



## **Aditya Birla Fashion and Retail Limited Responsible Marketing and Advertising Commitment**

ABFRL, a part of the Aditya Birla group is committed to highest standards of ethics and values as it stands strong on its vision to 'passionately satisfy Indian consumers' needs in fashion, style and value'. Acting with integrity, passion, commitment, seamlessness and speed is not just embedded into our culture but is deeply rooted in our DNA. All employees are in synch with upholding these values and ethics and ensuring the same is translated in ways that we engage and address our consumers.

We align our advertising mechanism to the following principles:

- **PRINCIPLE 1: Being honest and transparent with our consumers**

Advertising, public relations, marketing communications, news, and editorial all share a common objective of truth told. We never exaggerate our claims, present honest and factual information and always maintain Indian audience sensibility in doing so.

We refrain from misleading consumers in any form and hence ensure that all our product claims, promotions, marketing incentives are transparent, verifiable and not deceptive. None of our advertising draws any comparison to any competitor product.

- **PRINCIPLE 2: Treat consumers fairly and never compromise consumers' personal privacy**

We seek consumer consent as we take their information and only send them promotional communication that they can benefit from. There is always an opt-in/ opt-out option and it is entirely the choice of the consumer as to whether to participate in providing their information.

We clearly disclose all material conditions, such as payment or receipt of a free product, affecting endorsements in social and traditional channels, as well as the identity of endorsers, all in the interest of full disclosure and transparency.

- **PRINCIPLE 3: All stakeholders have an obligation to exercise highest personal ethics.**

All our employees and partners strictly adhere to the core ABG values. We ensure we abide by these values on a day to day basis, with ongoing conversations around our values and we have also made this a part of annual appraisal discussions as well.

We encourage our agencies and partners to discuss privately potential ethical concerns and express internally their ethical concerns, if any.

Ashish Dikshit  
Managing Director  
Aditya Birla Fashion and Retail Limited