

# Media Policy and Guidelines

## Tata Power Group: Media Policy and Guidelines

### Preface:

As a Public Limited Company, Tata Power Group's plans are of special interest to the general public. In order to ensure a professional relationship with the media, due diligence must be done to ensure that information originating from the Company is accurate, complete, reflects the official position of the organization and is released to the media and target publics in a timely manner.

Corporate Communications has been designated as the first and primary contact with the media. Most reporters will contact the department when they need information. In the interest of orderly, consistent management of the information released to the media, the enclosed guidelines have been established for internal purpose. The objective of this document is:

1. To define roles and responsibilities within the organization for working with the media. It will also assist the media by clarifying the level of service they can expect regarding access to officials, provision of information, and responses to enquiries.
2. To ensure consistency of our positioning, and key messages for enhancing our reputation

# Media Policy and Guidelines

## Spokesperson(s) for Tata Power:

- A designated group of spokespersons are identified, who are responsible for speaking to the press and media at Tata Power.
- **Level I: Key Spokesperson: CEO & Managing Director (Mr. Praveer Sinha), Tata Power**
  - All media announcement / queries pertaining to the overall business of Tata Power will be addressed only by CEO & Managing Director.
- **Level II: Spokesperson(s):** The following members of the Senior Management team may comment on stories specific to the relevant areas in conjunction with Corporate Communications.

**Level I: Key Spokesperson: CEO & Managing Director (Mr. Praveer Sinha), Tata Power: All media announcement / queries pertaining to the overall business of Tata Power will be addressed only by CEO & Managing Director.**

• **Level II: Spokesperson(s): The following members of the Senior Management team may comment on stories specific to the relevant areas in conjunction with Corporate Communications and pre-approved by CEO & Managing Director.**

- **Generation and Plant Performance:** Mr. Vijay Namjoshi
- **Financial Performance and Emerging business:** Mr. Ramesh Subramanyam
- **Performance of T&D:** Mr. Sanjay Banga
- **Performance of Renewables:** Mr. Ashish Khanna
- **Performance of Tata Power Delhi Distribution:** Mr. Ganesh Srinivasan
- **Performance of Tata Power Ajmer Distribution Limited:** Mr. Gajanan Kale
- **Performance of Tata Power Central Odisha Distribution Limited:** Mr. Shenbagam M
- **Performance of TP Renewable Microgrid Ltd.:** Mr. Manoj Gupta
- **Performance of Powerlinks:** Mr. Yogesh Luthra
- **Human Resources:** Mr. Himat Tewari
- **Performance of CGPL:** Mr. A N Ramesh
- **Performance of Maithon Power Limited:** Mr. Ramesh Jha
- **Performance of Kaliganagar:** Mr. Vijayant Ranjan
- **Performance of Haldia:** Mr. Vijayant Ranjan/ Mr. Ashoke Lodh
- **Performance of Hydros:** Mr. Anil Jain/ Mr. Prabhakar Kale
- **Performance of Trombay:** Mr. Anil Jain

- **Situational Interactions (Not Spokespersons):** Other than the above-identified spokespersons, the following heads (like Plant/Location Heads, Consumer Relations, and Technology) may be required to comment on stories specific to their area of operation (but not falling in any of the above-mentioned areas) in some situations. **In such a scenario, the media interaction will be pursued in conjunction with Corporate Communications and with prior approval from the CEO & Managing Director.** However, even for the stories in their area of operation, the divisional heads cannot proactively pursue the media interaction. In case of being contacted by the media directly, the divisional head would need to inform Corporate Communications and not share any perspective with the media in isolation. The Communications team will in turn speak with the journalist to find the exact nature of the story and suggest the communication approach.

## Communication Guidelines:

- All spokespersons are entitled to comment only on issues that come under their **operational jurisdiction and routed via Corporate Communications**. All other queries will need to be addressed by the Managing Director/Corporate Communications.

# Media Policy and Guidelines

- For guidance on comment on corporate level regulatory issues, the business heads (of businesses such as TPDDL, Tata Power Solar, Powerlinks, etc.) must seek the direction of the Managing Director and issue a statement in conjunction with Corporate Communications.

All spokespersons and especially divisional/location heads must proactively share any sensitive information with Corporate Communications on PR implications such as (litigation issue, plant related issues, accidents etc.) pertaining to their jurisdiction in advance. An information capturing format has been circulated to all business heads and the same should be shared with Corporate Communications within the stipulated timeline for reputation management. Enquiries in the following categories are particularly sensitive and must be forwarded immediately to Corporate Communications within an hour of occurrence:

- Financial (e.g. Quarterly or annual earnings, stock performance, pricing policies, market forecasts)
  - Corporate (e.g. litigation, public affairs, unscheduled power failure/outages, corporate reorganizations, executive changes)
  - Crises (e.g. power failures)
  - Investigative (e.g. rumored new project & expansions, reorganizations)
  - Partnerships (e.g. shareholder relationships, especially future acquisitions or alliances)
- Any white papers /material presented in external forums, a copy of the same should be shared with Corporate Communications.

## **Handling the Media Queries:**

- All media calls / queries will need to be reviewed and routed through Corporate Communications and responded within 24 hours.
- On being contacted by the media, the spokesperson would need to inform Corporate Communications. The Communications team will in turn speak with the journalist to find the exact nature of the story and suggest the communication line to the concerned spokesperson.
- On being contacted by the media on the phone/mobile, the spokesperson should route the call to Corporate Communications. The Communications team will in turn speak with the journalist to find the exact nature of the story and suggest the communication line to the concerned spokesperson.
- Any spokesperson participating in a media interview must have a member of the Corporate Communications team present or monitoring the interview by phone.
- If representative from the Corporate Communications team is not present during the interview the spokesperson will need to teleconference or (in extreme circumstances) inform about the details shared with the media promptly after the interview is concluded.
- The spokespersons will need to coordinate with the Corporate Communications team for issuing any press statements / releases. All press conferences / meets must have the approval of the Managing Director/Director-in-charge & are to be organized with active involvement of Corporate Communications.
- As a standard operating procedure media should be asked for expected questions (tentative) before every interview in order to be well prepared.

# Media Policy and Guidelines

- It is always preferred to respond to press queries in writing.

## **Standard Responses & Caveats:**

- Like many prominent publicly held companies, Tata Power is occasionally the subject of rumours or speculation in the media. Tata Power's standard response is: "Our policy is not to comment on rumours or speculation". Any queries concerning rumour or speculation should be referred promptly to Corporate Communications.
- While Tata Power shares information on a broad scale with the media and industry analyst communities and other external audiences, as per statutory guidelines and in general, the company does not give out any forward-looking statements/information; comment on competition or litigation; or discuss plans or operations that have not been announced publicly.
- Tata Power does not issue news releases announcing engagements until a definitive agreement has been signed unless there is a critical business or other reason to warrant an exception. When an exception is made, the announcement must make clear that the agreement is subject to further negotiation, the terms of the final agreement and any applicable regulatory requirements.
- There is no 'off the record' or "informal" response to the media.

## **Alliances/Joint Ventures/Subsidiaries:**

All decisions regarding issuing a news release about or otherwise publicizing any alliance or joint venture should be coordinated with the appropriate corporate communications contact of the other organization.

The Tata Power name can be used in alliance/joint venture news releases only if at least one of the following criteria is met:

- The alliance/joint venture partner is required to issue a news release to fulfill disclosure requirements. This case must be verified with the alliance/joint venture partner's legal counsel and coordinated with Tata Power's Corporate Communications and Legal & Commercial teams.
- The news release highlights winning of an order, new project or new business initiatives that is directly attributable to the alliance/joint venture relationship.
- The joint venture/alliance is important to Tata Power for any of the following reasons:
  - Financial impact
  - Brand impact
  - Market impact

In cases in which a news release is deemed appropriate, Corporate Communications (Tata Power) should develop and approve the content of the release, and Tata Power and the alliance/joint-venture partner should issue the release jointly. Alliance/joint-venture partners should never issue a news release that mentions Tata Power without Tata Power's consent.

## **Notes:**

- Managing Director/of the Company can make exceptions and changes to the above guidelines at any point in time.

# Media Policy and Guidelines

- For any exceptional occurrence or any action in public domain not covered specifically by the above guidelines should be taken in consultation with Corporate Communications.
  - A separate ‘**Trickle Effect Policy**’ exists for all location level media interactions for generating positive coverage
  - These guidelines deal with day-to-day relationship with media and do not address how the Company will work with the media in a crisis, for which separate guidelines will be available.
-