



STAKEHOLDER ENGAGEMENT POLICY

Aditya Birla Lifestyle Brands Ltd. (ABLBL) recognizes that effective stakeholder engagement is an essential component of our business operation to be undertaken at business and site level. It is an important mechanism to understand stakeholders and their needs, involve them in managing risks and resolving conflicts at an early stage, thus ensuring a long term 'social license to operate' for a business. Further, engaging with globally recognised subject matter experts on global megatrends and external factors with a potential to materially affect the sustainability of our businesses is an increasing requirement for effective business leaders.

Aditya Birla Lifestyle Brands Ltd. endeavours to achieve this by:

- Maintaining positive legal compliance to applicable stakeholder engagement and disclosure regulations and conforming with the requirements of the Aditya Birla Group Sustainability Framework;
- Ascertaining the nature of impacts on stakeholders, their legitimate concerns, interests and expectations as well as their potential influence on the ABLBL analysing the implications of those factors on business operations;
- Embedding the principles of inclusiveness, transparency, materiality, completeness and cultural appropriateness in all our engagement activities;
- Seeking to disclose information about the company's activities in a timely and culturally appropriate manner to allow for informed and meaningful engagement;
- Resolving stakeholder grievances in a timely and culturally appropriate manner;
- Establishing clear accountability by assigning adequate resources and responsibilities for effective stakeholder engagement;
- Designing appropriate engagement methods and plans that meet international standards, are tailored to the stakeholders' needs and have well-defined objectives and outcomes that can be documented and monitored;
- Promoting awareness of the principles and procedures for stakeholder engagement with employees at various levels of our operations through training and communication;
- Undertaking engagement in a non-discriminatory and interactive manner that encourages stakeholders to provide feedback and engage positively with the business operations;
- Continually improving stakeholder engagement performance by sharing good practices and learnings from the engagement process, setting and reviewing targets and monitoring, reporting and disclosing performance; and
- Seeking to learn from globally recognised and accepted subject matter experts in order to strengthen the input data for our future proofing processes.

This policy shall be reviewed periodically for its suitability and updated as necessary.

Ashish Dikshit

Managing Director

Date- 18 July 2025