



## CORPORATE SOCIAL RESPONSIBILITY POLICY



**Sling Media Pvt Ltd**

PSS Plaza, Wind Tunnel Road  
Bangalore 560017, India

# Corporate Social Responsibility (CSR) Policy

---

## Title and Applicability

The Sling Media Pvt Ltd [hereinafter referred to as 'the Company'] Corporate Social Responsibility (CSR) Policy [hereinafter referred to as 'the Policy'] has been developed in accordance with section 135 of the Companies Act 2013 [hereinafter referred to as 'the Act'] and in accordance with the Rules framed thereunder.

The Policy has been approved by the Board of Directors [hereinafter referred to as 'the Board'] and shall apply to all CSR activities undertaken by the Company in India, as per Schedule VII of the Act.

## Our Philosophy

As a corporate citizen of the world, we cannot afford to look simply at our bottom line to measure our success. We must go beyond that and look toward how our business affects our employees, our society and our environment. To do otherwise is to ignore the future and the impact we have on it.

We believe that our success is tied to the success of the world around us. Not only should we work to incorporate sustainable activities into our business model, but go beyond our walls and actively work towards the betterment of the communities in which we work and live through our CSR initiatives.

We also believe that CSR goes beyond writing checks photo-ops. Our lives are enriched through direct and meaningful connection with others. We give our employees the opportunity to engage in CSR activities knowing that in doing so they become better citizens and happier, more productive employees.

We, through the CSR initiatives of the Company, will remain committed to our duty to implement eco-friendly practices as well as to improve the lives of individuals and communities in our country.

## CSR Funds

The corpus for the purpose of carrying on the CSR activities would include the followings:

- 2% of the average Net Profit (before taxation) made by the Company during immediately preceding three Financial Years,
- any income arising therefrom, and
- any surplus arising out of the CSR activities.

## Thematic Focus Areas

In the initial phase, based on the expertise and passion of our company, we will engage in the following areas (chosen from amongst the activities specified under Schedule VII of the Act and the rules framed thereunder):

1. Promoting Education, including special education and employment enhancing vocational skills especially among children, women, elderly, and the differently-abled and livelihood enhancement projects
2. Eradicating hunger, poverty and malnutrition, promoting preventive health care and sanitation and making available safe drinking water

The CSR Committee may recommend to the Board additional CSR initiatives, based on specific merit, provided these projects fall under the scope of under Schedule VII of the Act, as may be amended from time to time.

## Our Approach to Implementation

To pursue meaningful CSR activities, we will reach out into the areas in which the Company operates to enable our employees to engage as well to provide close supervision of our activities and their impact.

At the same time, we recognize need to work in partnership with other players also. This would include:

1. Collaborating with various organizations, which are registered as a Trust or a section 8 company under the Companies Act, 2013 or Society or NGOs or any other form of entity incorporated in India that specialise in the aforesaid activities.
2. Contribution to various funds which are aligned with our Vision and Mission, e.g.,
  - a) Prime Minister's National Relief Fund, or
  - b) any other fund set up by the Central Government for socio-economic development and relief for the welfare of Scheduled Castes, the Scheduled Tribes, other Backward classes, minorities and women.
3. Collaborating or pooling resources with other companies to undertake aforesaid CSR activities.

A list of CSR projects/programmes which the Company plans to undertake during the implementation year will be laid down before the Committee at the beginning of each year, specifying modalities of execution in the areas/sectors chosen and implementation schedules for the same.

## Responsibilities of the Board

- The Board's report under section 134(3) shall disclose the composition of the CSR Committee.
- The Board, after taking into account the recommendations made by the Committee, shall
  - a) approve the CSR Policy for the company and disclose the contents thereof in its report;
  - b) place it on the company's website, if any, in such manner as may be prescribed; and
  - c) ensure that the CSR activities/projects – as approved – are undertaken by the company.

## **Role of CSR Committee**

The **CSR Committee** of the Company [hereinafter referred to as 'the Committee'] shall oversee and execute various CSR activities.

The Committee shall have the authority to obtain professional advice from external sources and have full access to information contained in the records of the Company as well as the powers to call any employee or external consultant or such other person(s) and for such purpose as may be deemed expedient for the purpose of accomplishments of overall CSR objectives laid down under the Act.

The responsibilities of the Committee would include:

- to execute the CSR activities directly through the mobilization of employees and/or with other stakeholders in the social sector.
- to collect ideas and feedback from employees on CSR activities as well as partner organizations.
- Implement a strong monitoring, evaluation and reporting framework for various CSR projects.
- meet as often as required, but must meet each quarter to review the status of all CSR activities.
- to report expenditures and results of all activities to the Board—to be included in the company's annual report.

## **Monitoring, Evaluation and Reporting**

- The CSR Committee shall prepare a transparent monitoring mechanism for ensuring implementation of the projects/programmes/activities proposed to be undertaken by the Company.
- The Committee shall make efforts to assess and quantify the impact of CSR activities to the extent possible.
- Appropriate documentation and amendments of the CSR Policy, annual CSR activities, reports on execution by CSR Partner(s) and expenditures will be undertaken on a regular basis and same will be available to the Board.
- The CSR activities will also be reflected in the Annual accounts of the Company under the head 'Expenditure under CSR Activities'.

## **Amendment**

Any modification/amendment in the CSR policy may be carried out by the Committee with the approval of the Board.