

(Adapted on 28 November 2008)



COAL INDIA LIMITED

POLICY ON PUBLICITY / ADVERTISEMENT AND GRANT

1. Corporate advertisement or advertisements/sponsorships in special feature/ special issues brought out by **Business dailies/ News dailies** -
 - a) Focus should primarily be on **National dailies** having Indian News Paper Society (INS) accreditation with minimum circulation of 75,000 (INS norms for large dailies) as per audited figures of Audit Bureau of Circulation (ABC) or other recognized bodies of INS.
 - b) Advertisement/ sponsorship in such national dailies should be decided considering its relevance and importance of the issue to coal India and also media reach of the daily.
 - c) For new entrants (national dailies), the extent of advertisements/ sponsorship shall depend upon its circulation as certified by ABC or comparable organisations, recognized by INS, if any and also the relevance of the subject to CIL.
 - d) For **Regional/ Local/Vernacular dailies**, focus should only be on such dailies in the states which fall in the command area of CIL and its subsidiaries and New Delhi, because of its being country's capital. Since local language newspapers, though popular in their own right, do not enjoy large circulation like national newspapers, the circulation figures as specified above for national dailies, may not be insisted upon.
 - e) Advertisement/ sponsorship in such Regional/ Local/Vernacular dailies should also be decided considering the relevance and importance of the issue to Coal India and media reach of the daily.

1.1 While efforts would be made to provide equitable spread amongst various dailies, the selection of news daily for advertisements shall be primarily based on relevance/ importance of the issue to CIL and also circulation and proper reach to the intended target audience. Number of releases to be made to particular news daily in a financial year shall be as per publicity requirement of CIL. All the newspapers to be considered for sponsorship/ advertisements should have Indian News Paper Society (INS) accreditation.

2. **Weekly newspapers** -

These are very few in number and do not generally have any significant readership. CIL should not consider issuing Advertisements to these on a regular basis, as there are hardly any renowned publications under this category. However, issue of advertisements in such

weekly newspapers, which cover news on Coal India or its subsidiary companies extensively on regular basis for quite a longtime, may be considered.

The advertisements in such weekly daily should not exceed Rs.3.50 Lakh per newspaper in a financial year. All such weekly newspapers to be considered for issue of advertisements should have Indian News Paper Society (INS) accreditation.

3. Magazines/ Periodicals/ Journals / Directories etc.

Magazines are of various types i.e. news, technical, managerial, business, industry, environment, social, educational, literary, art, culture, sports etc. In this category, consideration of INS accredited ones only may not be practicable as many such magazines may not have such recognition though these magazines may have a wide media reach and also may be of relevance to CIL particularly those relating to technical, business, industry etc. There are also magazines which are brought out separately (not with Newspapers) by INS accredited Newspapers/ Business dailies, periodically on special occasions, but not having INS accreditation of their own.

Advertisements to all such Magazines/ Periodicals/ Journals / Directories etc. under the above category, who approach CIL for the same, be issued by CIL considering merit and its reach to the target readers. Such releases may normally be restricted to one in a financial year in any particular magazine. However, depending on the relevance and importance of the magazine number of releases in any particular magazine in a financial year may be more.

The magazines seeking support should be in circulation for a period of atleast one year. For new entrants, the decision should have bearing on aspects e.g. circulation, target readership etc.

There will not be a cap on a single advertisement under this category as the rates are widely varying. Rates paid in the preceding years may be some pointer based on which decisions may be taken for release of advertisements.

4. Advertisements through Hoarding etc.-

CIL may consider putting up hoarding/ display board at prominent locations such as Airport lounges/ important public places/ vantage points as a publicity measure and also to enhance public awareness about Coal India and its activities.

5. **Advertisements in Audio-Visual media -**

As a part of sustained publicity campaign for enhancing image and awareness about CIL and its activities, CIL may consider advertisements in the audio-visual media.

6. For advertisements/ sponsorship assistance to **charitable institutions**, the organization/ institute seeking assistance should be registered with the appropriate authorities. All national and state level charitable institutions should get the priority for CIL's participation/ assistance. Charity work at various local levels may receive consideration on merit. Recommendation by public figure e.g. MP/MLA/Municipal heads, recognised local level institutional heads, renowned personalities in the field of art, literature, culture, education, commerce and industry, administration, sports, medicine should receive special consideration in such cases.

7. Request for **Sponsorships of various events** like national/ international conferences, seminars, workshops, summits, business sessions, cultural events, sports etc. is received by CIL from different organizations/ institutes. A broad guideline for such sponsorships are given below:

- a) The organizations/ institute, seeking sponsorship, should be a non-profit entity. Organisers should submit the audited accounts of income and expenditure of previous year duly audited by a chartered firm along with the request for sponsorship.
- b) CIL should support only those seminars/conferences/events etc. where topic is of interest to CIL or where CIL is likely to get publicity mileage.
- c) The organisation should ensure that once a sponsorship has been granted by CIL it should not approach any subsidiary of CIL i.e. only one sponsorship from entire CIL would be granted.
- d) Against the sponsorship amount so approved, CIL should be allowed to nominate free delegates/ invitees depending upon the sponsored amount.

Exception to the particular condition at sl.no.c) above may be made in case of organization like Mining Geological and Metallurgical Institute of India (MGMI), which generally organizes mining oriented seminars/ workshops with the target participants mainly from CIL and its subsidiaries.

Relaxation of the condition at sl.no.c) may be allowed depending upon merit of the case with a cap on the total sponsorship amount from CIL and its subsidiaries to be decided by the approving authority.

The stipulation at c) is in respect of sponsorship of events only and not advertisements i.e., an organisation can secure advertisements from Coal India Limited and also from the subsidiary companies.

8. a) In respect of **Exhibitions/Fairs**, the first priority should be on international/national ones, be it industrial/mining, which are of interest to CIL, or cultural e.g. film/ theatre/ art/ literature, through which CIL is likely to get publicity mileage.

b) Certain exhibitions/ fairs, which have high standing like Book Fair in Kolkata, and which attracts vast turnout, and where CIL is likely to get publicity mileage, may receive consideration of CIL, if approached.

c) CIL should put up exhibition stall/ pavilion only in Exhibitions of International standard, be it in India or abroad. Participation in International exhibition outside India may be restricted to exhibitions which are of relevance to coal mining.
9. As a responsible corporate, CIL shall volunteer to associate itself with various endeavors of **recognised bodies, registered NGOs** for such activities which are of interest to large section of the society.
10. Various **chamber of commerce and industries** (state and national) who work with close liaison with CIL, in mutual interest, may continue to receive patronage in commensurate with the worthiness of the cause. Such patronage, in the form of sponsorship, may be restricted to once in a financial year, if approached.
11. CIL, if approached, depending on the significance, may support events, held under the aegis of the **corporate or public clubs** of outstanding repute, if the same is for a noble cause, benefiting a reasonable cross-section of the society or if the same helps in image-building of the company.
12. Coal India receives requests for advertisements in Souvenirs brought out by different Puja Committees during the festivals of **Durga Puja and Kali Puja**. The requests are predominantly from its own employees/Kolkata Desk offices of Subsidiary companies etc. This apart, many requests are received from VIPs; MPs; MLAs; MoC officials; State Govt. officials and other Govt. bodies. CIL over years has been considering these requests favorably by issuance of advertisement considering the popularity of these festivities especially in eastern India.

The longstanding practice may not be possible to annul where sentiment of a large number of employees are involved. The practice may, however, be continued with a total budgetary

ceiling not exceeding Rs.3.00 lakhs in a financial year and a maximum limit of Rs.1000/- on advertisement in each case.

The maximum limit for VIPs/other requests from outsiders may be left to the discretion of competent approving authority.

13. As a responsible corporate, CIL should extend its support in the form of advertisements/ banners to **various local events** organized by recognized bodies/ institutes etc. depending on the merit of the case. Such assistance to any particular organization/ institute should be restricted once in a year.
14. CIL receives requests for advertisement from MPs and MLAs from all over the country which are categorised by MOC as **VIP references**. This needs to be dealt on merit of the cases without contravening policies outlined in this document. Deviation of the policy, if need to be done to accommodate such requests, should be done only with the approval of competent authority. Practice demands intimation on action taken against such requests.
15. The policy should be reviewed for its effectiveness once in a year.

16. GRANTS AND DONATIONS UNDER CORPORATE SOCIAL RESPONSIBILITIES -

CIL have been receiving several requests for grant/donation/financial assistance from different levels like NGOs, Ministry, State Government, VIPs, Clubs, various other institutions and individuals etc. CIL also receive requests for **sponsorships/ advertisements of events, like sports related activities or social welfare activities, which fall under the welfare category**. The Welfare Division irrespective of publicity attached to them as end benefit should deal these as per policy, if any or prevalent practice. For publicity needs of such events, CC&PR Division shall lend its support.

Welfare Division should deal grant/ donation/ financial assistance as per procedure laid down in the earlier "Policy on Advertisements, Publicity and Grants of Coal India Limited" approved in 5th CIL FDs meet held on July 1, 2007.

17. **DEVIATIONS - ANY DEVIATION FROM THE POLICY, MENTIONED ABOVE, CAN BE MADE BY CHAIRMAN, CIL ONLY.**

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