



गार्डन रीच शिपबिल्डर्स एण्ड इंजीनियर्स लिमिटेड  
(भारत सरकार का उपक्रम)

**GARDEN REACH SHIPBUILDERS & ENGINEERS LTD**  
(A GOVT OF INDIA UNDERTAKING)

## **CORPORATE COMMUNICATIONS POLICY**



## Contents

<b>SI No</b>	<b>Topic</b>	<b>Page No</b>
1	Chapter 1 – Introduction	03
2	Chapter 2 – Investor Relations	06
3	Chapter 3 – Corporate Communications	08



## CHAPTER 1

### OVERVIEW

#### Introduction

1. As a Defence Public Sector Undertaking (DPSU) under the Ministry of Defence – Department of Defence Production, Garden Reach Shipbuilders & Engineers Ltd. (GRSE) needs to maintain an excellent reputation and brand image towards conducting its business successfully on a global scale. In an era where information about a company flows instantaneously and globally, it is a priority that GRSE's communications with all stakeholders are managed in a coordinated way through proper channels. Since the media is considered to be an important source of information about the company for customers, stakeholders and employees, it is essential that information provided to the media by GRSE creates awareness about the company and its operations and the media conveys an objective, pertinent and accurate picture of GRSE. Hence, our inputs to the media must be not only consistent, but also aligned with the policies and needs of the company. Considering that GRSE is a listed PSU, our investors also become major stakeholders and their engagement an important part of the 'Communication Policy'.

#### Objective

2. The objective of this policy is to put in place guidelines/procedures for the Corporate Communication Department and Investor Relations Managers to undertake activities related to Public Relations/Media Communications at National as well as Regional levels, Investor Relations, Advertising, Print Production, Corporate Giftings and all types of communication collaterals.

#### Applicability

3. **This policy applies to the Company's Directors, Executives and Employees and any other individuals authorized to speak on the Company's behalf.** It also covers personnel employed by independent contractors of the company employed within the Company. This policy mandates that these personnel do not disclose internal matters or developments which relate in any way to material, non-public information to any person not affiliated with the company (including, without limitation, family members, relatives and friends) except when essentially required in the performance of their assigned duties and in accordance with this policy.

#### Goals

4. The following goals have been identified: -



- i. To reinforce strong corporate reputation through high degree of transparency and consistency in communication with all the stakeholders.
- ii. To disseminate information regarding organizational events through regular and continuing interaction with the print, electronic and online media, thereby creating a positive and healthy image of the company.
- iii. To ensure timely communication to stakeholders with clarity, coherence and credibility.
- iv. To disseminate maximum information through the official website of GRSE.
- v. To ensure effective employee communication through house journals, in-house events and other means to motivate employees.
- vi. To formulate Advertising and Branding strategies to suit the emerging needs.
- vii. To prevent the improper use or premature disclosure of confidential material information. (for e.g: Have a Non- Disclosure Agreement (NDA) with all vendors handling confidential information)

### **Guiding Principles**

5. This policy has been formulated under the following guiding principles-
  - The guiding principles of the Communication Policy of GRSE in the context of its goals are transparency, comprehensiveness, relevance and timeliness with a view to make the stakeholders aware about the organization's various activities, products & services, financial market, regulatory & compliance matters.
  - From communication perspective, GRSE includes amongst its stakeholders the Regulator, Government, Investors, Employees, Suppliers/Service providers, Civil society Groups, Public and society at large.
  - GRSE endeavors to communicate with its diverse stakeholders preferably in their language, and certainly in Hindi, English and regional languages (if required). GRSE endeavors to place relevant information through the official website, so as to discourage individuals seeking information on selective basis.
  - GRSE aims to inform, persuade and/or involve stakeholders in the activities and growth of the organization through sustained, consistent and relevant messages using judicious mix of both external and internal communication tools.
  - Outside perceptions of GRSE may not always be consistent with our own and a company of our stature will at times draw hostile criticism. It is our duty to respond



and articulate our position in each situation in an appropriate and timebound manner.

- GRSE shall take a stand on issues that have an impact on our activities or reputation and use all appropriate means available to put our view across. This is of crucial importance, particularly in the areas of media and investor relations. We strive to engage stakeholders on a factual basis and not yield to views or criticisms that may be put forward by certain groups to further their agenda.

### **Policy Dissemination**

6. Once approved by the Competent Authority of GRSE, the Communication Policy shall be available on GRSE's official intra-net.

### **Policy Validity**

7. This policy shall be valid for a period of **03 years** from date of promulgation and its continuity may be extended for a further period not exceeding 12 months with specific approval of the Chairman and Managing Director, GRSE. However, amendments/review may be undertaken on as required basis and shall be approved by the CMD.

### **Queries and Suggestions**

8. GRSE fully acknowledges and is committed to complying with all legal requirements and regulations that are relevant to our communication activities. Should any part of this document conflict with applicable legal provisions, the latter shall take precedence. All queries, observations and suggestions relating to this Policy should be referred to the General Manager (Corporate Planning & Corporate Communications), GRSE.

9. GRSE shall engage in open, constructive and continuous dialogue with all its stakeholders ensuring equitable treatment and mutual respect for all. This policy therefore seeks to streamline stakeholder engagement strategy and describes the standards by which the company engages its various stakeholders. The policy is therefore intended to:

- Manage stakeholders' expectations
- Enable identification of issues
- Improve relationships and interactions with stakeholders through effective management of Communication strategies.



## CHAPTER 2

### INVESTOR RELATIONS

#### **1. Introduction & Objectives**

(a) The Garden Reach Shipbuilders & Engineers Limited (GRSE)'s Investor Relations Policy is based on the ideology that various stakeholders/investors in the capital markets need timely, sufficient & reliable information and communication in a coherent manner. The Policy aims at equal access and dissemination of price sensitive and other relevant information to the Company's stakeholders/ investors. The Policy also aims to enhance investors' and analysts' interest in the Company, build investor loyalty and attract analyst coverage.

(b) This Policy is in line with the various policies of the Company framed under the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 (the "SEBI Listing Regulations")

#### **2. Activities.**

(i) GRSE's Investor Relations (IR) function is guided by a dedicated team primarily comprising the Chairman and Managing Director (CMD), Director (Finance), the Company Secretary and the Compliance Officer of the Company.

(ii) The official IR spokespersons of the Company are CMD, Functional Directors and Company Secretary or their authorised representative.

(iii) All communications regarding financial results and the Company's business strategy are strictly limited to the above spokespersons. No other employee is entitled to speak with investors or analyst unless specifically authorized by any one of the official spokespersons.

(iv) The GRSE team shall interact with market analysts, institutional investors, rating agencies and other investors with an objective to impart a better understanding of organisation, performance and its strategies.

(v) The Company may share information during quarterly calls/ meetings to the investors with respect to various government policies and initiatives on markets & regulatory outlook which have impact on GRSE's performance.



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**CP&CC/CC/20-21/001**

- (vi) The Company shall provide information on occurrence of any major event or change in major policies of the Company to the Investors, first through stock exchange mechanisms and followed by other means.
- (vii) GRSE may conduct meeting with Investors/ Analysts physically or through OAVM or any other digital platform after the announcement of its quarterly/ yearly financial results. Besides making a comprehensive presentation, the GRSE's team may directly interact with the market analysts and address their queries and concerns upfront.
- (viii) GRSE may endeavor to provide live webcast of such analyst's meetings covering presentations and interactions. The Company will also upload the relevant information on the website of the Company, in accordance with the SEBI Listing Regulations.
- (ix) The Company, if so desires, may conduct Investor & Analyst meet before/ after major event occur with prior intimation to Stock Exchanges.
- (x) The Company may create sub-teams to interact with small investors/ prospective investors in individual or group, in order to familiarising about the Company's business and financials. The sub-teams are to refrain from disclosure of UPSI.
- (xi) All audio-video recordings and transcripts of post earnings/ quarterly calls conducted physically or through digital means, either conducted by the Company or any other entity shall be disclosed to the recognised stock exchange, where UPSI is shared.
- (xii) Selective disclosure of material which are not available in public domain is against GRSE's policy. If the Company wishes to disclose non-public material information/ UPSI; it will strive to do so in a manner that will simultaneously result in widespread dissemination to all the stakeholders following the relevant guidelines/ circulars issued by the Government.
- (xiii) If the Company discovers verifiable facts that material non-public information/ UPSI has been disclosed other than through simultaneous widespread dissemination, it will promptly disclose the same information in a timebound manner followed by widespread dissemination of such information. If an unintended release of material non-public information/ UPSI occurs, the Company will promptly disclose the same information or similar information to the public in compliance with the SEBI Listing Regulations
- (xiv) The Company's forward-looking statements to investors and analysts including but not limited to the level of consensus estimates, are based on management's current



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**CP&CC/CC/20-21/001**

expectations and assumptions regarding Company's business performance, the economy and other future conditions and forecasts of future events, circumstances and financial results, which may differ from actuals. The Company shall refrain from giving guidance, except where expressly marked or confirmed in writing. All forward looking statements including guidance, if any, will be made only with the prior approval of the GRSE's Investor Relation Team (defined at Clause 2(i) above).

(xv)The Company should use following or similar disclaimer while meeting/ briefing investors/ analysts/ media and press to avoid ambiguity of disclosure of UPSI:

*“Certain statements in today's call may constitute forward looking statements within the meaning of applicable laws and regulations. Actual results may differ from such expectations, projections and so on.”*

(xvi)The website of the Company will be used to disseminate information. Information available on the website includes Annual Reports, Quarterly reports and other financial and material information.

(xvii)The Company may appoint/engage consultant/ expert for providing services with respect to Investor Relations.

**3. Silent Period.** The Company shall observe a “Silent Period” from the end of the quarter/ year to the date of publication of the results on the stock exchanges. During this period, the Company's representatives or spokespersons shall not have any discussions or communications with investors of other interested constituencies through mails, telephone calls, meetings or by any means. This is done with an objective of avoiding any possibility of disclose of any UPSI before it is made public, as per requirement of SEBI Listing Regulations. In case of quarterly results announcements, the silent period is from the end of the quarter/ year to date of publication of the results on the Stock Exchanges.

**4. Policy Review.** This Policy on IR is subject to review as and when required for the purpose of effectiveness and updating the procedures and the CMD will be authorised for this purpose.





## CHAPTER 3

### CORPORATE COMMUNICATIONS

1. **Organisation.** The Corporate Communication (CC) Section is part of the 'Corporate Planning and Corporate Communication' (CP&CC) Department of GRSE Ltd. The section shall be headed by one A/DGM level executive who shall be accountable to the General Manager (Corporate Planning & Corporate Communication). Suitable executives and support staff shall be posted to the CC Section. The section shall primarily be responsible for managing all external and internal communications for PR/image building of GRSE.

2. **Role and Responsibility.** The CC team coordinates all actions toward various Press releases, article publications and interviews in magazines/journals etc. The team is responsible for branding of GRSE during various local events and national/ international exhibitions. CC section also prepares various briefs and speeches for senior management and visiting dignitaries. The publicity budget is expended by the CC Section along with procurement of gifts and souvenirs. GRSE's participation in various 'Awards' is also coordinated by CC Section. The GRSE website is responsibility of CC, along with uploading of tenders when received.

3. **Stakeholder Communication Policy.** GRSE is committed to a proactive, open and transparent process of engagement with internal and external stakeholders. The Company recognizes that consultation is a two-way process, and as such regard's effective stakeholder engagement and communications as key to building the support, confidence and trust necessary for the organization to carry out its operations. GRSE firmly believes that trust between the Company and its stakeholders are a fundamental pillar of any organizational operations and this trust is built on effective communication and the willingness to engage in dialogue. Stakeholder's engagement is recognized as an essential tool for the practice of good corporate governance. GRSE has a variety of stakeholders with the primary stakeholders being:

- Employees
- Suppliers & Service Providers
- Investors & Analysts
- Public & Society at Large
- Regulator, Government, Civil Society Groups
- Board of Directors
- Share Holders



#### 5.4. Types of Communication

(a) **Internal Communication.** Building an effective internal communication strategy is a great way to make the workplace more productive, collaborative and engaged. The Main purpose of the internal communications is to make sure that the GRSE's goals, policies and guidelines are communicated to all internal stakeholders so that all can contribute effectively to GRSE's business objectives. It shall provide open and explanatory information aimed at informing employees of the Company's developments, business objectives and strategies thereby enhancing their knowledge and values, in order to strengthen their commitment, motivation, loyalty and sense of responsibility towards GRSE. Another important aim is to facilitate the recruitment of new employees by enabling GRSE's employees to act as effective "ambassadors" for the Group. The internal communication system must strive to give employees the information they need, when they need it, in order to increase their understanding and build motivation and support for company strategies. The main channels identified for distributing internal information are:

- Sharing of various activities and events of GRSE through mailing of Standard templates
- Announcements (for announcing the events)
- Happenings (With pictures and event details)
- Newsroom (With news clippings)
- Regular updating of GRSE website containing important information about the Organisation.

(**Note:** In addition to above, use of any other appropriate means of effective communication may be made. Further, GRSE's internal communication policy promulgated vide HR/PCMM/C&C/19 dated 20 Oct 19 shall remain relevant)

(b) **External Communication.** GRSE's external communications have a large number of disparate target groups. Of these, the capital markets (Investor's Relation) and the Media Communications via various channels occupy a special position due to the laws, regulations and standards that apply for a listed organisation. GRSE's contacts with all external target groups are to be characterized by uniformity and a systematic, long-term approach. To achieve this, all external information must meet the basic criteria of openness, speed, objectivity and clarity.

~~(c) **Crisis Communication.** Crisis management is the most important communication tool for an organization as it helps in maintaining relationships as well as in mitigating outcome of a difficult situation that could threaten the brand image of the organization and its relationship with stakeholders, regulators and with the general public. Crisis management involves dealing with threats before, during, and after they have occurred. It is a discipline within the broader context~~



~~of management consisting of skills and techniques required to identify, assess, understand and cope with a serious situation, especially from the moment it first occurs to the point where the recovery procedures start. Following are considered pertinent for GRSE:-~~

- ~~v. A crisis for GRSE could be related to issues with ship building, orders, customer related, Government issues, company performance, HR related issues, legal & regulatory issues, internal systems & processes, rumours, accidents, industrial strife, natural disaster scenarios etc.~~
- ~~vii. In such scenarios, it is very important to address relevant stakeholders immediately to avoid any propagation of rumors. This includes time-bound and effective communication to internal stakeholders such as employees, dealers, business and channel partners etc. and external stakeholders including the media and public.~~
- ~~ix. In the event of an untoward incident, it is incumbent on the HoD of the Concerned Department to also inform the Head of CC regarding the incident. The Head of CC shall formulate an appropriate response in consultation with the Senior Management of the Company.~~
- ~~xi. Crisis management being an important aspect, guidelines on crisis management communication shall be promulgated separately.~~

~~(m)(c)~~ **Internet Communication.**

- i. **Website.** The official web-site is [www.grse.in](http://www.grse.in); The website is the central platform for all external information about GRSE and shall be maintained by the CC Section. The Corporate website shall be systematic in its structure, easy to navigate in and set up in such a way that different stakeholder groups can easily find the information they are seeking. The CC team of GRSE shall endeavor to make the website up-to-date and reader-friendly. Use of official language shall also be made on the website. Periodic review (not less than once a month) of content shall be undertaken by the designated person from CC team. Section Head of CC shall ensure that all compliances including GIGW audit of websites through authorized agencies (e.g. STQC) are met.
- ii. **Social Media.** Dissemination of information on Social Media platforms such as Facebook, LinkedIn, Instagram, Twitter, YouTube channel, blogs etc. as approved by Competent Authority from time to time are to be carried out. One



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**CP&CC/CC/20-21/001**

executive shall be specifically assigned overall responsibility for social media management.

- iii. Employees are forbidden from making any public posting of confidential or proprietary information related to any aspect of GRSE's business on the Internet/Social media. Employees should not reveal information about the company and its activities in any internet-based forum including (but not restricted to) chat rooms, bulletin boards, blogs etc.

**6.5. Official Spokesperson.** For GRSE's communication to live up to its policies and goals, it is essential that the company spokespersons are those individuals who have the best expertise and overview of the company. Hence, only designated spokespersons are permitted to directly interact/give statements to media. The official spokespersons for GRSE currently are: -

- (a) Chairman & Managing Director, GRSE
- (b) Director (Finance), GRSE

**Note:-**

- (i) The spokespersons are authorized to speak on the below mentioned views:
  - Corporate Policy
  - Industry in General
  - New Announcements
  - Financial Results
  - Management Structure / Change
  - Future plans of GRSE
  - Government Policy
  - Any other information that is yet to come in public domain. (For e.g. any major announcement such as related to new orders, acquisition, or export order etc. as Breaking News)
- (ii) No other employee is allowed to speak/engage with media unless he / she is officially authorized by the C&MD. Any employee not adhering to this policy shall be liable for strict disciplinary action.
- (iii) GRSE spokespersons shall endeavor to use an approved script for all public presentations designed or intended to disclose material information about GRSE's financial performance, results of operations and the current or expected financial results.



**7.6. Public Relations Officer (PRO).** The Head of the CC Section shall be designated as the PRO of GRSE and shall normally be at the level of A/DGM. The PRO shall coordinate all media engagement of the company in accordance with this policy and directives of Senior Management from time to time.

**8.7. Personal Representation in the Media by Employees.** It is appreciated and recognized that employees may be approached by the media on topics related to their personal interests or non-work-related activities. Employees may participate in such interviews. However, employees are not to refer to their role with the Company during such interactions unless prior approval has been obtained. In case any query on the Company is received by any employee directly from media they are to refer the same to the head of Corporate Communications Section at GRSE for further action.

(Note: - Rule 8 of CDA Rules of GRSE shall remain relevant)

**9.8. Publicity, Printing & Creative Material Guidelines.** All kinds of GRSE Communication Collaterals including creative and printing works for e.g. outdoor publicity, Panels, Hoardings, flags, hanging balloons, Light Display Board, Calendars, Diaries, Greeting Cards, Booklets, Badges, Stickers, Mementos, Brochures, Banners, Standees, Visiting Cards, press kit and all types of Event Collaterals etc. will be designed, developed and released by Corporate Communication Section in close coordination with appointed external vendors. All such action will be strictly in conformity with the design duly approved by Functional Director/CMD and released by Corporate Communications Section after following due process. Following are pertinent:-

- (a) Uniformity should be maintained in GRSE's Corporate Colours, Logo Specification, and Designator Display of GRSE's publicity messages for External as well as for Internal Communication.
- (b) All official PowerPoint Presentations, GRSE Films to be used for any purpose should be used after approval from the Corporate Communications Section after following due process.
- (c) Corporate Communications Section under the policy will undertake release of brand manuals wherever standardized implementation at the field level is envisaged.

**10.9. Brand-Guidelines.** In order to ensure consistency in visual communication of GRSE Brand, the shipyard shall formulate guidelines which broadly cover the following aspects of GRSE's visual identity:

- Definition, type and application of organization's logo, Corporate Stationary items and various Application Forms.
- Advertising in Print Publication and Outdoor Media.
- Print applications such as Posters, brochures and other collaterals.



**Corporate Communications Policy (Ver: 1.0)**  
**CP&CC/CC/20-21/001**

- The design of all internal communication banners /posters should be prepared / approved by Corporate Communication Team to ensure uniformity & brand building

10. **Press Releases.** All major events at the company shall be followed by a press release with the objective of gaining publicity & enhancing brand image. The release is to be drafted by the 'CC' team after thorough fact checking from the concerned departments. Where it is a joint press release of other external agencies are involved in a scheduled/planned event, the release may be sent to the external agency for review and comments in a time bound manner. All press releases by GRSE CC team shall be approved at least at the level of General Manager/ Functional Director.

11. **GRSE Logo.** GRSE has a registered logo and the same is to be used in a judicious manner to promote brand GRSE. In case a request is received from any external agency for use of GRSE logo for promoting a business related ship/association with GRSE, the same is to be routed to CC team for obtaining necessary approval. The use of GRSE's logo by our business associates and other stakeholders shall be permitted with prior approval from a Functional Director.



12. **Souvenirs/Corporate Gifts.** GRSE shall procure various items with GRSE's name & logo printed which adds to GRSE's publicity mileage, for distribution to the valued customers, dignitaries and visitors. As far as possible, it should be ensured that branded or quality items are made use for distribution as Giveaways or Souvenirs as it directly impacts the image of GRSE.

**Note:** Gol guidelines in this regard are to be complied with (including printing of calendars and cards).



**13. Guidelines on Association with External Event (Speaker opportunity at Industry Body/Forum).** External speaking engagements should be encouraged if there is a clear benefit to GRSE's Brand Image. Any invitation for external speaking engagements that involve the company's corporate position, policies or products with the potential to impact the corporate reputation should be approved by Functional Director and under intimation to the Corporate Communications Section. Priority should be given to protect organisation's proprietary information and ensure that external communication conforms to the standards of accuracy, content, and style. However, if approached on the side lines by the media while attending such an event, personnel are to avoid commenting and request media to forward their queries, if any, to the Corporate Communications Section at GRSE.

**14. Partner Selection.** As part of the overall corporate communication strategy, GRSE may undertake hiring/empanelment of agencies with specialized skills in the following areas post approval of the Competent Authority:

- Creative Agencies (for Brand Activity, Product & Services)
- Media Agency (for Media Planning & Releases to media)
- Public Relations (PR) Agency
- Investor Relations (IR) Agency
- Agency for Strategic Marketing Consultancy / Research
- Agencies for Press Ad releases
- Agency for Website Maintenance
- Content Writers
- Any other emergent area

**Note:**

- (i) In case of any specific requirement, seeking services of agencies outside the empanelment can be undertaken by obtaining approval from concerned Functional Director. Such process will define specific skills / nature of activities that are either outside the scope of services defined for empaneled agencies or skills for the same are not available with empaneled agencies.
- (ii) Communication Strategy for the year and the empanelment process (as needed) will be conducted by Corporate Communication Section. Inputs from Business Development team is also to be obtained.
- (iii) All agencies shall be empaneled for a period of 1 year. Based on performance, the period may be extended with the approval of the Competent Authority for maintaining consistency in approach and keeping in view the nature of the programs under implementation / in progress.
- (iv) Selection, Process / Norms for empanelment (including number of agencies) shall be approved by Competent Authority not below the level of General Manager.



15. **Annual Communications Strategy.** The Corporate Communications Department shall prepare the annual communication strategy, the execution plan and proposed budget for the same. The various media/ publicity heads for which budget allocations are to be made as per administrative convenience are as under:

**Advertising in:**

- Print Media (Dailies, Magazines/Supplements/Souvenirs etc.)
- Electronic Media (TV, Radio & Digital)

**Outdoor Media**

- Billboards, Hoardings, Transit Advertising, Mobile Billboards etc.

**Organizing Events:**

- Media conferences, Media Briefings,

**Sponsorship of:**

- Events, Conclaves, Sports Activities etc.

**Allocation of Budget for**

- Gifts/ Giveaways / Souvenirs

**Non-Publicity expenditure**

- Tender/public notices, recruitment ads, financial results

**Production charges for Audio Visuals etc.**

**Participation in Exhibitions and Fairs**

16. **Non-Publicity Expenditure.** Apart from developing and releasing various publicity materials / communications, Corporate Communication Section also oversees the responsibility for release of tender notice / legal notice, etc in media to maintain uniformity and realize value through empaneled media agency with respect to rate and placement of the Advertisements for such releases at a Central level. These expenses will, however be classified under non-publicity expenditure.

17. **Official Language Policy & Implementation.** GRSE shall adhere to Government of India guidelines on official language and implementation while undertaking various communications. It shall be the responsibility of the Head of CC Section to ensure the same.





18. **Media Relation Activity**. The media relations should be characterized by openness, objectivity, speed, clarity, a long- term approach, continuity and high ethical standards. To be of value to the company, relations with the media must be long-term and based on mutual relationships. GRSE's communication strategy will also include leveraging of cost-effective opportunities for building brand image through media release, media interviews and coverage of various events and activities of GRSE. This will be undertaken with a focus to promote the performance of GRSE and promote its overall initiatives in their functional areas of activity. GRSE shall use the following modes of communication to engage with the stakeholders, in general, and media in particular:-

- (a) Dissemination of Press release
- (b) Select Briefings/Press Conference by top management
- (c) Face to face /telephonic Interviews with the spokesperson as and when required

**Note:**

- (i) In compliance with the guidelines of the regulators/stock exchanges, no officials (other than CMD or CFO) shall be permitted to make any forward-looking statement or comment on the policies of GRSE.
- (ii) The Authorized Spokesperson/PRO of GRSE is to clarify and disseminate the true and fair stand of GRSE on any adverse issues, through Media Conference, Media Releases etc. using any print, electronic or other media vehicle as deemed fit for bringing to the knowledge of all stakeholders.
- (iii) GRSE is to safe guard against erosion of the market capitalization on account of such adverse event; true, fair and adequate clarification / intimation to be filed with both the stock exchanges, i.e., BSE Ltd and National Stock Exchange of India. by the Company Secretary so as to bring it to the notice of all stakeholders including shareholders. Such intimation would also be required in terms of respective listing agreements signed by GRSE with the Stock Exchanges.

19. **Advertising**. GRSE shall use advertising as a tool to promote its products, services and corporate brand values through judicious mix of media vehicles including print, electronic, hoardings, internet etc. All Business Verticals shall coordinate with Corporate Communications Section for use of this tool for the benefit of the organization.



20. **Event Sponsorship and Exhibitions.** The Company may provide sponsorships to events and organisations as part of its publicity drive. Similarly, the Company shall participate in relevant exhibitions towards promoting its products and as a part of business development activities.

21. **Networking With PROs.** The CC team is to establish good liaison with the defence PROs at various Command Headquarters and Service Headquarters of the Indian Navy and Indian Coast Guard. Liaison is also to be maintained with the Army PRO based at Kolkata and MoD PRO based at New Delhi.

22. **Awards and Recognition.** Towards improved global visibility and increased brand value, GRSE shall endeavor to win corporate awards and recognition amongst peers. The shipyard must strive to achieve recognition in core fields such as Production, Quality, Design Excellence, CSR, HR, SCM and CC. Suitable action plan for the same is to be drawn out by the Corporate Communications Section and circulated to all stakeholders.

23. **Stakeholder Communication Channels.** Following channels identified:-

SL	STAKEHOLDER	COMMUNICATION CHANNEL(S)
1	Employees	Intranet, emails, debriefings and information sessions, staff meetings, website, letters
2	Suppliers & Service Providers	Bilateral Contracts, website, letters, email correspondence, Newsletter, corporate presentations, speeches, other publications, brochures, leaflets and advertisement
3	Investors & Analysts	Publications, road shows website, media publications/interviews, press releases, investor presentations, other publications, brochures, leaflets and advertisement.
4	Public & Society At Large (Via Media)	Press release, interviews, workshops/seminars, website bilateral contacts, website, letters, email correspondence, newsletter, media publications/interviews, corporate presentations, speeches, other publications, brochures, leaflets and advertisement.
5	Regulators/Government and Civil Society Groups	Knowledge sharing sessions/Seminars, visits, website, newsletter, media, market reports, publications, Annual Report), brochures,



**Corporate Communications Policy (Ver: 1.0)**  
**CP&CC/CC/20-21/001**

		leaflets and presentations
6.	Board of Directors	Email, letters, Board and Committee meetings
7.	Shareholders	Email, letters, General Meetings