

**POLICY ON
STAKEHOLDER MANAGEMENT
OF
CCL PRODUCTS (INDIA) LIMITED**

1. INTRODUCTION

CCL Products (India) Limited (“Company”) acknowledges that stakeholder management is crucial to the workings of the Company and strives to chart out an approach to collaborate and understand the expectations and needs of its stakeholders and address them appropriately.

2. SCOPE

The policy shall cover both internal and external stakeholders on regional, national and international levels. It includes and shall not be restricted to a) employees b) investors c) customers d) suppliers, e) local communities and f) related organizations.

3. OBJECTIVES

The key purposes of the policy are:

- Put in place, a framework for providing relevant and appropriate guidance on stakeholder engagement.
- Identify the risks in relation to stakeholder engagement.
- Encourage engagement methods and plans for enabling better communication, thereby enhancing trust and confidence amongst the stakeholders.
- Enable grievance redressal mechanisms for redressing grievances raised by the stakeholders.

4. STAKEHOLDER IDENTIFICATION AND PRIORITIZATION

In line with AA1000 Stakeholder Engagement Standard (SES), 2015, we have induced gradual and sustained efforts to include a wide range of stakeholders whether, public or private, internal or external, project-based or ongoing. The Company intends to provide a simple, relevant, and practical framework to implement high-quality stakeholder engagement in order to integrate stakeholder engagement with the Company’s governance, strategy and operations.

The stakeholder identification method in the Company shall be guided on the following bases:

- a. Inter dependencies
- b. Influence on projects
- c. Criticality in the process flows
- d. Expectations from the Company

Based on the above, we have identified the following key stakeholders:

1. Customers
2. Investors
3. Regulators/ Governments
4. Employees
5. Communities
6. Value Chain Partners

5. STAKEHOLDER ENGAGEMENT PROCESS

The Company acknowledges the vital contribution of all stakeholders in building a sustainable business and accords importance to their voices and concerns.

We strive to abide by the following principles when engaging with stakeholders:

- **Transparency:** Maintain openness in communications by clearly sharing the project's goals, progress, challenges, and decisions to build trust and credibility.
- **Communication:** Keep communication channels consistent, clear, and effective. Tailor messages to meet the specific needs and preferences of different stakeholders, providing timely updates.
- **Respect:** Show appreciation for stakeholders' views, contributions, and concerns. Acknowledge their expertise and value their input.
- **Empathy:** Understand and consider stakeholders' needs and concerns. Empathetic engagement helps build strong relationships and address potential issues proactively.
- **Responsiveness:** Promptly address stakeholder inquiries, feedback, and concerns. Being responsive demonstrates commitment and helps build trust.
- **Accountability:** Take responsibility for decisions and actions related to the project. Clearly define roles and responsibilities, and ensure stakeholders know who to contact for specific issues.
- **Consistency:** Apply consistent principles and approaches in stakeholder engagement to avoid confusion and build reliability in your interactions.
- **Feedback:** Encourage and actively seek feedback from stakeholders. Use this feedback constructively to improve project processes and outcomes.
- **Cultural Sensitivity:** Be aware of and sensitive to cultural differences among stakeholders. Respect cultural norms and practices to ensure effective and respectful engagement.
- **Ethical Conduct:** Uphold ethical standards in all interactions with stakeholders. Avoid conflicts of interest and ensure fairness and integrity in decision-making processes.
- **Long-term Perspective:** Consider the long-term relationship with stakeholders beyond the immediate project. Building strong, lasting relationships can benefit future projects and organizational success.

6. MODES OF ENGAGEMENT

The Company strives to engage with all stakeholders through the use of the following mediums:

Stakeholder Category	Mode of engagement
Customers	-Website -Email -Newspaper -Social media
Shareholders/ investors	-Conference calls - Press release -Emails -One to one interactions
Regulators/ Government	-Seminars -Interactions -Official communication channels - Inspections -Statutory filings
Employees	-Emails -Internal Discussions -Standup calls -Trainings
Customers	-Website -Email -Newspaper -Social media
Shareholders/ investors	-Conference calls - Press release -Emails -One to one interactions
Regulators/ Government	-Seminars -Interactions -Official communication channels - Inspections -Statutory filings
Employees	-Emails -Internal Discussions -Standup calls -Trainings

7. STAKEHOLDER GRIEVANCE REDRESSAL

Any issue, concern or a problem that a stakeholder wants to be redressed shall be taken up internally with confidentiality to reduce conflicts and strengthen relationships. The stakeholders may reach out to companysecretary@continental.coffee for registering their complaints.