

# Corporate Communication

Every employee of Amara Raja is expected to understand and appreciate his role and responsibility as a corporate communicator.

Each one of us is a spokesperson for the company. Our public and corporate imagery is linked with the quality of our communication.

We all communicate all the time with internal customers as well as external. It is therefore important that we understand and improve our communication constantly and take this responsibility seriously.

We are employees of the company twenty four hours a day and therefore we must be careful about what and how we communicate about the company and handle the communication related to our areas of work.

## Some guidelines to handle corporate communication;

- Communicate only what you are authorized to. If in doubt seek a clarification especially when communicating with external people and institutions.
- Every functional area has confidential matters, data and information, which needs to be disseminated and shared carefully. Invariably keep the Function Head posted and involved in all such communication.
- Especially when dealing with the press and other media like TV etc make sure you are authorized to deal with them and have the correct information.
- Always prepare in advance for meetings with external bodies and individuals especially if you have to divulge or share a lot of sensitive information.
- To minimize the risk of being misquoted always give information to the extent possible in writing. Keep another colleague present for important and sensitive briefings.
- Keep your communication clear, unambiguous and accurate. Always seek prior approval and have your communication brief approved in advance.

## What acts would constitute a breach of ethics under this policy;

- Divulging to the public and press or other media sensitive information, which could have a grave or negative influence on the company.
- Divulging information to external bodies or individual without prior permission and or approval / authorization in writing.
- Corporate communication also entails internal communication. We must at all times maintain the dignity of the office we hold in the organization. Using unparliamentary and double meaning language that could hurt or intimidate is undesirable and would constitute a breach of ethics.
- Sharing information pertaining to your service conditions, compensation and benefits, increments etc with persons other than your Head of Department or the Head of HR.
- Sharing “sensitive” or divulging information not authorized in writing or approved by your Head Of Department. If in doubt about what to share with whom within and outside the organization seek a clarification instead of mis-communicating.
- Speaking negatively about the company at public forums or within the company.
- Signing documents and certificates and undertakings you are not authorized to or providing certificates, which contain false or falsified information.
- Not ensuring or checking that you are communicating with a bona fide representative of the government and other institutions.