



Ethical Marketing Policy

To ensure clarity and consistency throughout this Ethical Marketing Policy, the following glossary defines key terms used within the policy.

Glossary:

- **Company:** Refers to "Pakka," including all its divisions, subsidiaries, and affiliated entities.
- **Pakka Team Members:** Refers to all employees of Pakka.
- **Stakeholders:** Individuals or entities directly or indirectly involved in or affected by the Company's business operations, including Pakka team members, customers, contractors, suppliers, and third-party partners.
- **Responsible Marketing:** The practice of promoting products and services ethically, transparently, and in alignment with legal, environmental, and social standards.
- **Greenwashing:** The act of misleading consumers by falsely claiming environmental benefits or sustainability credentials without adequate evidence.
- **ASCI Code:** The Advertising Standards Council of India's self-regulatory code that governs responsible advertising practices in India.
- **CCPA Guidelines:** Rules issued by the Central Consumer Protection Authority to prevent unfair trade practices and misleading advertisements.
- **Extended Producer Responsibility (EPR):** A regulatory framework that holds producers accountable for the environmental impact of their products throughout the lifecycle, especially post-consumer waste management.

Purpose:

As a purpose led organization committed to sustainability and innovation, we strive to engage all stakeholders with honesty, accuracy, and respect. This policy outlines our commitment to ethical, transparent, and responsible marketing practices.

Scope:

This Policy is applicable to Pakka, and all stakeholders involved in business operations with Pakka. Consequently, the policy must be observed not only by Pakka's team members but also by our customers, contractors, suppliers, and all other third-party business partners.

Guiding Principles:

1. Truthful and non-misleading communication:
 - a. All statements must be fact-based, verifiable, and not misleading.
 - b. All claims (Eco-friendly, recyclable, etc) must be supported by third party validation.
2. Compliance with laws and standards:
 - a. There should be adherence to the Advertising Standards Council of India (ASCI) Code, Central Consumer Protection Authority (CCPA) guidelines, and relevant Extended Producer Responsibility (EPR) regulations.
3. Environmental claims and greenwashing:
 - a. Environmental claims should be disclosed with appropriate backups in order to avoid greenwashing
4. Inclusivity and cultural sensitivity:
 - a. Stereotypes should be avoided, and equal representation should be maintained.

Compliance with this policy is paramount. All grievances are to be submitted to connect@pakka.com for resolution. Instances of non-compliance will result in prompt and strict disciplinary actions.

Approved by: Seva Sangh

Effective Date: 1st April 2026

Review Cycle: 3 Years



Handwritten signature and date: 2/4/26