

## **POLICY ON ADVERTISING AND MARKETING**

We, at Mahindra & Mahindra Ltd. ("M&M/ Mahindra Group") believe in competing fairly and strictly on the merits of our products and services. We will comply with the law of the land, including sector specific laws and applicable voluntary codes in letter and in spirit. We will not adopt or engage in any unfair, deceptive, or anti-competitive trade practices in our advertising and marketing communications in any of the jurisdictions in which we operate.

The objective of the policy is to enable our customers to make an informed decision regarding purchase of products or services offered by us.

### **Our advertising and marketing communication shall not intentionally: -**

- a. deride any individual or group based on race, caste, colour, creed, religion, gender, body shape, age, sexual orientation, gender identity, physical or mental conditions, or nationality.
- b. make a false description about a product or service or give a false guarantee or mislead consumers on the nature, substance, quantity or quality of such product or service.
- c. incite people to commit crime, cause disorder or violence, or breach the law or glorify violence, use abusive language, or promote discrimination, prejudice, anti-social behaviour or obscenity.
- d. present criminality as desirable or include themes which are indecent, vulgar, suggestive, repulsive, or offensive.
- e. exploit social evils like dowry, child marriage.
- f. adversely affect friendly relations with foreign States.
- g. contain references which hurt religious sentiments.
- h. promote the production, sale or consumption of cigarettes, tobacco products, alcohol, liquor, wines, and other intoxicants.
- i. make fun of or downplay human dignity, life, body, or weaknesses.
- j. contain surrogate advertising.
- k. include products or services which suffer from any defect or deficiency.
- l. make unsubstantiated and false claims or exaggerated promises.
- m. suggest that claims made are universally accepted even if they are not.
- n. include misleading or deceptive information about raw materials, specifications, performance, certification.
- o. conceal valuable information about our products or services.
- p. unfairly compare, intentionally slander competing companies or products/services without clear and accurate comparison standards and methods based on facts.
- q. depict cruelty or violence towards animals in any form or promote unscientific belief that causes harm to animals.
- r. endanger the safety of children or create in them any interest in unhealthy practices.

### **We shall: -**

- a. ensure that our advertisements do not, without justifiable reason, show or refer to dangerous practices, or manifest a disregard for safety, or encourage negligence.
- b. ensure that advertisements addressed to children do not contain anything, whether by illustration or otherwise, which might result in their physical, mental, or moral harm, or which exploits their vulnerability.
- c. ensure that our advertisements do not propagate products, the use of which is banned under the law.

- d. ensure that our advertisements indicate price comparisons or reductions which comply with relevant laws.
- e. ensure any endorsement reflects the genuine, reasonably current opinion of the individual, group or organisations making such representation and shall be based on adequate information about, or experience with, the identified product or service.
- f. ensure that our advertisements which refer to prize competitions or contests provide all material information to the public including the manner of announcement of results and distribution of prizes to the consumers.
- g. ensure that comparative advertisements are clear, accurate, factual, and capable of substantiation.
- h. give appropriate warnings whenever the advertisements portray any act that may be dangerous when performed by persons without appropriate training or safety precautions.
- i. encourage advertising agencies or partners commissioned to operate advertising and marketing tasks to follow this, Policy.
- j. indicate the source and data of independent research or assessment, awards and ranking bodies, where relevant
- k. ensure that our advertisements comply with guidelines issued by Advertising Standards Council of India (ASCI).
- l. ensure transparency in disclaimers in all our advertisements.
- m. ensure customer complaints and concerns are addressed to their fullest satisfaction.

**Grievances: -**

In case of any grievances/complaints/inadequacies/ suggestions the same should be addressed to <https://www.mahindra.com/contact-us>

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Ms. Asha Kharga

