

PUBLIC ADVOCACY POLICY

Particulars	Details
Policy Name	Public Advocacy Policy
Company Name	Jeena Sikho Lifecare Limited
Version Number	1.0
Effective Date	01st April, 2023
Prepared By	Secretarial Department
Approved By	Board of Directors
Last Revised Date	N.A.

JEENA SIKHO LIFECARE LIMITED

120+ AYURVEDA CLINICS & HOSPITALS | FREEDOM FROM 2D DISEASES & DRUGS

Registered Office Address:

SCO-11, Kalgidhar Enclave, Baltana, Zirakpur,
Punjab-140604, 01762-513185
CIN NO.: L52601PB2017PLC046545

Corporate Office Address:

B-26, Opp. Metro Pillar No. 223, Rohtak Road,
New Multan Nagar, Delhi - 110056
Email ID: cs@jeenasikho.com | www.jeenasikho.com

1. Preamble

Jeena Sikho Lifecare Limited ("JSLL" or "the Company") is committed to promoting responsible healthcare practices and contributing positively to the development of India's healthcare ecosystem. As a healthcare organization engaged in preventive healthcare, Ayurveda, integrated healthcare services, and wellness solutions, the Company recognizes that effective public policy plays a significant role in improving healthcare accessibility, affordability, innovation, patient safety, and sustainable healthcare delivery.

The Company believes that constructive engagement with government authorities, regulators, industry associations, healthcare institutions, and other relevant stakeholders contributes to informed policymaking that benefits patients, healthcare providers, businesses, and society at large. Such engagement also enables the Company to share its experience and expertise in areas relevant to healthcare delivery and wellness.

This Policy establishes the principles and framework governing the Company's public advocacy activities and ensures that all such engagements are undertaken ethically, transparently, responsibly, and in compliance with applicable laws and regulations.

2. Purpose

This Policy has been formulated to:

- i. Establish a consistent framework for the Company's participation in public policy discussions and advocacy initiatives.
- ii. Ensure that advocacy activities are conducted with integrity, transparency, and accountability.
- iii. Promote engagement with policymakers and industry stakeholders in a lawful and ethical manner.
- iv. Support healthcare policies that encourage preventive healthcare, patient welfare, innovation, and sustainable healthcare practices.
- v. Ensure that all advocacy efforts are aligned with the Company's values, business objectives, and Environmental, Social and Governance (ESG) commitments.

3. Scope

This Policy applies to:

- Members of the Board of Directors and Key Managerial Personnel.

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- Senior management and employees representing the Company before government authorities, regulators, industry associations, or other external stakeholders.
- Employees engaged in legal, compliance, regulatory affairs, government relations, corporate communications, or any function involved in policy advocacy.
- Consultants, advisors, legal counsels, public affairs professionals, or other third parties authorized to represent the Company in advocacy-related matters.
- Subsidiaries, joint ventures, and group entities under the Company's management control, to the extent permissible under applicable law, and any third party engaged by such entities to undertake advocacy on the Company's behalf.

4. Guiding Principles

The Company's public advocacy activities shall be guided by the following principles:

4.1 Ethical Conduct

The Company shall conduct all advocacy activities with honesty, fairness, professionalism, and integrity. Employees and authorized representatives shall not engage in bribery, corruption, improper influence, or any unethical practice while interacting with public officials, policymakers, regulators, or industry bodies.

4.2 Compliance with Laws

All advocacy activities shall comply with applicable laws, regulations, industry standards, and the Company's internal policies, including the Code of Conduct and Anti-Bribery and Anti-Corruption Policy. The Company shall ensure that its advocacy efforts are carried out within the framework of applicable legal and regulatory requirements.

4.3 Transparency and Accountability

The Company shall maintain transparency in its advocacy initiatives by appropriately disclosing its interests, affiliations, or positions whenever required. Records of significant advocacy engagements shall be maintained to ensure accountability and facilitate internal review.

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4.4 Evidence-Based Advocacy

The Company's policy positions shall be based on credible information, scientific evidence, healthcare research, operational experience, and regulatory developments. Recommendations shall be developed with due consideration to patient welfare, public health priorities, and industry best practices.

4.5 Alignment with Corporate Values

The Company's advocacy initiatives shall support its mission of improving healthcare outcomes while remaining consistent with its values of patient-centricity, ethical business conduct, sustainability, innovation, and responsible corporate governance.

4.6 Responsible Engagement

The Company shall engage with policymakers, regulators, industry associations, academic institutions, and healthcare organizations respectfully and professionally. Such engagement shall seek to contribute constructively to public policy while respecting the independence of governmental decision-making processes.

4.7 Political Neutrality

The Company is committed to maintaining political neutrality in all its public advocacy and stakeholder engagement activities. Its advocacy efforts shall be focused solely on matters relevant to the healthcare sector, public policy, and the Company's business objectives, with the aim of contributing constructively to policy development and the broader public interest. Any engagement that may have political implications shall be undertaken in accordance with applicable laws, regulatory requirements, and the Company's governance framework. Employees and authorized representatives acting on behalf of the Company shall ensure that any views expressed in such engagements represent the Company's approved position and not their personal opinions or affiliations.

4.8 Conflict of Interest

Any employee, Director, or authorized representative involved in advocacy activities shall disclose any personal, financial, or professional interest — including prior employment with a government or regulatory body, or association with an industry body whose position may conflict with the Company's — that could reasonably be perceived to influence, or be influenced by, the advocacy position being taken. Such disclosures shall be made to the

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Compliance function prior to the engagement, in accordance with the Company's Code of Conduct and Conflict of Interest norms.

5. Priority Advocacy Areas

The Company may participate in policy discussions and advocacy initiatives concerning matters relevant to the healthcare sector, including:

- Preventive healthcare and wellness promotion.
- Ayurveda, AYUSH, and integrated healthcare systems.
- Healthcare accessibility, affordability, and patient-centric care.
- Digital health, telemedicine, healthcare technology, and innovation.
- Healthcare quality standards, patient safety, and clinical governance.
- Medical education, healthcare workforce development, and skill enhancement.
- Sustainable healthcare practices and responsible environmental management.
- Proposed legislation, consultation papers, regulations, and industry standards impacting the healthcare sector.

The Company may also collaborate with recognized industry associations, professional bodies, research institutions, and government agencies where such collaboration supports responsible policy development and aligns with the Company's objectives.

6. Roles and Responsibilities

Board of Directors

The Board shall provide strategic oversight of the Company's public advocacy framework and ensure that advocacy activities remain aligned with the Company's long-term strategy, governance principles, and stakeholder interests. The Board may review significant advocacy initiatives that could have material regulatory, financial, or reputational implications.

Key Managerial Personnel

The Key Managerial Personnel shall oversee the implementation of this Policy and shall:

- Identify significant policy developments affecting the Company's business.
- Review and approve major advocacy positions and policy submissions.
- Guide engagements with government authorities, regulators, and industry forums.
- Ensure advocacy initiatives remain aligned with the Company's strategic priorities.

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Senior Management

Senior management and functional heads shall:

- Coordinate advocacy activities within their respective functions.
- Ensure compliance with applicable legal and ethical requirements.
- Maintain appropriate documentation of significant advocacy engagements.
- Consult the Legal and Compliance functions before making policy representations where necessary.

7. External Communications

Any communication, representation, consultation response, or submission made on behalf of the Company before government authorities, regulators, public institutions, industry associations, or other external stakeholders shall be made only by authorized persons in accordance with the Company's internal approval mechanisms and communication protocols.

Where external consultants or advisors are engaged to support advocacy activities, they shall comply with this Policy, the Company's Code of Conduct, confidentiality obligations, and all applicable legal requirements.

8. Gifts, Hospitality, and Interactions with Public Officials

No employee, Director, or authorized representative shall offer, give, or promise any gift, hospitality, or benefit to a public official, regulator, or policymaker in connection with any advocacy activity, except for nominal courtesies (such as working meals or customary business mementos) permitted under, and within the limits prescribed by, the Company's Anti-Bribery and Anti-Corruption Policy and Gifts and Hospitality guidelines.

9. Governance and Reporting

- Significant engagements will be reported to the Board.
- An annual advocacy performance review shall assess the impact, compliance and alignment of efforts.
- Any concern regarding non-compliance with this Policy may be reported through the Company's Vigil Mechanism / Whistleblower Policy, and no employee shall be subject to retaliation for raising such a concern in good faith.

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10. Review and Amendments

This Policy shall be reviewed periodically to ensure that it remains relevant to the Company's business operations, evolving healthcare landscape, and applicable legal and regulatory requirements.

Notwithstanding anything contained in this Policy, the Company shall comply with all applicable laws, rules, regulations, and statutory requirements, including any amendments issued from time to time. In the event of any inconsistency between this Policy and any applicable law or regulation, the provisions of the applicable law shall prevail. Any subsequent amendment to applicable laws shall automatically apply to this Policy until appropriate revisions are approved by the Company.

11. Policy Disclosure

This Policy shall be placed on the Company's website and shall be made available to stakeholders on request, in the interest of transparency and in line with the Company's disclosure commitments under applicable SEBI Listing Regulations.

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