

Stakeholder Engagement Policy	Policy Number: MK/01 Policy Owner: Marketing Authorized by: President Marketing
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1. Scope

The scope of this policy is to identify and manage relationships with all the stakeholders by engaging with them at local as well as head office level to effectively improve operational efficiency through a smooth collaboration with local communities and authorities.

2. Objective

Macrotech Developers (Lodha Group) engages with a broad spectrum of stakeholders - internal and external. This policy has been constructed with an intention to engage with our stakeholders to understand their concerns and priorities and use it to guide policy making and decision making. Business considerations govern decisions about which stakeholders to engage with, in what manner and what periodicity.

3. Identification and prioritization of stakeholders

We identify stakeholders as those individuals, groups of individuals or organizations who play an integral role in the business processes or are affected by our business processes and goals. In line with the AA1000 Stakeholder engagement standard, we analyse our internal and external environments to identify stakeholders who are classified as Industry-specific stakeholders and non-industry-specific stakeholders depending on their direct and indirect contribution to achieving the business objectives.

The classification and prioritization is as follows:

Industry-specific stakeholders	Non-industry-specific stakeholders
Customers	Shareholders
Employees	Media
Suppliers	Government Agencies
Channel Partners	Local communities
Contractual Support staff	

4. Method of Engagement and policy:

The methods of engagement are derived based on the potential channels of reach between the business and the stakeholders. While a digital platform of engagement is available for all stakeholders, certain local stakeholders are also engaged through more physical channels and on-ground interactions with the senior management.

We abide by the following when when engaging with any stakeholder:

- Prior to engaging with a stakeholder define the purpose, scope and frequency of the engagement and design appropriate engagement methods
- Assign adequate resources and responsibilities for effective stakeholder engagement
- Allow stakeholders to provide feedback and engage positively in business operations
- Settle stakeholder grievances in a fair, equitable and timely manner
- Communicate and report the outcome of the stakeholder engagement to internal and external stakeholder groups through various modes as appropriate and not limited to annual sustainability report and official notices on the website

Below described are the Lodha Group's stakeholder engagement framework describing topics of significance to each group.

Non-industry-specific Stakeholders:

Stakeholder	Interfacing Group	Engagement Type with frequency	Material Topics
Media	Corporate Communications / Media Relations Team Marketing Senior Management	As needed: Press releases, Industry news participation - trend stories with key spokesperson quotes across diversified portfolio Crisis Management - mitigate sensitive situations	
		Continuous: performance updates ongoing basis through press note, industry / trend led authored content - by spokesperson	
		Quarterly: Corporate news / performance - quarterly interviews with MD & CEO	
Government; NGOs; local communities; society at large	Corporate Communications Team CSR Team Senior Management	As needed: Governance presentations, Due diligence, press releases, media interviews	Ethical behavior; fair business practices; good governance; responsible citizenry; environmental impact
		Continuous: CSR Interventions, Field visits, Community	

		events, brand campaigns	
Shareholders	Investor Relations Company Secretary Senior Management	As needed: Press Releases, Press conferences, emailer advisories, investor conferences,	Financial sustainability, Corporate Governance, Disclosure, social and environmental sustainability
		Quarterly: Financial statements, press conferences	
		Continuous: Disclosures on the investors page on the website	
		Annual: Annual General Meeting, Annual Report	

Industry-specific Stakeholders:

Stakeholder	Interfacing Group	Engagement Type with frequency	Material Topics
Customers	Sales/Presales Marketing HPM Customer Care Senior Management	As needed: Sponsored events, mailers, newsletters, brochures, brand campaigns, sales pitches, customer visits, webinars	Customer growth and transformation opportunities, fair business practices, community development
		Continuous: Lodha Group website; social media (Linkedin, Twitter, Facebook, Instagram, Youtube); CSR Volunteering activities	
		Annual: Customer satisfaction surveys, Sponsored community events	
Employees	HR	As needed: Town Halls, Project	Safe and comfortable workplace, diversity;

	Corporate Communications Senior Management	<p>Reviews, Video conferences. Webinars, one-on-one counselling</p> <p>Continuous: Website, CEO Connect (Coffee with Abhishek), Lodha World Newsletter, Grievance Redressal System, Performance Excellence Awards, Key Associate Group Initiatives</p> <p>Annual: Performance Management System, Net Promoters Score survey, long-service awards</p>	engaging opportunities; career development; compensation structure
Channel Partners	Sales/PreSales	<p>As needed: Product trainings, Channel Partner meets, Brand Campaign alignment trainings</p> <p>Continuous: Website, Lodha CP portal, CP Performance rewards, Business reviews</p>	Ethical behavior, fair business practices, governance, credit worthiness
Suppliers	Central Procurement Team Vendor Management Team	<p>As Needed: Onboarding through empanelment; Lodha code of conduct policy trainings</p> <p>Continuous: Grievance Redressal System, Audits and monitoring, Timely payments</p>	Ethical behavior, fair business practices, governance, credit worthiness
Contractual Support	HPM Team	As needed:	Responsible citizenry

Staff	CSR Team	Community support interventions Periodical review meetings	Fair business practices
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5. Stakeholder Engagement Risk mitigation

- Potential stakeholder engagement risks are considered prior to selecting the level or method of engagement and ways and means are devised to address them
- Potential risks may include participation fatigue, lack of stakeholder integrity, conflicts of interests, disruptive or uninformed stakeholders, and an unwillingness to engage
- Proper planning and preparation are undertaken to understand the stakeholder profile and facilitate the stakeholders to have an open conversation
- Stakeholder capacity is periodically assessed before selecting the method of engagement to ensure higher effectiveness
- In case the stakeholders lack the capacity to engage

6. Stakeholder Concerns

Should a stakeholder have queries or concerns or require any clarifications related to the Company may write to the Company at ombudsman@lodhagroup.com