report? How frequently it is published?

Business Responsibility Report can be viewed as part of Annual Report and is available online at <http://jplcorp.in/new/FinancialReports.aspx>

stood test of time since inception. The Company has a Code of Conduct and Ethics that is approved by the Board of Directors and is applicable to all Directors and Senior Management Personnel. Additionally, certain business units also have their own Code of Conduct that reflect the needs and demands of their area of work and are applicable to all employees. Further, the Company has documented Editorial Code covering aspects like independent/ unbiased reporting and robust Vigil Mechanism/ Whistle-Blower Policy.

The Company has also documented Supplier/ Vendor Code of Conduct applicable to suppliers and follows zero tolerance on any acts of bribery, corruption etc. by such agencies during their dealings with the Company and or with any of its employees.

The above policies apply only to Jagran Prakashan Limited and do not extend to subsidiaries.

SECTION E: PRINCIPLE-WISE PERFORMANCE

Principle 1:

Businesses should conduct and govern themselves with Ethics, Transparency and Accountability

- Does the policy relating to ethics, bribery and corruption cover only the Company? Yes / No. Does it extend to the Group / Joint Ventures / Suppliers / Contractors / NGOs / Others?

Yes, the Company considers Corporate Governance as an integral part of management and places great emphasis on ethics and transparency. The Company is committed to maintaining the highest standards of ethics and is backed by informed independent Board and Senior Management. These values are embedded in Company's core and have

- How many stakeholder complaints have been received in the past financial year and what percentage was satisfactorily resolved by the management?

During FY 2018-19, 53 complaints were received from shareholders, of which all (i.e. 100%) complaints were resolved as on March 31, 2019. Complaints from other stakeholders like suppliers and contractors are forwarded to the respective Department Heads and addressed on a case to case basis. No complaints were received under the Vigil Mechanism during the year.

Principle 2:**Businesses should provide goods and services that are safe and contribute to sustainability throughout their life cycle**

1. List up to 3 of your products or services whose design has incorporated social or environmental concerns, risks and / or opportunities.

The Company's major businesses are (i) Publishing of newspaper (ii) Maintaining online news portals (iii) Providing Out-of-Home (OOH) marketing and activation services. With 10 titles across 13 states in 5 different languages and a total readership of more than 90 Million (IRS 2019), the Company is largest print media group in the country. The Company's digital platforms operate across diverse genres of Hindi news, health and education and command 64 Million+ unique visitors making it one of the top digital media platforms in the country.

Being a leading media Company, Jagran understands its responsibilities towards its readers and citizens of this thriving democracy. Accordingly, every word of editorial content generated across both print and digital medium follows a strict Editorial Code. This Code underlines the Company's commitment to ensure that readers get to experience rich content that is balanced, well researched, independent and unbiased. Another unique feature of the Company's Editorial Code is the foundation on which it is built – The Seven Principles. These seven principles or as Jagran calls them 'Saat Sarokaar' is at the core of our editorial philosophy and is intrinsically linked to the real progress of our nation. These seven principles are:

- **Poverty Eradication:** End poverty in all its form everywhere. End hunger, food security, improve nutrition and promote sustainable agriculture.
- **Healthy Society:** Ensure Healthy lives and promote well-being for all.
- **Educated Society:** Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.
- **Women Empowerment:** Achieve gender equality and empower all women and girls.
- **Environment Conservation:** Take urgent action to combat climate change and its impacts. Sustainably manage forests, combat desertification, halt and reverse land degradation, halt biodiversity loss. Ensure access to affordable, reliable, sustainable and modern energy for all.
- **Water Conservation:** Ensure access to clean drinking water and sanitation for all.
- **Population Management:** Promote inclusive and sustainable economic growth, employment and decent work for all.

Every day, Jagran delivers enriching and empowering content to its readers in line with these seven principles. This ranges from a daily column on health and wellbeing,

to youth-centric supplement focusing on providing them with access to job opportunities and to content catering specifically to the needs of women readers. Beyond the content, the Company also leverages its massive reach to organise initiatives that are in spirit of these seven principles and have the potential to mobilise citizens and generate ground-level impact. The Company launched the following new initiatives during the financial year 2018-19:

- **Sampann Kisan:** Farmer protests in India are growing by the day. When policy, politics, nature and markets connive to create an existential crisis for farmers, they respond by turning their backs to farming. 2040 farmers per day are opting out of farming. Another 76% farmers want to give up farming because it carries dangerously high risks, bringing miserably low returns. Our campaign asked farmers to "Rise up for your land" and demand policy priority. Dainik Jagran became the voice of millions of silent farmers. The structural crisis runs deep, but valuable first steps are being taken. To start, farmers needed a voice – and that's what this campaign was about.
- **Hindi Hai Hum:** Dainik Jagran launched a platform called "Hindi Hai Hum" to evangelise Hindi and help extend the market for Hindi. We believe a language cannot be preserved by just making dictionaries or grammars. Languages live when people take pride in their language when they are read by people....when they are celebrated. Our programme was intended to preserve, promote and build the legacy of Hindi and extend its market, inspire the next generation of writers in Hindi, encourage original writing on contemporary issues in Hindi, and create a platform for debate and a free expression of ideas. We launched several initiatives like India's 1st ever Hindi Bestsellers list, A Hindi literary festival, a fellowship programme, a mentorship programme, amongst others.
- **Mera Bharat Swacch:** India, the world's 3rd largest trash generator, treats 30% of its waste. Solving the issue requires every Indian to come contribute. But, in India, waste is identified with the people who handle it. Caste prejudice leads to a widespread sense that "waste" is somebody else's job. Our waste collectors are burdened by poverty and prejudice, live almost invisibly in horrifying conditions. Our campaign attempted to create empathy for these marginalised underclasses. This was a critical dynamic in redefining India's relationship with waste. In doing so, we had to go beyond just Clean India to a Clean and Humane India. There were several initiatives under this campaign to address different segments of society.

Additionally, the Company continued following of its earlier campaigns:

- **Betiyon ki Diary:** In India, girls face a litany of denials. Conservatism, marriage, social restrictions, and safety keep women away from contributing to the economy.

IMF estimates that equal participation of women in the workforce could increase India's GDP by 27%. Our campaign gave voice to women who "stepped out" fighting hackneyed traditions, warped social thinking and double standards of morality that blocked their contributions to the country. Our campaign attempted to break the prison walls of culture and stereotypes. We celebrated this "stepping out", we listened, and created opportunities for them. We lent a 1st person voice on the gender issue. We created video stories of women who took on unconventional occupations and carried their stories through the newspaper in an attempt to inspire millions of young girls to dream and realise their true potential.

- **Janhit Jagran Programme:** This programme encourages readers to submit an idea that solves a societal challenges around the same themes as our Saat Sarokaar. The winners are felicitated and encouraged to implement their ideas.
- **Jagran Sanskarshala:** An endeavour to create a pool of aware, responsible and confident young citizens. Our campaign attempted to improve the emotional footprint of our future generations, expand their circle of concern, and create guidelines to further social cooperation. We created an immersive campaign where content was read, seen, heard, institutionalised and lived. We ran a series of stories and articles related to values for contemporary living. These were converted into comic books and into a video animation series as well. All this content was directly made available to over 1.4 Million children across our entire footprint.
- **Jagran Youth Parliament:** A programme to advance understanding of democratic governance among youths through simulated parliamentary sessions. The programme allows the youth to engage in a democratic dialogue based on constitutional values and interact with key national and local stakeholders. Around 500 youth from 10 cities were selected through a rigorous process to participate in the event.

Jagran is also cognisant of the environmental impact of its operations and undertakes several initiatives to minimise the same. The details of these initiatives are included under Principle 6.

2. For each such product, provide the following details in respect of resource use (energy, water, raw material etc.) per unit of product (optional)

The Company has undertaken several initiatives for managing the amount of energy and water used in operations. Details of these initiatives have been provided under Principle 6.

3. Does the Company have procedures in place for sustainable sourcing (including transportation)? If yes, what percentage of your inputs was sourced sustainably? Also, provide details thereof, in about 50 words or so.

The Company endeavours to practice sustainable sourcing by including parameters such as safe working conditions, prevention of child labour, business ethics while evaluating vendors. Also, the Company is working with trusted and reputed vendors.

4. Has the Company taken any steps to procure goods and services from local & small producers, including communities surrounding their place of work? If yes, what steps have been taken to improve their capacity and capability of local and small vendors?

The Company uses a mix of local and global suppliers for its raw material requirement. The Company has developed trusted relationship with local vendors and works with them to develop quality product that meets its as well as industry needs, thereby enabling local vendors to grow their business. Also, the Company works with local businesses to generate productive local employment by hiring talent from nearby locations to meet requirements for services like printing, waste handling, housekeeping, logistics, machine and other business operations.

5. Does the Company have a mechanism to recycle products and waste? If yes what is the percentage of recycling of products and waste (separately as <5%, 5-10%, >10%)

The company understands that natural resources are limited and therefore should be optimally utilised. In order to efficiently utilise the limited resources, the company has deployed operational control measures to control the wastage and set wastage norms for each plant. Plant wise actual wastage is closely monitored to ensure that wastage is within permissible limits. Also, the company has set up ETP (Effluent Treatment Plant) for treating and reusing waste water for non-potable uses like gardening, cleaning, in flush system etc.

Principle 3:

Businesses should promote the wellbeing of all employees

Jagran family comprises of talented and inspired professionals who contribute towards Company's vision and success. The success of Company's business, quality of work and brand perception by customers wholly rests on the ability and commitment of its employees. The Company has designed training programs (on and off the job) to equip employees in performing their job at different stages of their career. The Company organises various events and activities for employees throughout the year to acknowledge their efforts and keep them motivated. Further, the Company attempts to provide safe, fair and discrimination free work environment.

1.	Total number of employees	5,887	
2.	Total number of employees hired on temporary/contractual/ casual basis	1,780	
3.	Number of permanent women employees	259	
4.	Number of permanent employees with disabilities	-	
5.	Do you have an employee association that is recognised by management?	No	
6.	Percentage of your permanent employees is members of this recognised employee association?	-	
7.	Number of complaints relating to child labour, forced labour, involuntary labour, sexual harassment in the last financial year and pending, as on the end of the financial year:		
#	Category	Number of complaints filed during FY	Number of complaints pending as on end of FY
i.	Child labour / forced labour / involuntary labour	-	-
ii.	Sexual harassment	-	-
iii.	Discriminatory employment	-	-
8.	Percentage of your under mentioned employees were given safety & skill up-gradation training in the last year?		
	The Company recognises the importance of trainings and organises various training sessions to facilitate skill upgradation of employees. The Company also conducts fire and safety training and mock drills periodically.		

Principle 4:

Businesses should respect the interests of, and be responsive towards all stakeholders, especially those who are disadvantaged, vulnerable and marginalised

1. Has the company mapped its internal and external stakeholders? Yes / No
Yes, the company has mapped its internal and external stakeholders, the major/ key categories include:

- Readers / Society
- Distribution agencies
- Advertisers
- Vendors / Suppliers / Contractors
- Employees (including content producers, journalists)
- Community organisations / NGOs
- Government and regulatory authorities
- Investors and banks

Jagran's brand is defined by the trust that our stakeholders place in us every day, be it the millions of readers or business partners or the communities that Jagran works in. The Company believes in engaging with all the stakeholders in an open and transparent environment. This allows the Company to understand their interests and be responsive to their needs.

2. Out of the above, has the Company identified the disadvantaged, vulnerable & marginalised stakeholders?
Yes, the Company has identified disadvantaged, vulnerable & marginalised stakeholders and through its CSR initiatives is focussing on children and women issues.
3. Are there any special initiatives taken by the Company to engage with the disadvantaged, vulnerable and marginalised stakeholders? If so, provide details thereof, in about 50 words or so.
The Company undertakes several initiatives for engaging with the disadvantaged, vulnerable and marginalised sections of society. Some initiatives taken by the company

to engage with marginalised sections of society include Jagran Sanskarshala campaign, Jagran Youth Parliament, Betiyon ki Diary, Mera Bharat Swacch, Sampann Kisan. These campaigns are taken at a large scale and allow Jagran to mobilise thousands of stakeholders and make a meaningful impact on the ground. Details of these initiatives are given under Principle 2 and Details of CSR initiatives is provided under Principle 8.

Principle 5:

Businesses should respect and promote human rights

1. Does the policy of the Company on human rights cover only the Company or extend to the Group / Joint Ventures / Suppliers / Contractors / NGOs / Others?

The Company adheres to highest level ethical practices as articulated by its Code of Conduct. The Company values contribution of each stakeholder and provides thriving work environment to employees to work together and succeed. The Company has documented policies relating to Human Resources and Prevention of Sexual Harassment (POSH), which promote a free, fair and discrimination free working environment for employees and provide a mechanism for raising concerns and resolution of disputes.

The above policies apply to Jagran and third party contractors. The Company has in place a Supplier / Vendor Code. Company's subsidiaries have their own policies.

2. How many stakeholder complaints have been received in the past financial year and what percent was satisfactorily resolved by the management?

There were no complaints reported on violation of any human rights during the financial year.

Principle 6:

Business should respect, protect, and make efforts to restore the environment

1. Does the policy related to Principle 6 cover only the Company or extends to the Group / Joint Ventures / Suppliers / Contractors / NGOs / others

The Company understands the need of protecting the environment and optimal use of natural resources. The Company's Environment policy of the outlines its

commitment towards running the operations in line with the applicable environmental laws and optimal utilisation of natural resources.

Though the policy, currently, does not apply to external stakeholders including suppliers, contractors, NGOs etc., the Company follows zero tolerance on any hazardous activities by such agencies and encourages them to positively work towards creating a better environment.

2. Does the Company have strategies / initiatives to address global environmental issues such as climate change, global warming, etc.? Yes / No. If yes, please give hyperlink for webpage etc.

Yes, the Company has been working on climate change issues by improving its process efficiency and taking initiatives in energy efficiency. For instance, the Company started using 'Vio-Green Plate Technology' (waterless chemistry) to save water, installed water harvesting structures at locations, installed star rated energy efficient air conditioners, installed LED lights to save energy cost.

Further, two of the principles in Company's editorial content pertain to environment and water conservation. Through daily publications and editorial content weaved around these themes, the Company endeavours to empower and enable its readers to become more aware about environmental challenges and potentially play a role in solving these issues.

3. Does the Company identify and assess potential environmental risks? Yes / No

No, the Company's operations do not entail significant environmental impact.

4. Does the Company have any project related to Clean Development Mechanism? If so, provide details thereof, in about 50 words or so. Also, if yes, whether any environmental compliance report is filed?

No, the Company does not have any Clean Development Mechanism (CDM) projects.

5. Has the Company undertaken any other initiatives on – clean technology, energy efficiency, renewable energy, etc? Yes / No. If yes, please give hyperlink for web page etc.

Yes, the Company has taken several initiatives across our operations in areas related to energy efficiency, emissions management and water management. Details are provided in response to Q2.

6. Are the Emissions / Waste generated by the Company within the permissible limits given by CPCB / SPCB for the financial year being reported?

Yes, the emissions and waste generated are within permissible limits given by CPCB / SPCB.

7. Number of show cause / legal notices received from CPCB / SPCB which are pending (i.e. not resolved to satisfaction) as on end of financial year.

Nil

Principle 7:

Businesses, when engaged in influencing public and regulatory policy, should do so in a responsible manner

Jagran engages with industry associations in responsible manner for advocating public and regulatory policies towards the advancement of the industry and public good. The Company's Editorial Policy ensures balanced, unbiased, responsible and truthful reporting.

Additionally, being into news publication; the Company has always strived to publish content which the readers have a right to know. In its published content it has always endeavoured to maintain a balance between news and views, thereby attempting to educate readers and create a difference.

1. Is your Company a member of any trade and chamber or association? If Yes, Name only those major ones that your business deals with.

Yes, the Company is a member, inter-alia, of:

- Audit Bureau of Circulations (ABC)
- Indian Newspaper Society (INS)
- Readership Studies Council of India (RSCI)
- Internet and Mobile Association of India (IAMAI)
- Rural Marketing Association of India (RMAI)
- Indoor Outdoor Advertising Association (IOAA)
- Digital News Publishers Association (DNPA)
- Indian Languages Newspapers Association (ILNA)
- All India Newspaper Editors' Conference (AINEC)
- Merchants' Chamber of Uttar Pradesh

2. Have you advocated / lobbied through above associations for the advancement or improvement of public good? Yes / No; if yes specify the broad areas (drop box: Governance and Administration, Economic Reforms, Inclusive Development Policies, Energy security, Water, Food Security, Sustainable Business Principles, Others)

The Company has been active in various business associations and has made representations from time to time in the interest of industry and its stakeholders.

Principle 8:

Businesses should support inclusive growth and equitable development

1. Does the Company have specified programmes / initiatives / projects in pursuit of the policy related to Principle 8? If yes, details thereof.

The Company strives to improve the life of communities in which it operates and has a Corporate Social Responsibility (CSR) Policy for betterment of marginalised. The CSR policy is overseen by the Corporate Social Responsibility (CSR) Committee and the Company undertakes activities that are aligned with the Companies Act. The Company supports Pehel (Charitable trust) which partners with various other organisations and works across a diverse spectrum

spanning across sustainable livelihood, hygiene and sanitation, health, education and gender.

2. Are the programmes / projects undertaken through in-house team / own foundation / external NGO / government structures / any other organisation?

The Company makes donation to a charitable trust for setting up / expansion / running and maintenance of educational institutions and other activities for the betterment of the society as a whole.

3. Have you done any impact assessment of your initiative?

The Company has not conducted impact assessment of its Corporate Social Responsibility projects.

4. What is your Company's direct contribution to community development projects - Amount in ₹ and the details of the projects undertaken?

Project / activity identified	Amount for FY 2018-19
1. Donation to Shri Puran Chandra Gupta Smarak Trust for setting up / expansion / running and maintenance of educational institutions.	₹ 300 Lakhs

5. Have you taken steps to ensure that this community development initiative is successfully adopted by the community? Please explain in 50 words, or so.

While planning community development initiatives, the Company engages with the community to understand its needs. Initiatives are planned to address the needs and expectations of the community. This ensures successful adoption of initiatives to the extent possible.

Principle 9:

Businesses should engage with and provide value to their customers and consumers in a responsible manner

1. What percentage of customer complaints / consumer cases are pending as on the end of financial year.
There are no material customer cases / complaints outstanding as on the end of FY 2018-19.

2. Does the Company display product information on the product label, over and above what is mandated as per local laws? Yes / No / N.A. / Remarks (additional information)
Not applicable as the industry is not governed by any regulations with respect to product labelling.

3. Is there any case filed by any stakeholder against the Company regarding unfair trade practices, irresponsible advertising and / or anti-competitive behaviour during the last five years and pending as on end of financial year?

There is one (1) pending case as on March 31, 2019, pertaining to an allegation of unfair trade practice. The Case is pending for arguments and witness.

4. Did your Company carry out any consumer survey / consumer satisfaction trends?

Given the nature of business and the direct connect we have with our readers, the Company carries out periodic surveys to stay on their pulse. The objective is to understand their needs and ascertain the gaps. We also participate in readership and brand related surveys carried out by independent agencies.

For our digital platforms, we seek real time feedback from users visiting our webpages through pop-up forms to take inputs on their user experience.

For our Out-of-Home (OOH) and Activation services clients, we customise our solutions based on their needs. Feedback on our services and their experience with us is collected during and at the end of our engagement with them.