


Zydus Wellness	Internal Policy	Effective Date: November 6, 2023
Title: Ethical and Responsible Marketing Policy		Issued By: Vice President - Marketing



Zydus Wellness Limited
Ethical and Responsible Marketing
Policy

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Our Commitment

The Zydus Wellness Limited & its subsidiaries ("Group/Zydus") operates as an integrated consumer with business encompassing the entire value chain in the development, production, marketing and distribution of health and wellness products.

Zydus is equally dedicated to the responsible marketing of its products and services with the aim of enhancing the well-being and satisfaction of its consumers.

Scope of the Policy

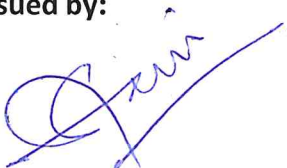
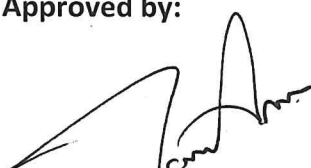
The policy encompasses all modalities of communication and actions primarily directed towards the promotion of products or the dissemination of information regarding consumer behaviour. These encompass advertising, as well as various methodologies and strategies, including promotions, sponsorships, direct marketing, and digital marketing communications.

Communication Policy

- Compliance with all pertinent laws is essential in all of our marketing communications.
- Maintaining transparency in conveying information about the utilization and application of our products is imperative.
- Our products and services must be presented truthfully, accurately, and transparently, providing appropriate factual information, including relevant nutritional details.
- Ensure responsible product claims grounded in substantial evidence.
- Exercise consideration for the beliefs and practices of all religious and social groups when crafting communications.
- Adhere to advertising standards relevant to diverse consumer segments, including children, women, and others.
- Offer consumers the freedom to make informed choices regarding our products, ensuring they have the ability to make decisions that align with their preferences and needs.
- Avoid associating our products or services with or including them in any Zydus Wellness marketing that incorporates themes, figures, or images that may result in significant or widespread offense to any religion, nationality, culture, gender, race, sexual orientation, age, disability, or minority group.

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- Avoid manipulating images in marketing communications to mislead consumers. Additionally, refrain from the misuse of technical data or the deceptive use of scientific terminology or vocabulary that falsely implies a claim holds scientific validity.
- Exercise environmental consciousness in marketing endeavours, considering factors such as new product development, marketing activation plans, packaging, and content recycling, while being aware of their environmental impact.
- Establish a feedback mechanism for consumers and stakeholders to express their views on policy compliance and other matters, and subsequently, take action to address their concerns and ensure their satisfaction.
- Promote diversity and inclusion not only within the organization but also in marketing communications, ensuring that a wide range of demographic groups are adequately represented and served through our products.
- Foster meaningful partnerships that honour the dignity of our suppliers, vendors, and partners, with the expectation that our partners uphold standards akin to those of Zydus.
- Pledge to embrace sustainable marketing practices.
- Ensure consistent training for relevant employees to foster their comprehension and adherence to policy principles.

Issued by:  Mr. Saurabh Jain Vice President - Marketing	Approved by:  Mr. Tarun Arora Whole Time Director & Chief Executive Officer
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