



# KIOCL Limited

(A Government of India Enterprise)

## Corporate Communication Policy



**Corporate Communication Department**  
II Block, Koramangala,  
Bangalore-560 034

# Corporate Communication Policy

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## **1.0 INTRODUCTION**

KIOCL Limited, flagship Company under the Ministry of Steel, Government of India, with Mini Rathna status was formed on 2<sup>nd</sup> April 1976.

The Country's prestigious Export Oriented Unit has its Corporate office at Koramangala, Bangalore and Pelletisation Complex at Mangalore, coastal city of Karnataka, having expertise in Iron Ore Mining, Filtration Technology and Production of high quality Pellets.

The annual capacity of the Pellet Plant is to produce about 3.5 million tons of Iron Ore Pellets. KIOCL has to its credit ISO 9001:2008, ISO 14001:2004 & OHSAS 18801:2007 certifications.

## **2.0 PURPOSE**

The policy is to establish guidelines for Corporate Communication Department of the company, including the release of information about the Company along with the CSR activities to the general public, media, customers, share holders, potential investors and other stakeholders.

## **3.0 SCOPE**

This policy govern all the employees of KIOCL Limited with respect to all information (general, confidential) in whatever form or means, regarding the Company that is shared among the Company, Employees and other parties.

## **4.0 OBJECTIVES**

The company has an obligation to ensure that all information related to the business and affairs of the Company is disclosed on a timely, consistent and appropriate manner, i.e,

- i. To project KIOCL image commensurate with KIOCL's performance and achievements.
- ii. To meet the information requirements of the media, general public and other stakeholders.
- iii. To prevent the possibility of wrong/negative publicity of KIOCL Limited.

## 5.0 DEFINITIONS

**CMD** means the Chairman-Cum-Managing Director of the Company.

**Board** means Board of Directors of the Company.

**Company** means KIOCL Limited and its controlled subsidiaries and affiliates.

**Employees** mean KIOCL Ltd Employees – any person employed by the Company, as well as members of the Board of Directors of the Company.

**Public Disclosure** means fulfillment of the Company's obligation to disclose Information in an appropriate manner.

**Confidential Information** – material information not widely disseminated within or external to the Company which, if disclosed, would be unduly detrimental to the Company's interests. For example, immediate disclosure might interfere with the Company's pursuit of a specific objective or strategy, with ongoing negotiations, or with its ability to complete a transaction.

**Disclosure of Information**– authorized employees with a primary function to assist the Chairman-Cum-Managing Director & Directors in fulfilling their oversight responsibilities with respect to certification of disclosure controls and procedures.

## 6.0 CORPORATE SPOKESPERSON:

The Chairman-cum-Managing Director is the Chief Spokesperson of the Company. The Directors, Executive Directors and General Managers are the other authorized Spokespersons. The Head of Corporate Communication department, Bangalore is the Official Spokesperson. The authorized Spokespersons shall limit their interaction to their areas of operation.

The possible topics/areas for interaction with the Media by the authorized Spokespersons. The authorized spokesperson has a responsibility to speak to the best of his knowledge subject disclosure restrictions.

- i. **Production:** Operations, Performance, New Product, New Technologies, R&D, Quality and related issues
- ii. **Finance:** Financial performance, Cost Reduction, Capex, Debt, Equity, Interest, Dividend and related issues.
- iii. **Commercial:** MOUs, Joint Ventures, Exports, Order Book and related issues.



- iv. **Human Resources:** Man Power, Personnel Policy, HR initiatives, Employment of underprivileged, Wage negotiation, VRS, CSR, RTI. Awards, Welfare and other related issues.

## **7.0 ROLE OF CORPORATE COMMUNICATION DEPARTMENT:**

- 7.1 Corporate Communication Department is responsible for all Media interaction. Corporate Communication department will receive and route all media queries to the authorized spokesperson concerned.
- 7.2 Corporate Communication Department is the interface between the Media and the organization and can share any information which is already in public domain in any form. Ex: Annual Reports, Press Release, website, House Magazine as well as information authorized by any of the Authorized Spokespersons.
- 7.3 When necessary, journalist, interaction/interview with CMD, Directors and General Managers will be co-coordinated by Corporate Communication Department, with prior approval of the concerned Authorized Spokesperson.
- 7.4 The Head of the Corporate Communication, Bangalore, will issue all Press Releases on matters related to the entire organization at the Corporate Level. Press Releases on matters such as Awards, Quality, Environmental issues, VIP visits, IT issues, Senior Executives appointments, including promotions and other general issues will be approved and issued by the Head of Corporate Communication Department. Press Releases like that for the Annual Press Conference, about products and new businesses, technologies, significant orders and any other sensitive issue will be issued by the Head of the Corporate Communication only after the approval of competent authority.
- 7.5 The Corporate Communication Department ensures effective flow of information of the company to employees, stakeholders, general public, and shareholders with the prior approval of competent authority through channels like
  - i. Circulars & Office Orders



- ii. KIOCL website,
- iii. House Magazines
- iv. Electronic and Print media.
- iv. Company Brochures
- v. Ad Materials
- vi. Exhibitions/Trade Fairs

## 8.0 CORPORATE COMMUNICATION STRATEGY TOWARDS CSR

Corporate Communication department play a significant role in ensuring that the company adopts Corporate Social Responsibility programs. The company is implementing CSR projects/programs as per the Rules specified in Section 135 of the company Act-2013.

The Corporate Communication department play active role in providing effective publicity to the CSR activities of the company through

8.1 **KIOCL website:** Information related to CSR Policy, CSR activities undertaken during the previous years, related photos are uploaded on the website.

8.2 **Annual reports and AGM:** CSR activities undertaken by the company are incorporated in the annual reports which are handed over to the share holders.

8.3 **House Journals:** Quarterly house magazines are printed and distributed to all the employees, Ministry of Steel, outside contacts, bureaucrats, TOLIC members etc.

8.4 **Electronic and Print media :** News material are shared with the media as and when any CSR activities are undertaken in and around the project sites to see that the information is disseminated among the public, stakeholders etc.

8.5 **Company Brochures:** Outside contacts, bureaucrats are handed over with the brochure which has CSR related information.

8.6 Display of photographs of CSR activities on company notice boards.



8.7 Using Social media like Facebook , Google +, linkedin etc. for reaching larger public

8.8 Display of CSR activity photographs on hoardings.

8.9 Fixing/Erection of metal/granite engraved with CSR activity of the company in the place of donation, wherever possible.

8.10 Display of CSR activity of company on the vehicles donated.

## **9.0 PRESS RELEASES BY THE UNITS**

On matters related to the Units, the Unit Heads of the rank of General Manager are authorized to issue Press Releases at their end under intimation to Head of Corporate Communication, Bangalore. And such press releases are confined to their areas of operation.

## **10.0. ELECTRONIC COMMUNICATION AND CORPORATE WEBSITE**

All communications, including electronic communications, must comply with securities laws. This includes email, the internet, and the intranet. Proper precautions should be taken when using electronic communications to discuss confidential information.

Any financial information on the Company's website will include a notice that advises the reader that the information posted was accurate at the time of posting, but may be superseded by subsequent events.

Due to the immediacy of electronic information, KIOCL employees are discouraged from participating in discussions about the Company on internet discussion forums, chat rooms, or bulletin boards. KIOCL employees may not, at any time, discuss confidential information.

## **11.0 OTHER ISSUES**

As stated in the clause no. 6.0 no other employee other than those authorized shall interact with the Media. Any Media query received by any



department/division/person/individual/official is to be directed to the concerned General Manager/ Corporate Communication department for necessary action.

The authorized Spokespersons will exercise due care and diligence while interacting with the Media. The information given will be accurate, based on facts, not exaggerated and will have no scope for misinterpretation. They will project the true picture of the unit/organization related to their areas of operation while interacting with the Media.

Press Conferences/Meets are generally addressed by CMD only. However, authorized Spokespersons may hold press Conference/Meets, where required, with the prior approval of CMD.

### **12.0 ANNUAL REVIEW OF POLICY**

The General Manger (HR) will review and update, if necessary, the policy on an annual basis or as needed to ensure compliance with changing regulatory requirements.

### **13.0 INTERPRETATION**

The Chairman-Cum-Managing Director shall be the final authority in the interpretation of this policy.

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