



Ethical Marketing & Advertisement Policy

I) Introduction:

Eicher Motors Limited (EML) is a globally recognized automotive company renowned for its rich history and strong presence in the motorcycle and commercial vehicle manufacturing segment. As the listed parent company of Royal Enfield, a global leader in mid-weight motorcycles, EML boasts a diverse product portfolio that caters to various customer preferences. With a commitment to sustainable mobility solutions, Royal Enfield is headquartered in Chennai and operates over 2,000 retail outlets in India and more than 1,150 outlets internationally as of March 2023. At EML, we are driven by a vision of responsible business practices and strive to stay at the forefront of technological advancements. Our Ethical Marketing policy aligns with our dedication to integrity and transparency, ensuring that our marketing initiatives uphold the highest standards of ethics and customer trust.

II) Purpose and Scope

Eicher Motor Limited is committed to conducting business in an ethical and responsible manner. This Ethical Marketing Policy outlines our commitment to promoting products, services, and brands while adhering to high standards of integrity, transparency, and respect for consumers and society. By embracing ethical marketing practices, we strive to build trust, foster long-term relationships, and make a positive impact on individuals, communities, and the environment. This policy serves as a guide for all employees, partners, and stakeholders to ensure our marketing efforts align with our core values and contribute to a sustainable and socially responsible future.

III) Boundary

We strongly encourage external companies engaged in advertising and marketing activities on behalf of EML to adhere to the principles outlined in our Ethical Marketing Policy. EML will take all necessary measures to ensure that our advertising and marketing plans align with the guidelines stated in this policy.

IV) Objectives

Transparency: Ensuring that marketing communications are clear, accurate, and truthful, providing consumers with the information they need to make informed decisions.

Honesty: Promoting honest and authentic messaging, avoiding misleading or deceptive tactics that could misrepresent products, services, or brands.

ROYAL ENFIELD

Consumer Privacy: Respecting and safeguarding consumer privacy rights, handling personal data responsibly, and complying with applicable data protection laws and regulations.

Fairness: Treating all consumers and stakeholders fairly, without engaging in discriminatory practices or exploiting vulnerable individuals or groups.

Sustainability: Promoting sustainability in marketing practices, such as promoting environmentally friendly products, reducing waste, and minimizing the ecological impact of marketing activities.

Social Responsibility: Supporting social causes, promoting diversity and inclusion, and actively contributing to the well-being of communities and society.

Compliance: Adhering to all relevant laws, regulations, and industry standards governing marketing practices, including advertising regulations and intellectual property rights.

Accountability: Taking responsibility for the impact of marketing activities, promptly addressing any issues or concerns raised by consumers or stakeholders, and implementing corrective measures when necessary.

Stakeholder Engagement: Engaging with consumers, employees, suppliers, and other stakeholders in a meaningful and respectful manner, actively seeking feedback and incorporating their perspectives into marketing strategies.

