



TECHNO ELECTRIC & ENGINEERING
COMPANY LIMITED

Ethical Marketing Policy

Introduction:

Techno Electric & Engineering Co. Ltd. (TEECL) is a leading power infrastructure company in India, engaged in Engineering, Procurement and Construction (EPC), asset ownership, and operations and maintenance services across the electricity value chain, including generation, transmission, and distribution. We focus on these segments through our EPC services and public-private partnership (PPP) projects. We recognize the importance of ethical, transparent, and responsible communication in upholding stakeholder trust and meeting our ESG commitments as a publicly listed company.

Our marketing philosophy is rooted in integrity and customer-centricity, aiming to provide genuine value to our audience. We begin our marketing approach by listening to customers to understand their needs and preferences, supported by both internal and third-party research. Our strategies are founded on the belief that marketing should always be fair, responsible, and transparent

1. Objective:

The objective of this policy is to provide guidance on fair and ethical marketing practices, ensuring transparent and responsible commercial communication with customers across all business units in India and other geographies where we operate. By adhering to this policy, TEECL aims to establish itself as a trusted organization that prioritizes customer welfare and complies with all applicable rules and regulations.

2. Scope:

This policy applies to all TEECL employees, affiliate partners, vendors, and external agencies involved in marketing or communication activities on our behalf. It covers all types of media and communication channels, including but not limited to sponsorships, promotions, online and offline digital communications, television, radio, print, outdoor advertising, websites, blogs, influencer marketing, social media, sponsored content, AI-generated content, connected packaging, banners, and educational materials.

3. Communication to Ethical Marketing:

This policy affirms TEECL's commitment to ethical marketing activities and transparent, honest commercial communications. We aim to set the highest ethical standards by supporting and advocating responsible marketing practices across all business segments in India and other geographies where we operate.

TEECL is committed to:

- Communicating the value of our services without misleading customers
- Ensuring honest, accurate, and transparent marketing communications
- Presenting pricing transparently and avoiding hidden charges or deceptive offers
- Respecting data privacy and protecting customer information
- Using AI and automated tools responsibly
- Making only substantiated claims
- Promoting sustainability, inclusion, and responsible consumption



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4. Management Oversight:

Our marketing efforts are overseen by departmental heads across business segments, under the leadership of the Group President, to ensure alignment of marketing strategies with our ethical business standards. Regular in-person and virtual meetings are held to assess marketing strategies based on customer needs and to ensure compliance with industry regulations. Any deviations from policy are escalated to senior leadership for resolution.

5. Training and Capacity Building:

TEECL recognizes the importance of building staff capabilities for fair marketing and responsible communication, particularly in the context of utility services. We conduct regular training sessions for relevant employees, focusing on ethical marketing strategies and industry best practices.

6. Fair Communication and Marketing Practices:

As part of our ethical marketing commitment, we follow transparent and responsible commercial communications and fair marketing practices, including transparent pricing, ethical digital advertising, ethical workshops and seminars, and permission-based email marketing across all business verticals in India and other geographies. We ensure responsible commercial communications across all channels, including online and offline digital communications, television, radio, print, outdoor advertising, websites, blogs, social media, sponsored content, AI-generated content, and banners. We avoid unethical marketing practices such as misdirection, hidden content, or overpricing to maintain the highest ethical standards.

7. Monitoring and Continuous Improvement:

TEECL monitors adherence to this policy and regularly evaluates its marketing content, tools, and processes. The policy is reviewed and updated periodically, particularly in response to regulatory or business changes, to ensure ongoing alignment with industry standards and best practices.

Ankit Saraiya
(Chief Executive Officer)

Policy	Version	Adopted	Revised
Ethical Marketing Policy	v 1.0	28 April 2025	NA