



BIKAJI FOODS INTERNATIONAL LIMITED

MARKETING POLICY

Introduction

Bikaji Foods International Limited is committed to provide safe, nutritious and superior-tasting food products and believes that it is our shared responsibility to help consumers make informed choices. Transparent, ethical, and responsible communication is crucial in generating consumer awareness and building trust, shaping consumer behaviour and preferences towards our brand. The Company endorses a responsible communication & marketing plan in accordance with all applicable regulations and guidelines wherever it operates.

Applicability

This policy is applicable to all the marketing communications and campaigns by the company on all platforms, i.e., social media, company websites, television, radio, print, cinema, product placement, interactive games, mobile, SMS etc.

Policy

- Ensure that all product labelling, statements, and communications adhere to the Advertising standards Council of India's Code for self-regulation in advertising and food standards laid down by Food Safety Standards Act and Rules.
- Health-related claims made about the products shall be supported by scientific evidence. Any such claim shall be presented in a manner that is easily comprehensible to consumers.
- Ensure that all nutrient content information, including fortification and nutritional claims, are supported by test reports from accredited laboratories. Any such information shall be presented in a manner that accurately represents the nutritional composition of the product.
- Convey the product's taste and content in all text, sound, and visual representations.
- Advertisements shouldn't contain anything offensive that may cause serious and pervasive offence given the overall existing societal norms of decency and propriety, and shouldn't feature any content that is objectionable to any racial, ethnic, or political group.
- Advertising should not explicitly or implicitly disparage or ridicule the product or advertisements of other brands.
- Ensure that consumers are informed about the truth regarding products to preserve the reputational equity of the Company's brand.
- The company shall not discourage the good dietary practice such as consumption of fruits, vegetables etc in their advertisement and shall encourage healthy lifestyle. The company shall also ensure to showcase appropriate portion size of food best suited for the situation.
- The company shall not claim that a government agency, professional organization, independent agency, or individual in a specific profession endorses the product unless there is prior consent, the claim is current, the endorsement is verifiable, and the agency body is named.