



Public Advocacy Policy

At Dabur India Limited, we are committed to Growing Responsibly and Sustainably. As an organization 'Dedicated to the Health and Well-Being of every Household,' we have been blending traditional Ayurvedic knowledge with modern-day science to create products that promote holistic wellness.

We recognize the importance of proactively engaging in constructive public policy advocacy to foster a fair, transparent, climate resilient, and sustainable business practices. Our advocacy efforts are designed to support policies that benefit our consumers, employees, stakeholders, and the broader community. These efforts are always aligned with our core values of Integrity, Sustainability, and Innovation, and are focussed on creating long-term value for all stakeholders. Our commitment to public advocacy is rooted in our desire to create a positive impact on society and the environment. By actively engaging in policy discussions and advocating for meaningful change, we aim to contribute to a sustainable and prosperous future for all.

SCOPE

This policy is applicable to all internal and external stakeholders, including employees, directors, consultants, legal advisors, public affairs agents, and third-party intermediaries, who engage in policy advocacy for or on behalf of Dabur India Limited. It has been developed to guide them in understanding and adhering to our approach to conducting advocacy activities, and uphold transparency, ethical conduct, and consistency with Dabur's values, our Code of Conduct, applicable corporate policies, and all relevant laws governing public engagement.

OBJECTIVES

Advocacy, for Dabur, means the interactions – including all forms of communication – we have with Government bodies & authorities, regulators, NGOs, trade and industry associations (both at regional and national level), inter-governmental agencies, academic & research institutions, and individuals with expert knowledge, on matters related to regulations, legislations, public policy or administrative decisions.

Our advocacy objectives are to:

- **Promote Sustainable Practices:** Advocate for policies that encourage sustainable business practices, environmental conservation, water conservation & management, biodiversity protection, circular economy, and responsible resource management.
- **Enhance Consumer Protection:** Support development and implementation of regulations that safeguard consumer rights, ensure product quality & safety, prevent counterfeiting, and promote transparency in labelling and advertising.
- **Foster Economic Growth:** Engage in policy discussions that drive economic growth, support local sourcing, encourage innovation, improve market access, and enhance the competitiveness of the FMCG sector.
- **Support Community Well-Being:** Advocate initiatives that improve public health, education, and overall community health and well-being.



NON-POLITICAL STANCE

We do not contribute to the funds of political groups whose activities are aimed at promoting party interests or the election of specific candidates. Political contributions encompass not only funds, gifts, loans, or items of value but also in-kind contributions such as goods (excluding company products) or services being given or made available.

Our advocacy efforts do not include personal political activity. Employees can offer support and contributions to political groups, but only in a personal capacity. Such employees must ensure any contributions towards, and support for, political parties are clearly personal and give no impression of being connected to Dabur and are done in their personal capacity using their own time and resources.

OUR TRADE ASSOCIATION MEMBERSHIPS

Dabur is a member of several trade associations. These associations and partnerships provide a robust foundation for sharing knowledge, fostering innovation, and building resilience to key industry challenges and matters of consumer interest. We carefully manage our representation in these associations and continuously monitor the value derived from our memberships to ensure they contribute positively to our goals.

We are committed to maintaining transparency in our association with trade, government and regulatory bodies, including disclosure of membership fees paid to each such entities. These disclosures are published annually in our Integrated Report or Annual Report.

MONITORING, REPORTING & GOVERNANCE

- Uphold the highest ethical standards in all advocacy interactions and engagements.
- Ensure regular reporting and review of advocacy activities to the senior management and the ESG Committee.
- The ESG Committee of the board is responsible for approving and updating this policy as well as monitoring its compliance.

UPDATES & REVIEW

This Policy may be updated from time by the ESG Committee, and the updated version of the Policy will be immediately made available on the Dabur website.

For further information please reach out to corpcomm@dabur.com

Saurabh Lal
Executive Director – Operations

Mohit Malhotra
Chief Executive Officer

Recommended and Approved by:			
Approving Authority	Version	Date of Approval	Effective Date
ESG Committee	1.0	05.05.2025	05.05.2025