

# SOCIAL MEDIA GUIDELINES/POLICY

## PURPOSE/AIM AND DEFINITION

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.

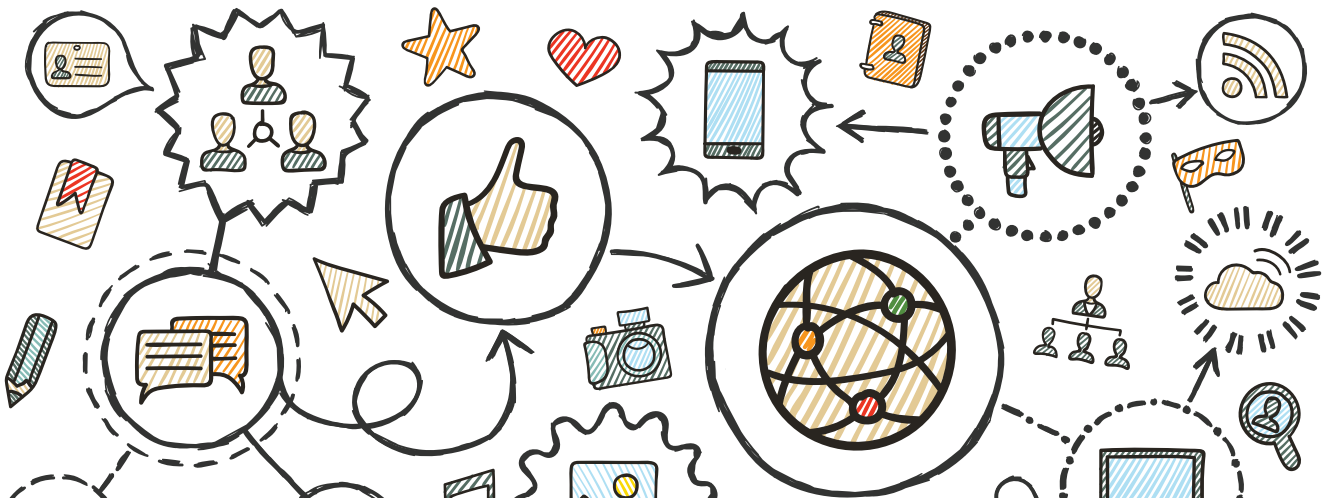
JK Cement encourages its team members to be champions on behalf of the company. We strive towards creating a supportive workplace where open dialogue is encouraged, thereby enabling employees to realize their full potential.

Our Company fosters an environment of equality for everyone, irrespective of religion, caste, colour, gender and background. Our practices on social media speak no differently. Responsible social media behaviour and showing sensitivity towards varied beliefs and religions is what we, at JK Cement encourage and practice.

Social media includes all means of communicating or posting information or content of any sort on the Internet or electronic-based social platforms, including to your own or someone else's web log or blog, journal or diary or official or personal emails, personal web site, social networking or affinity web site, web bulletin board or a chat room, whether or not associated or affiliated with JK Cement, as well as any other form of electronic-based communications. However, social media choices include but are not limited to the mentioned platforms.

Carefully read these guidelines and ensure your postings are consistent with these policies. Inappropriate postings that may include discriminatory remarks, harassment, and threats of violence or similar inappropriate or unlawful conduct will not be tolerated and may subject you to disciplinary action.

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

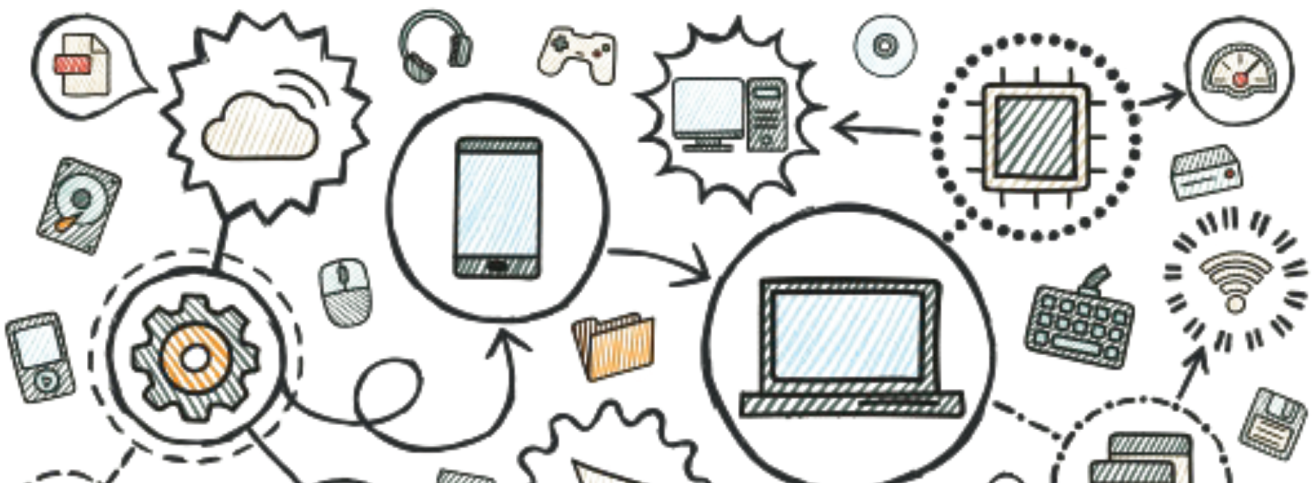
They mean that we trust you. We believe in our people and expect them to make smart, responsible and sensible decisions. We believe you are the best judge of your actions towards protecting brand name, goodwill, image and reputation of JK Cement. We expect you to follow guidelines when engaging in personal 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.



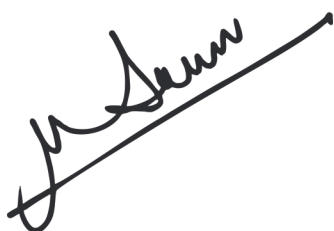


4. **All brand names and embed logos, trademark, trade names, wordmark or image of JK Cement** are its proprietary rights (Both its trademark and copyright), owned by JK Cement. Anyone using these proprietary rights without prior permission of JK Cement for any purpose, including creating any digital or electronic content or identities or representation in any form whatsoever across the web or electronic medium shall be held guilty of violating the proprietary rights of JK Cement. JK Cement further reserves its right to issue cease and desist notices and/or initiate appropriate civil and criminal legal actions against any who is found to be in such violation.
5. **While social media engagement is what we urge, we don't do it at the cost of our decorum, image, goodwill, reputation and prestige.** All those associated with JK Cement are requested to avoid such posts that encourage followers to respond inappropriately or initiate hatred, bias or indecency of any kind.
6. If your **employment/relationship** with JK Cement has ceased to exist, then you must immediately **update your official designation** by removing JK Cement, on all of your personal and public social media profiles. Only after updating your current or new employment status, should you operate your social media profiles. Not doing so amounts to misinterpretation of facts and misleading.
7. **Loyalty and dignity go a long way in portraying you well.** You should adhere to the JK Cement Code of Conduct and Ethics on acceptable conduct, equal employment opportunity, computer/internet resources, workplace violence, safety and security.
8. **Half information can be deadly.** Double-check all content before you share it, both for accuracy and to make sure it fits into JK Cement's overall social media strategy, and Code of Conduct.
9. **Did you mess up? If you make a mistake,** admit it immediately, so that appropriate corrective measures can be taken at the earliest. Further, apologize if you need to, under the instructions of JK Cement. Be upfront and correct the error as soon as possible. We will appreciate it.
10. **You must respect and adhere to the various laws of India** , including copyright and trademark laws and so also JK Cement's copyrights, trademarks and brands.
11. **The 1st rule of being an employee is to keep all company information as confidential, just like your own.** Do not share any company information such as its trade secrets, non-public information about proprietary business assets, JK Cement's profits & earnings, technology, business plans, business methods and business strategies, and the relevant information on its suppliers, dealers, vendors, distributors and customers. The sharing of any such information by an employee, without due consent/ permission from JK Cement, will result in disciplinary and legal action or consequences. In case any employee forwards the Company's internal emails/notices to any outsider or ex-employee, it shall be treated as a serious misconduct and breach of agreement.
12. Others' safety is in your hands too if you're posting anything customer-related. Do not share or divulge any **customer details** without obtaining the due consent of respective customers and JK Cement.
13. All the **employees of JK Cement** at all levels and grades, including senior executives, officers, employees (whether permanent, fixed-term or temporary), trainees, seconded staff, casual workers, interns, dealers, distributors, internal vendors or any other person associated with the organization must refrain themselves from engaging in any manner in any hate speech, illicit or sexual content, abusive, defamatory, phonography, child abuses related contents, use third party proprietary right (third party trademark or copyright) any information that can hurt or harm the sentiments of any religion, caste, creed, colour or gender, while **directly or indirectly** showing their association with JK Cement at any point of time, which could create any hostility or hate in general public against JK Cement.





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.



**ANDLEEB JAIN**  
 Chief People Officer  
 JK Cement Ltd.