

PATANJALI FOODS LIMITED

PUBLIC ADVOCACY POLICY

(Approved by the Board of Director at their meeting held on August 14, 2026)



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Effective Date: August 14, 2026

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PUBLIC ADVOCACY POLICY

1. Purpose

Patanjali Foods Limited ("PFL") / ("the Company") is committed to engaging in the public policy advocacy process in a responsible, ethical, and transparent manner. As a leading FMCG and wellness company with a foundation rooted in Ayurveda, sustainable farming, nutrition, and holistic well-being, PFL recognizes the importance of contributing positively to public policy dialogues that shape the business environment, society, and communities we serve.

Our advocacy initiatives will remain aligned with our vision of providing "Swadeshi, natural, and healthy products for sustainable development and self-reliant India", and will always be in compliance with applicable laws and regulatory frameworks.

2. Definitions

Company: Patanjali Foods Limited (PFL).

Associates: Includes directors, Key Managerial Personnel (KMPs), employees, agents, representatives, vendors, contractors, suppliers and business partners acting on behalf of the Company.

Public Advocacy: Legitimate activities undertaken to engage with governmental or non-governmental institutions, trade associations, and regulatory bodies, with the objective of influencing policies, regulatory developments, and industry standards in alignment with PFL's values and commitments.

Unethical Practices: Any engagement or advocacy effort involving corruption, coercion, misrepresentation, or activities that violate the Company's Code of Conduct and the law.

3. Objective

The Policy has been developed to:

- Guide the approach and principles of PFL while engaging with government authorities, industry forums, and other stakeholders on issues of public interest.
- Ensure that advocacy undertaken serves the best interests of our stakeholders, communities, and India's sustainable growth.
- Promote transparency, ethical leadership, and compliance in public policy engagements.



4. Scope

This Policy applies to all Associates of PFL, Group Companies, and any persons acting on behalf of PFL in policy advocacy activities at local, state, national, or international levels.

5. Guiding Principles

In our advocacy efforts, PFL will:

- Ensure **total compliance** with applicable laws, regulations, and codes of conduct.
- Promote **transparency, accountability, and integrity** in all public advocacy interactions.
- Engage in **collective industry platforms** (such as FICCI, CII, and relevant FMCG/food/ayurvedic associations) to voice positions that support public good, consumer interest, and national self-reliance.
- Ensure all advocacy positions are **aligned with PFL's business philosophy of Swadeshi, sustainability, and holistic wellness**, and consistent with India's National Guidelines on Responsible Business Conduct (NGRBC).
- Avoid any conflict of interest, corruption, or unethical lobbying practices.
- Ensure **strategic record-keeping** of all advocacy-related interactions and representations.
- Encourage **grievance redressal mechanisms** for reporting any deviation from the policy.
- Undertake disciplinary action against any confirmed violation of this policy.

6. Management Engagement in Public Advocacy

- PFL's **Managing Director/CEO** and senior Management team shall represent the Company on relevant chambers of commerce, trade associations, and industry councils, such as FICCI, CII, and FMCG/Agro/Ayurvedic/Pharma related bodies.
- These platforms will be utilized to exchange perspectives, build consensus, influence regulations where necessary, and promote a healthy, competitive, and consumer-centric marketplace.
- PFL leadership will particularly emphasize advocacy on issues such as:
 - Ayurveda, nutrition, and safe food standards.
 - Sustainable agriculture and farmer upliftment.
 - Renewable energy adoption and climate responsibility.
 - Consumer wellness and self-reliant (Atmanirbhar) India initiatives.



7. Employee Engagement in Public Advocacy

All employees engaging in public advocacy on behalf of PFL are expected to:

- Be truthful, respectful, and constructive in all interactions.
- Represent issues with evidence, research, and alignment with PFL's values.
- Avoid unauthorized disclosure of confidential or strategic information.
- Seek prior written approval for any advocacy engagement outside formal platforms.

8. Confidential Information

No associate shall disclose or misuse confidential information, trade secrets, strategic policies, or sensitive data during advocacy processes. Any breach will lead to strict disciplinary action, including termination.

9. Compliance & Reporting

- Any violation of this policy may result in disciplinary action or termination.
- Associates are encouraged to **promptly report** any actual or suspected breach of this policy to the appropriate level of management or through the whistleblower mechanism.

10. Policy Statement

- PFL upholds the highest standards of ethics and integrity in its all advocacy efforts.
- Engagement in advocacy will primarily be through **recognized industry associations and collective platforms**.
- PFL's policy advocacy will be aimed at fostering **fair competition, consumer trust, sustainable development, and farmer/producer welfare**.
- Advocacy efforts will always align with **responsible business practices, national priorities, and respect for human rights**.

11. Policy Review & Amendment

This Policy shall be periodically reviewed by the **ESG and CSR Committee** and amendments, if any, will be recommended to the Board of Directors for approval.

PFL is committed to abiding by this Policy **both in letter and spirit** to ensure that its advocacy contributes to societal progress, national development, and the well-being of all stakeholders.

