



Shemaroo Entertainment Limited

Corporate Social Responsibility

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1. THE PHILOSOPHY:

At **Shemaroo Entertainment Limited (SEL)**, Corporate Social Responsibility is all about being socially responsible, to carry out ethical business practices and also developing a business model that not only creates economic value but also contributes to a healthy ecosystem and strong communities.

As an integral part of our commitment to Good Corporate Citizenship, we at SEL believe in actively assisting in the improvement of the quality of life of the people in the communities, giving preference to local areas around our business operations. We believe that to succeed, an organization must maintain highest standards of corporate behavior towards its employees, consumers and societies in which it operates. It is the Company's intent to make a positive contribution to the society.

2. APPLICABILITY:

The CSR policy has been formulated in consonance with section 135 of Companies Act 2013 ('the **Act**') and the Companies (Corporate Social Responsibility) Rules, 2014 ('the **Rules**') as notified by the Ministry of Corporate Affairs. The Policy shall apply to all CSR projects/programmes undertaken/ to be undertaken by the Company as per Schedule VII of the Companies Act, 2013. This amended CSR policy be and is hereby approved in the Board meeting dated March 15, 2021.

3. CORPORATE SOCIAL RESPONSIBILITY COMMITTEE:

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

The Corporate Social Responsibility Committee comprises of the following Directors:

Name	Category	Designation
Mr. Atul Maru	Executive Director	Chairman
Mr. Hiren Gada	Executive Director	Member
Mr. Vasanthi Mamania	Independent Director	Member

RESPONSIBILITIES:

- Formulate and update our CSR Policy, which will be approved by the Board of SEL.
- Suggest areas of intervention to the Board of SEL.

- Approve projects/programmes that are in line with the CSR policy.
- Recommend the CSR expenditure including Annual Action plan; implementation schedules, if any; to the Board of SEL who will approve it.
- Monitoring the projects or programmes, if needed carry impact assessment, if any, undertaken by the SEL.

4. POLICY STATEMENT:

The CSR Policy focuses on addressing critical social, environmental and economic needs of the underprivileged sections of the society. We adopt an approach that integrates the solutions to these problems into the strategies of the company to benefit the communities at large and create social and environmental impact.

5. SCOPE OF ACTIVITIES:

- ❖ Eradicating hunger, poverty and malnutrition, “promoting health care including preventive health care” and sanitation including contribution to the Swachh Bharat Kosh set-up by the Central Government for the promotion of sanitation and making available safe drinking water;
- ❖ Promoting education, including special education and employment enhancing vocation skills especially among children, women, elderly, and the differently abled and livelihood enhancement projects;
- ❖ Promoting gender equality, empowering women, setting up homes and hostels for women and orphans; setting up old age homes, day care centres and such other facilities for senior citizens and measures for reducing inequalities faced by socially and economically backward groups;
- ❖ Ensuring environmental sustainability, ecological balance, protection of flora and fauna, animal welfare, agro forestry, 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 river Ganga;
- ❖ 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;

- ❖ Measures for the benefit of armed forces veterans, war widows and their dependents, Central Armed Police Forces (CAPF) and Central Para Military Forces (CPMF) veterans, and their dependents including widows;
- ❖ Training to promote rural sports, nationally recognized sports, Paralympics sports and Olympic sports;
- ❖ Contribution to the Prime Minister's National Relief Fund or Prime Minister's Citizen Assistance and Relief in Emergency Situations Fund (PM CARES 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;
- ❖ (a) Contributions to incubators or research and development projects in the field of science, technology, engineering and medicine, funded by the Central Government or State Government or Public Sector Undertaking or any agency of the Central Government or State Government; and
(b) Contributions to public funded Universities; Indian Institute of Technology (IITs); National Laboratories and autonomous bodies established under Department of Atomic Energy (DAE); Department of Biotechnology (DBT); Department of Science and Technology (DST); Department of Pharmaceuticals; Ministry of Ayurveda, Yoga and Naturopathy, Unani, Siddha and Homoeopathy (AYUSH); Ministry of Electronics and Information Technology and other bodies, namely Defense Research and Development Organisation (DRDO); Indian Council of Agricultural Research (ICAR); Indian Council of Medical Research (ICMR) and Council of Scientific and Industrial Research (CSIR), engaged in conducting research in science, technology, engineering and medicine aimed at promoting Sustainable Development Goals (SDGs).
- ❖ Rural development projects.

Explanation.- For the purposes of this item, the term 'slum area' shall mean any area declared as such by the Central Government or any State Government or any other competent authority under any law for the time being in force.
- ❖ Disaster management, including relief, rehabilitation and reconstruction activities.
- ❖ Any other activities in areas or subject, specified in Schedule VII of the Companies Act, 2013 from time to time.

6. CSR EXPENDITURE:

- a) The Board of SEL to ensure that minimum of 2% of average net profit of the last 3 years is spent on CSR initiatives undertaken by SEL.
- b) In case at least 2% of average net profit of the last 3 years is not spent in a financial year, reasons for the same to be specified in the Board/CSR report and deal with the unspent amount in the following manner:

Unspent Amount	Action	Timeline
Unspent amount pertains to 'ongoing project'	Transfer such unspent amount to a separate bank account to be called as 'Unspent CSR Account'.	Within 30 days from the end of the financial year.
Unspent amount does not pertain to 'ongoing project'	Transfer unspent amount to the National Fund or the Fund prescribed under Schedule VII.	Within 6 months from the end of the financial year.

- c) Any excess CSR Expenditures spent in any financial year may set off against the requirement to spend for immediate succeeding three financial years subject to resolution passed by the Board.
- d) Any surplus generated out of the CSR activities not to be added to the normal business profits of SEL and shall be ploughed back into the same project or shall be transferred to the Unspent CSR Account for any projects/programmes or transfer to a Fund specified in Schedule VII, within a period of six months of the expiry of the financial year.
- e) the administrative overheads shall not exceed 5% of total CSR expenditure of SEL for the financial year.

7. FOCUS AREAS OF ENGAGEMENT:

SEL has been engaged in Corporate Social Responsibility (CSR) activities for decades even before CSR had become mandatory responsibility of the corporate. The Company has contributed towards improving the living standards of economically weaker section of the society. The Company has been striving to achieve a fine balance between economic and social imperatives, while also paying attention to the needs and expectations of our internal as well as external stakeholders. The Company's Corporate Social Responsibility is not limited to Philanthropy, but encompasses holistic community development. The Company is also striving to fulfil its social responsibilities

through donations in trusts and helping them in accomplishment of their social activities along with taking initiatives for the societies/schools which are formed for differently abled persons.

FOCUS AREAS:

RURAL TRANSFORMATION	Creating sustainable livelihood solutions
HEALTHCARE	Affordable solutions for healthcare
ENVIRONMENT	Environmental sustainability and ecological balance
EDUCATION	Access to quality education and skill enhancement
CULTURE	Protection and promotion of heritage

7.1 RURAL TRANSFORMATION

1. Setting up of schools for upliftment of rural areas.
2. To carry out activity of irrigating lands.
3. Developing infrastructure.
4. Improving water conservation and rain-water harvesting.

7.2 HEALTHCARE

1. Promoting preventive healthcare, sanitation & hygienic practices & making available safe drinking water.
2. Working for the visually impaired
3. Providing Eye Care and Cataract operation facilities.

7.3 ENVIRONMENT

1. To carry on Tree Plantation drives,
2. Improvement and beautification of footpaths near office premises.

7.4 EDUCATION

1. Skill development and vocational training
2. Contribution or funds provided for promotion of sports with special focus on differently abled student.
3. Promoting education especially among children, women and differently abled including non-formal education programmes.

7.5 CULTURE

1. Contribution towards cultural programme of Kutchi Community, so that it enables to uplift the welfare value.
2. To arrange “ Lok Mela and Lok Sanskruti function”
3. Supporting Kutchi Youth Forum for social activity.
4. Contribution in various Trusts carrying out social activities.

8. UNDERTAKING OF CSR ACTIVITIES:

SEL will undertake its CSR activities, approved by the CSR Committee, through:

Itself and/or Shemaroo foundation and/or company established under section 8 of the Companies Act, and/or a registered public trust and/or a registered society established by the company; the Central Government or State Government, either singly or along with any other company, and/or any entity established under an Act of Parliament or a State legislature; and/or a company established under section 8 of the Companies Act, or a registered public trust or a registered society, and having an established track record of at least three years in undertaking similar activities. SEL may also collaborate with other companies for undertaking projects or programmes or CSR activities as approved by the CSR committees.

9. GOVERNANCE, MONITORING AND OTHERS:

- SEL may engage international organisations for designing, monitoring and evaluation of the CSR projects or programmes as well as for capacity building of personnel of the company for CSR.
- The Chief Financial Officer of SEL shall annually certify that the funds disbursed for CSR have been utilised for the purposes and in the manner as approved by Committee/Board.
- The Committee shall, in case of ongoing project, shall monitor the implementation of the project with reference to the approved timelines and year-wise allocation and annually present report of the same to the Board.
- If SEL's average CSR obligation is Rs. 10 Crores or more, in the three immediately preceding financial years, having outlays of Rs. 1 crore or more, and which have been completed not less than one year before undertaking the impact study, SEL shall undertake impact assessment of CSR projects through an independent agency.
- The Board's Report of SEL shall include an annual report on CSR containing particulars specified in Annexure I or Annexure II, as applicable including impact assessment reports, if any.
