

PRISM JOHNSON LIMITED

CIN : L26942TG1992PLC014033

Registered Office : 305, Laxmi Niwas Apartments, Ameerpet, Hyderabad – 500 016.
Corporate Office : “Rahejas”, Main Avenue, V. P. Road, Santacruz (West), Mumbai – 400 054.

January 15, 2025

STAKEHOLDER ENGAGEMENT POLICY

1. INTRODUCTION AND PURPOSE

The business operations of Prism Johnson Limited (“PJM” or the “Company”) have an impact on internal and external stakeholders including Investors, Customers, Employees, Suppliers, Regulatory Agencies, Local Communities etc. (together referred to as “Stakeholders” in this policy). These Stakeholders in turn have the potential to impact the Company. It is thus imperative to ensure that the Company’s business strategy is responsive to the requirements and concerns of all its Stakeholders. The purpose of this policy is to direct how the Company identifies, prioritises and engages with its Stakeholders.

The policy is applicable to all operations of the business.

2. OBJECTIVE

Routinely engage with Stakeholders to:

- Identify key concerns and expectations
- Foster Stakeholder confidence
- Identify key risks and opportunities

3. POLICY

- **Stakeholder identification:** All operations of the Company are expected to identify Stakeholder basis the following criteria:
 - Relevance for material aspect
 - Willingness to engage with the company
 - Level of influence
- The Company has identified the following Stakeholder groups:
 - **Investors:** Shareholders and investors play a crucial role in the growth of the business and influence the Company’s financial strategy
 - **Customers and Dealers:** Customer and dealer satisfaction and loyalty is imperative for success and business expansion
 - **Employees (including Board of Directors):** Performance of employees, along with their productivity, professional development, and personal well-being, are significant factors that drive the success of a business; Regular communication with the Board allows to assess performance and progress against growth objectives and sustainability targets

- **Suppliers and Service Providers:** Nurturing relationships with suppliers and service providers can establish enduring partnerships while creating possibilities for cooperation, knowledge sharing and infrastructural support in the long run.
 - **Local Communities:** Building stronger connections with local communities gives the Company a social license to operate and the opportunity to address concerns
 - **Government and Regulatory Bodies:** Engaging with the Government and various regulatory bodies ensures compliance with regulatory changes
 - **Industry Associations:** Collaborating with industry organizations, enables PJL to stay informed with industry practices, innovations, and more sustainable practices
- **Stakeholder prioritisation:** Stakeholders that are most impacted by the Company’s operations or in turn have the potential to impact the Company should be prioritised.
 - **Engagement method:** The Company can choose to engage with Stakeholders through reports, interviews, focus group discussions, stakeholder meets, workshops and surveys, etc. The Company should ensure that all information to be shared with Stakeholders is communicated transparently and comprehensively. Prior to engaging with the Stakeholders, PJL should determine the frequency and mode of engagement. The engagement method should be selected basis the capacity of the Stakeholders to engage i.e., time, awareness about issues, linguistic skills etc.
Capacity building of Stakeholders may be undertaken to overcome any such barriers, including contextualising the importance of issues, selecting the appropriate language for communication, and encouraging Stakeholders to participate in matters that impact them. PJL has implemented grievance redressal mechanisms for all Stakeholders.

Stakeholders	How does the Company Engage	What’s important
Investors	<ul style="list-style-type: none"> ● Annual General Meetings and Postal Ballots ● Quarterly results and presentations ● Investor interactions ● Annual Report and Sustainability Report 	<ul style="list-style-type: none"> ● Business growth by leveraging the Company’s operating, financial and sustainability strategy ● Timely financial disclosures ● Competition and market positioning ● Sound corporate governance mechanism ● Timely receipts of dividends and resolving shareholders grievances
Customers & Dealers	<ul style="list-style-type: none"> ● Customer satisfaction surveys ● Grievance redressal forums ● Dealer and distributor conventions ● Seminars and workshops 	<ul style="list-style-type: none"> ● Customer satisfaction, loyalty and retention ● Product quality and safety ● New product development based on market needs ● Fair and competitive pricing ● Timely and efficient redressal of complaints ● Detailed product related labelling; Adequate information on products

Employees	<ul style="list-style-type: none"> • Employee satisfaction surveys • Grievance redressal and self-service portals • Periodical e-bulletins, newsletters and emails • Workshops, events and seminars • Various trainings held during the year • Performance Evaluation 	<ul style="list-style-type: none"> • Company policies and procedures • Nurturing work environment • Career growth prospects • Personal and professional growth • Diversity and equal opportunity • Health and well-being
Suppliers and Service Providers	<ul style="list-style-type: none"> • Meetings with contractors/ vendors • Seminars and workshops 	<ul style="list-style-type: none"> • Inclusion of local suppliers • Timely payment to suppliers • Fair and accountable supply chain practices • Improving operational efficiency of logistics • Supplier financial health, reputation, and service quality
Local Communities	<ul style="list-style-type: none"> • Awareness programmes • Social media channels • Sponsorships • CSR activities 	<ul style="list-style-type: none"> • Strengthening relations with local communities • Needs assessment of local communities • CSR activities
Government and Regulatory Bodies	<ul style="list-style-type: none"> • Annual report and requisite disclosures • Policy advocacy forums • Compliance reports • Notices and circulars 	<ul style="list-style-type: none"> • Engaging with government regulatory bodies to stay compliant with legal and regulatory requirements • Product safety • Product quality and standard • Employee health and safety
Board of Directors	<ul style="list-style-type: none"> • Board / ERM / Audit Committee meetings • Annual General Meeting • Annual Report and disclosures 	<ul style="list-style-type: none"> • Sustainable growth of business • Sound corporate governance mechanisms • Strategic planning and investor relations
Industry Associations	<ul style="list-style-type: none"> • Industry Conferences • Technology Exhibitions • Meetings, events, and seminars • Forums and workshops 	<ul style="list-style-type: none"> • Policy advocacy • Continuous innovation and staying updated with industry trends • Maintenance of product and service standards • Cooperation between business to ensure overall industry development

- **Risk management:** All operations should formulate strategies to mitigate stakeholder engagement risks including uninformed stakeholders, disruptive stakeholders, stakeholder conflict and creating expectations of outcomes that cannot be fulfilled by the organisation.
- **Communicating results of Stakeholder engagement:** PJI should monitor and evaluate engagements on a regular basis to identify how they can further be improved. The outcome of the engagements should be communicated to senior management and the corresponding actions undertaken by the company should be in turn communicated to Stakeholders.

4. ROLES & RESPONSIBILITIES

Stakeholder	Primary Responsibility	Contact Details
Employees	Chief Human Resources Officer & HR Heads of the Respective Divisions	hrm@prismjohnson.in
Board of Directors	Company Secretary	compliance@prismjohnson.in
Investors	Chief Investor Relations Officer	investors@prismjohnson.in ; investorrelations@prismjohnson.in
Customers and Dealers	Marketing Heads of the Respective Divisions	cement.customerservice@prismjohnson.in ; marketing@hrjohnsonindia.com ; connect@rmcindia.com
Suppliers and Service Providers	Chief Commercial Officer & Procurement Heads of the Respective Divisions	compliance@prismjohnson.in ; vendors@prismjohnson.in
Local Communities	CSR Head	compliance@prismjohnson.in ; manish.sinha@prismjohnson.in
Government and Regulatory Bodies	Company Secretary	compliance@prismjohnson.in
Industry Associations	Executive Directors and CEOs of the Respective Divisions	compliance@prismjohnson.in

Alternatively, any Stakeholder can report any grievances and concerns at compliance@prismjohnson.in.

They could also send a written complaint at the Company's Corporate Office addressed to the Company Secretary at:

Mr. Shailesh Dholakia

Company Secretary

Prism Johnson Limited

'Rahejas', Main Avenue, 2nd Floor,

V. P. Road, Santacruz (West),

Mumbai: 400 054

5. POLICY ENDORSEMENT

The Executive Committee is the highest body responsible for reviewing and overseeing the implementation of the policy.

6. POLICY REVISION

PJL will continue to review and update our Stakeholder Engagement Policy to ensure that it remains relevant and effective.