

# 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. 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 the public promptly.

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 purposes. 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 inquiries.
2. To ensure consistency of our positioning and key messages for enhancing our reputation

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## Spokesperson(s) for Tata Power:

- A designated group of spokespersons is identified, who is 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 announcements/queries about the overall business of Tata Power will be addressed only by the 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 announcements/queries about the overall business of Tata Power will be addressed only by the 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
  - **Performance of CGPL:** Mr. A N Ramesh
  - **Performance of PPGCL:** Mr. Brajesh Singh
  - **Performance of Maithon Power Limited:** Mr. Vijayant Ranjan & Mr. Ramesh Jha
  - **Performance of Kaliganagar:** Mr. J.Sidhu
  - **Performance of Haldia:** Mr. Ashish Bhat
  - **Performance of Hydros:** Mr. Prabhakar Kale
  - **Performance of Trombay:** Mr. Shirish Kamat
- **Financial Performance :** Mr. Sanjeev Churiwala
- **Performance of T&D:** Mr. Sanjay Banga
  - **Performance of Tata Power Delhi Distribution:** Mr. Ganesh Srinivasan
  - **Performance of Tata Power Ajmer Distribution Limited:** Mr. Manoj Salvi
  - **Performance of Tata Power Central Odisha Distribution Limited:** Mr. Shenbagam M
  - **Performance of Tata Power Western Odisha Distribution Limited:** Mr. Gajanan Kale
  - **Performance of Tata Power Northern Odisha Distribution Limited:** Mr. Bhaskar Sarkar
  - **Performance of Tata Power Southern Odisha Distribution Limited:** Mr. Arvind Singh
  - **Performance of Powerlinks:** Ms. Kiran Gupta
  - **Performance of Tata Power Trading Limited:** Mr. Tarun Katiyar
- **Performance of Renewables:** Mr. Ashish Khanna.
  - **Performance of TP Renewable Microgrid Ltd & Solar Pumps.:** Mr. Rama Krishna S
  - **Performance of Tata Power Solar:** Mr. Mahesh Paranjpe
  - **Performance of TPREL/ WREL:** Mr. AG Patil
- **Human Resources:** Mr. Himat Tewari
- **Performance of New Business Services:** Mr. Gurinder Singh Sandhu
  - **Performance of EV Charging / Home Automation / ESCO:** Mr. Gurinder Singh Sandhu
  - **Performance of Solar Rooftop:** Mr. Shivram. Bikkina
- **Performance of Sustainability / CSR –** Ms. Jyoti Kumar Bansal

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- **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 are routed via Corporate Communications**. All other queries will need to be addressed by the Managing Director/Corporate Communications.
- 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 issues, plant-related issues, accidents, etc.) about 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. Inquiries 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 to 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

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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 monitor the interview by phone.
- If a 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 & is to be organized with the active involvement of Corporate Communications.
- As a standard operating procedure media should be asked for expected questions (tentative) before every interview to be well prepared.
- 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 rumors or speculation in the media. Tata Power's standard response is: "Our policy is not to comment on rumors or speculation". Any queries concerning rumor 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.

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- The news release highlights winning of an order, new project, or new business initiatives that are 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
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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.
- For any exceptional occurrence or any action in the public domain not covered specifically by the above guidelines should be taken in consultation with Corporate Communications.
- These guidelines deal with the 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.

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