



Exide Industries Limited (EIL)

Social Media Policy



Objective

Exide Industries Limited and its subsidiaries (collectively referred as “the Company”) believe that Social Media tools such as blogs, micro-blogs, online forums, content-sharing websites and other digital channels established for online interaction and connection are increasingly used to promote the Company’s products and services to their Customers, Business Partners and Employees. All Stakeholders participate in online communications and share their individual opinions.

This Social Media Policy (“Policy”) is designed to:

- Prevent disclosure of confidential and proprietary business information through the use of Social Media.
- Prevent brand and reputation damage and proactively respond to Social Media adverse posting.
- Clarify the criteria for official spokespersons to communicate with Social Media so that authorized communications are clearly identified and understood as official communications.
- Clarify the parameters for Social Media communications of personal nature by individuals so that communications are not misinterpreted as official communications; and
- Facilitate the Company’s ability to meet its legal obligations.
- Provide clarity to employees, customers and partners of the Company for Social Media interactions.

Scope

This Policy is a Corporate Compliance Policy and applies to all employees of the Company, contractual workmen, as well as third parties performing services on Company’s behalf.

Compliance with this Policy is a mandatory condition of employment for employees. For contractors and third parties also, the compliance with this Policy is a condition of relationship with the Company which are governed through other terms in addition to this policy.

The Policy applies to the use of Social Media for business purposes as well as to its use for personal purposes and whether the Social Media is used within or outside working hours. It also applies irrespective of whether Social Media is accessed and/or used using Company’s IT equipment or any other IT equipment.

Prohibited Conduct

The Company absolutely prohibits revealing its name on Social Media or other websites, which include sexual, violent, or illegal content. It also prohibits postings on any Social Media discussing competitors or their products or services, without prior permission to do so. Employees must not be involved in any manner whatsoever where competition brands/companies are mentioned directly or indirectly. The same goes for clients, customers, potential clients and customers. The Company also prohibits language that is defamatory, harassing, disparaging, or violates obscenity laws.

What is Allowed/Encouraged

Individuals are encouraged to repost/share communication that is published on the official Social Media platforms of the Company through their Individual Social Media accounts. However, it should be reposted/shared without making changes in any manner to the original communication. In case an individual is exercising the option to repost/share, the Company’s Social Media account/handle on that platform must be tagged.

What is Not Allowed/Discouraged

Individual employees are prohibited from posting internal activities/events promoting or commenting on their achievements that are related directly to the business of the Company, till the time the said activity / event is shared by the Company on its Social Media account.

As an exception, any employee who wants to post / comment on any internal business event or activity of the Company before the same is shared by the Company in the Social Media account, must seek prior approval of Company Secretary of Exide Industries Limited.

Transparency

Individual Employee or Business Partner interacting with Social Media should always identify themselves; especially if they are saying anything even remotely related to Company's business, including the Company, the competition, or any products on the marketplace. Individual should identify themselves as employee of the Company where appropriate and also clearly state that this is their personal opinion and they are not authorized to make any comments on behalf of the Company.

Integrity and Honesty

Individuals should stick to their area of expertise and should not pretend to be a know-it-all. Half-truths and outright lies will be quickly ferreted out by today's Social Media watchdogs, competitors, regulators and others. Any comments made by individual on a Wiki page are open to scrutiny in the cyber world. It is advisable to avoid any controversy or conflict by all team members while accessing any Social Media.

Individual Opinion vs. Company's Opinion

Unless a person has specific permission to speak on behalf of the Company, it must be clearly indicated that all postings represent their personal opinion and not that of the Company. When posting to any site outside of the Company, the following disclaimer needs to be used: 'The postings on this site are my own and don't necessarily represent the Company's positions, strategies, or opinions.' However, it is expected that individual will not express in the Social Media a viewpoint contrary to the Company's without first discussing it internally.

Brand Protection

An Individual (Employee/ Partners) is not allowed to use the logos, copyrights, trademarks or any other brand related properties on their Social Media pages. Permission needs to be obtained before using the same. A similar process needs to be followed by the properties of clients, customers or competitors.

Company Policy Compliance

Individual (Employees/ Contractual Workmen/Parties providing services on behalf of the Company) Social Media activities are subject to the same policies and procedures as their other workplace activities. So, for example, if it is inappropriate to engage in sexual harassment while at work, then it is equally inappropriate to do so through the context of Social Media.

Confidentiality

The confidentiality of the Company, its client, and customer information needs to be maintained. Just like a person can destroy the value of the Company's trade secret by sharing too much information at a trade show, he/she can do likewise while posting it online. The client and customer information also include personal information such as name, address, email ID, etc. The Company will adhere to all legal guidelines and shall endeavour to take necessary precautionary measures to keep such data confidential and secure. If a person is not sure what is/isn't appropriate to share in these areas, please do not hesitate to seek out advice first by consulting your Manager or reaching out to the Data Privacy team at data.privacy@exide.co.in

Professionalism

Watch for typos and misspellings. All the protocols surrounding proper e-mailing also apply to the use of Social Media (i.e., no "shouting," defamatory language, or incendiary words).

Authorization

Individuals should not offer any legal, medical, or psychological advice, unless they are allowed by law to give such advice.

Limitation

Individuals should restrict/minimise the use of social media during office hours.

The official business email address issued by the Company must not be used to subscribe to any non-business-related form of Social Media.

Individuals must not post or provide link to sites which may contain viruses which could affect the functioning of the Company's IT infrastructure and systems.

Be a Watchdog

If an Individual comes across a negative, disparaging, or otherwise concerning posts about the Company, its products, services, or clients, it's his/her responsibility to intimate the Supervisor/HR/Designated Person in the Company. The Individual should not respond to any such post without specific permission.

Responsibility

You are responsible for your words and actions. Please remember that when you participate in Social Media, your words are your individual and not on behalf of the Company.

Conduct

Your behaviour online should be consistent with Company's Code of Conduct. Do not engage in any conduct online that would not be acceptable in your workplace or that is unlawful. For example, do not make derogatory remarks, bully, intimidate, harass other users, use insults or post content that is hateful, slanderous, threatening & discriminating.

Reporting and Disciplinary Actions

The Company reserves the rights to comment or discuss about the Company, customers, stakeholders etc. If anyone found violating the Company's Code of Conduct, clarifications can be taken and the individual can be asked to delete the content.

If any employee is found to have uploaded material using any form of Social Media which in the opinion of the Company may give rise to a legal or commercial risk for the Company or any employee, client of or business partner, the employee will immediately be required to permanently remove or to procure the permanent removal of such material.

Personal Achievements and Accomplishments

Individuals are encouraged to keep the social media team informed about personal achievements and accomplishments. For example, it can be some award or engagement with a reputed organization which is worth showcasing to the external world. The ultimate decision on whether or not it will be promoted on the official Social Media platform will rest with the higher management. The concerned individual needs to approach corporate communication team at Corp_communications@exide.co.in for above purpose.

Support

The above policy clearly mentions the dos and don'ts of the content to be posted/shared on social media. However, in case of any doubt or clarification required, please feel free to reach out to our corporate communication team at Corp_communications@exide.co.in.

Use of social platforms in accordance with this Policy can be a very effective and powerful communication tool. Be proud of what you do and enjoy a sense of accomplishment in the search for better quality and greater efficiency. Above all, please use good judgment, be attentive to others and take the trouble to listen and be understood.

Version History

Version Number	Date of Enforcement
V1.0	27 th October, 2017
V2.0	17 th November, 2021
V3.0	23 rd May, 2022
V4.0	1 st April, 2024