

**MEDIAAGILITY INDIA PRIVATE LIMITED**  

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**COROPORATE SOCIAL RESPONSIBILITY POLICY**

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**INTRODUCTION:**

The Company's CSR activities revolve around five guiding principles – Impact, Partnerships, Affirmative Action, Communication and Innovation.

This Corporate Social Responsibility Policy ("the CSR Policy") has been framed by Mediaagility India Private Limited ("the Company") in accordance with the Section 135, Schedule VII of the Companies Act, 2013 and CSR Rules issued by the Ministry of Corporate Affairs (as amended from time to time).

Unless the context otherwise requires, the definitions mentioned in the notification dated February 27, 2014 and Companies Act 2013, shall apply to this CSR Policy.

**COMPANY PHILOSOPHY FOR CSR POLICY:**

Mediaagility India Private Limited, as a responsible business corporation, is socially committed and focused on building sustainable and effective Corporate Social Responsibility (CSR) initiatives by focusing on community development, employment enhancement and environmental sustenance. The management has a strong belief in the merits of participation in CSR and accordingly, is excited to engage in social, environmental and ethical responsibilities by working with communities around the Company location to help drive a positive change in the neighborhood.

**OBJECTIVE:**

The main objective of CSR policy is to make CSR a key business process for sustainable development of the society. Mediaagility India Private Limited will act as a good corporate citizen and aims at supplementing the role of the Government in enhancing the welfare measures of the society within the framework of its policy.

**MEASURES:**

The CSR activities shall be undertaken by Mediaagility India Private Limited, as stated in this Policy, as projects or programs or activities (either new or ongoing), excluding activities undertaken in pursuance of its normal course of business.

Mediaagility India Private Limited shall give preference to the local area or areas around it where it operates, for undertaking activities earmarked for CSR.

The Board of Mediaagility India Private Limited may decide to undertake its CSR activities as recommended by the CSR Committee, through a registered trust or a registered society or a company established by the company or its holding or subsidiary or associate company pursuant to Section 135 of the Companies Act, 2013 and rules made there-under.

**CORPORATE SOCIAL RESPONSIBILITY COMMITTEE:**

The Company has constituted Corporate Social Responsibility Committee (“the Committee”) comprising of following:

1. Kamal puri – Chairman (Director)
2. Nirdesh Kumar Chahal – Member (Director)
3. Manish Khattar – Member (Director)
4. Shruti Bhasin – Member
5. Swaroop Gokhale – Member
6. Shweta Gupta– Member
7. Harini Jbl– Member

The Board of Directors of the Company may re-constitute the Committee, as and when required to do so, by following the sections, sub-sections, rules, regulations, notifications issued or to be issued, from time to time, by the Ministry of Corporate Affairs or the Central Government of India. The Committee shall exercise powers and perform the functions assigned to it by the Board of Directors of the Company pursuant to section 135 of the Companies Act, 2013 and CSR Rules notified with regard thereto.

The CSR Committee Shall:

1. Formulate and recommend to the Board, a CSR policy and activities to be undertaken by the company as per Schedule VII;
2. Recommend the amount of expenditure to be incurred on the activities; and monitor the Policy of the company from time to time.
3. The Board of the company shall after taking into account the recommendations made by the CSR Committee, approve the policy for the company and disclose contents of such Policy in its report and also place it on the company’s website and ensure that the activities as are included in the CSR Policy of the company are undertaken by the company.

**CSR ACTIVITIES:**

The Board of Directors has reviewed the said activities and express its consent to the Committee to pursue the said activities under the CSR policy:

1. Eradicating hunger, poverty and malnutrition, promoting health care including preventive health care and sanitation, including contributions to the Swachh Bharat Kosh set-up by the Central Government for the promotion of sanitation and safe drinking water;

2. Promoting education, including special education and employment enhancing vocation skills especially among children, women, elderly, and the differently abled, and livelihood enhancement projects;
3. Promoting gender equality, empowering women, setting up homes and hostels for women and orphans; setting up old age homes, day care centers and such other facilities for senior citizens and measures for reducing inequalities faced by socially and economically backward groups;
4. Ensuring environmental sustainability, ecological balance, protection of flora and fauna, animal welfare, agroforestry, conservation of natural resources and maintaining quality of soil, air and water including contribution to the Clean Ganga Fund set-up by the Central Government for rejuvenation of the river Ganga;
5. Protection of national heritage, art and culture including restoration of buildings and sites of historical importance and works of art; setting up public libraries; promotion and development of traditional arts and handicrafts:
6. Supporting organizations towards initiatives in the area of affirmative action, skill development and employability.
7. Measures for the benefit of armed forces veterans, war widows and their dependents;
8. Training to promote rural sports, nationally recognized sports, Paralympic sports and Olympic sports;
9. Contribution to the Prime Minister's National Relief Fund or any other fund set up by the Central Government for socio-economic development and relief and welfare of the Scheduled Castes, the Scheduled Tribes, other backward classes, minorities and women;
10. Contributions or funds provided to technology incubators located within academic institutions which are approved by the Central Government.
11. rural development projects;
12. Slum area development
13. Any other measures with the approval of Board of Directors on the recommendation of CSR Committee subject to the provisions of Section 135 of Companies Act, 2013 and rules made there-under.

**BUDGETS:**

Every year, the Company shall contribute 2% of the average net profit of three immediately preceding financial years. The Company may allocate more fund/amount than the amount prescribed under section 135 of the Companies Act, 2013, for the CSR activities for any financial year. The Committee shall calculate the total fund for the CSR activities and recommend to the Board for the approval. The Board shall approve the total fund to be utilized for CSR activity for respective financial year.

The CSR expenditure shall include all expenditure including contribution to corpus for projects or programs relating to CSR activities approved by the Board on the recommendation of its CSR Committee, but do not include any expenditure on an item not in conformity or not in line with activities which fall within the approved CSR activities.

The CSR Policy mandates that the surplus arising out of the CSR projects or programs or activities shall not form part of the business profit of a company.

The CSR projects or programs or activities undertaken in India only shall amount to CSR expenditure.

**IDENTIFICATION OF ACTIVITIES/PROJECTS:**

Out of approved CSR activities, the Committee shall decide which activity/project should be given priority for the respective financial year. While arriving at the decision of the activity to be undertaken for the respective year, the Committee shall analyze the basic need of the community/ area in which the Organization operates or at the place where its registered office is situated. The Committee shall record its findings and prioritize the CSR activities.

**MONITORING BY THE BOARD:**

The Board of Directors shall monitor the implementation of the CSR activities. The CSR committee shall place a progress report, including details of expenses, before the Board on an annual basis. The Board shall review the same and suggest recommendation, if any, to the committee with regard to implementation process.

**Annual Action Plan:**

The CSR Committee will formulate and recommend to the Board, an Annual Action Plan to implement the CSR policy, which will include the following:

- The list of CSR projects or programmes that are approved to be undertaken
- The manner of execution of such projects or programmes
- The modalities of utilization of funds and implementation schedules for the projects or programmes

- Monitoring and reporting mechanism for the projects or programmes
- Details of need and impact assessment, if any, for the projects undertaken by the company

The Board may alter the plan at any time during the financial year, per the recommendation of the CSR Committee, based on the reasonable justification to that effect.

**INFORMATION DISSEMINATION:**

The Company's engagement in this domain shall be disseminated on its website, if any annual reports and its house journals periodically.

**MANAGEMENT COMMITMENT:**

Our Board of Directors, our Management and all of our employees subscribe to the philosophy of compassionate care. We believe and act on an ethos of generosity and compassion, characterized by a willingness to build a society that works for everyone. This is the cornerstone of our CSR policy.

CSR Committee of Board of Mediaagility India Private Limited will review the policy from time to time based on the changing needs and aspirations of the target beneficiaries and make suitable modifications as may be considered necessary.