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Section No. : 41	SECTION TITLE : ETHICAL MARKETING AND ADVERTISING POLICY	POLICIES AND PROCEDURAL MANUAL

Ethical Marketing and Advertising Policy

This ethical marketing policy sets out Welspun's position on marketing practices and efforts to go beyond compliance to ensure honesty, fairness and responsibility in our ways of working.

We, at Welspun, are committed to absolute honesty in our marketing whether it is for our own campaigns or for customers. We do not use or encourage any practices or tactics for our marketing campaigns including:-

- ✓ False advertising,
- ✓ exaggerating values and benefits of products or services,
- ✓ Fake or overly doctored reviews and testimonials,
- ✓ Inflated analysis or results,
- ✓ Not withholding negative information or data from the public solely to protect a brand's image

We believe that all marketing efforts must provide genuine value to the consumers /customers in order to earn their attention and their trust. We ensure that our marketing strategies are based on a foundational belief, and must be legal, decent, honest and truthful. We always abstain from misinforming customers on competitors' work. We also ensure that the vulnerable market segments are protected. Our marketing strategies are developed with a sense of responsibility to consumers and society, and consistent with the social, economic and environmental principles of sustainable development.

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