

STAKEHOLDER ENGAGEMENT POLICY

Scope & Applicability:

The Stakeholder Engagement Policy (hereinafter referred to as the “**Policy**”) upon enforcement shall apply to the Board of Directors, including Whole-time Directors and Independent Directors, Employees and Workers who work with DOMS Industries Limited (hereinafter referred to as “**DOMS Industries**”, “**DOMS**”, the “**organisation**”, **We** or the “**Company**”). Persons covered under this policy are hereinafter collectively referred to as “**us**”. The Policy is in addition to and in some cases a repetition and revision of policies and practices that are already in practice within the organisation.

The Policy shall be effective as of August 12, 2024 shall be in force until modified, replaced or terminated.

Purpose of the Code:

The way we engage with our stakeholders greatly impacts our relationships and thereby the success of our organisation. DOMS Industries is committed to fostering positive collaborations and build long lasting relationships that are based on trust, transparent communications and mutual respect, and ensuring that the voices of our external stakeholders are heard and valued.

This Policy has been instated to meet the following objectives:

1. To elaborate on the Company’s responsibilities towards different stakeholders;
2. To lay out broad principles on dealing with our stakeholders including shareholders, investors, suppliers, distributors, vendors, customers, regulators, local communities and the society at large;
3. To provide guidance on communication mechanisms including grievance redressal systems that may be deployed to facilitate feedback and complaints;
4. To enumerate indicative guidelines when sharing information, especially through social media, which is integral to our stakeholder engagement practice;

For more guidance on the Policy, kindly reach out to Company Secretary and Compliance officer or Chief Financial Officer of the Company at cs@domsindia.com and rahul@domsindia.com, respectively.

Responsibility towards Stakeholders

Responsibility towards Consumers:

We are committed to our responsibility of providing good quality products to our consumers that are safe for use, especially by younger children. We must keep up with the latest trends and upcoming applications of our products and accordingly invest in research and development to continuously improve and create new products suited to evolving market requirements. We must follow fair competitive practices, including fair pricing and avoid use of misleading marketing gimmicks.

Responsibility towards Customers:

We engage with customers (super stockist and distributors) ethically and responsibly, considering their interests and concerns. We develop a strong bond with Customers, focus on developing and supporting businesses of Super stockist and distributors by enabling and empowering them through training, awareness, brand promotion, familiarisation, market studies and market development.

Registered Office:

J-19, Opp. Telephone Exchange,
G.I.D.C., Umbergaon- 396171,
Dist. Valsad, Gujarat, India.

Website:

www.domsindia.com

Corporate Office:

Plot No. 117, G.I.D.C., 52, Hector Expansion
Area, Umbergaon- 396171,
Dist. Valsad, Gujarat, India.

Tel: (+91) 7434888445 / 446

E-mail: info@domsindia.com

Mumbai Office:

17th Floor, C-Wing, Kailas Business Park,
Hiranandani Link Road, Vikhroli (W)
Mumbai- 400079, Maharashtra, India.

Tel: (+91) 7069028500 / 600

Email: asst.admin@domsindia.com

Responsibility towards Supply Chain Partners:

We must treat our Supply Chain Partners fairly, by providing a fair chance to make competitive proposals and a reasonable opportunity to make profits. We shall evaluate our Supply Chain Partners based on their competence, pricing and level of service and shall be transparent in our dealings with them. We shall make our payments on time and to the best of our ability.

Responsibility towards Shareholders and Investors:

Our primary responsibility is towards our shareholders and investors. We are committed to our responsibility for providing reasonable returns on the capital deployed as equity or debt and strive to maintain growth and stability in business. We must use our funds efficiently over the short, medium and long-term horizon, while managing our working capital cycle and capital expenditures effectively. We must focus on revenue enhancements and make investments and expenditures with prudence.

Responsibility towards Regulators and Government:

We shall endeavour to respond all notices and information requirements on a timely basis. We must abide by rules, laws and regulations that are applicable to us. We must maintain a healthy dialogue with the regulators and government for the benefit of our business and the industry.

Responsibility towards Local Communities and the Society:

We shall use all natural and man-made resources with care to ensure minimum adverse impact on the environment and the society. We shall provide a fair chance to local communities to be employed with us or work with us, on the basis of their skills and requirements of the job. We shall endeavour to give back to the society through our social development initiatives as part of our Corporate Social Responsibility policy.

Fair Dealings

The Company and its employees shall under no circumstances engage in any anti-competitive practices such as illegal fixing of prices, sharing of markets or other actions which prevent, restrict, or distort competition in violation of applicable anti-trust laws.

The Company shall strive to not undertake any unfair advantage of anyone through manipulation, concealment, abuse of privileged information, misrepresentation of facts or shall enter into any other unfair dealing practice. We must be transparent with all stakeholders and deal with fairness and integrity.

Principles of Fair Dealing

- **Integrity:** All our interactions with stakeholders must be conducted with honesty and fairness;
- **Transparency:** We must provide clear and complete information regarding our expectations and requirements;
- **Confidentiality:** We must respect the confidentiality of any information received from vendors, except when required by law;
- **Respect:** We must treat all vendors with respect and courtesy, regardless of their background, size or location;
- **Non-discrimination:** We shall not discriminate against vendors based on factors unrelated to their qualifications and capabilities;
- **Competition:** We shall strive to ensure fair and open competition in the procurement process;
- **Ethical Sourcing:** We shall avoid sourcing from suppliers who engage in unethical practices such as forced labour, child labour, or environmental degradation.

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For more details on core values and ideal conduct, kindly refer to our 'Code of Conduct and Ethics' and 'Responsible Supply Policy'.

Selection of Value Chain Partners

In order to maintain high product quality standards, the Company's Value Chain Partner screening process shall be based on the technical, qualitative and quantitative requirements of the purchased products as ordered, the reputation and the reliability of the Value Chain Partners, as well as finding the best quality/ price ratio and avoiding any form of favouritism or discrimination. Selected Value Chain Partners shall be subject to constant monitoring of their production capacities, average delivery time, financial solvency and compliance with quality standards.

Commercial relations with Value Chain Partners shall be conducted on the basis of reciprocal criteria of impartiality, financial prudence, transparency, loyalty, and professional correctness, refraining from engaging in such relationships as may result in personal advantage, conflicts of interest or detriment to said Value Chain Partners.

Industry Associations

DOMS Industries may engage with industry associations, self-regulatory bodies and other business groups as a member or delegate. Since our participation in these associations may indicate our policy stance, it is important to keep following aspects in mind:

- Be aware of any potential anti-trust concerns related to information sharing, pricing discussions, or lobbying activities within the association. In that case, we must dissociate ourselves from those activities;
- Be mindful of our communications at these associations. All communications must follow the 'Communication and Media Relations' guidelines mentioned below;
- Adhere to the association's bylaws, code of ethics, and any other relevant guidelines to maintain good standing.

Communication & Media Relations

Our communication with internal and external stakeholders influences DOMS' brand image in a big way, and hence we must be careful about what and how we communicate with our stakeholders. DOMS Industries supports every person's right to express themselves freely through various social media networks. However, we must be cautious when such activity involves information about or information that may affect the perception of DOMS Industries, its customers and business partners. We must keep in mind the following guidelines in all our communications, especially on social media:

1. Take prior written approval of our supervisor or the Compliance Department before representing the Company or any brand of the Company in any events, conferences, podcasts, blog sites, social networking sites, micro blog sites, photo / video sharing sites, chat rooms, or alike;
2. Do not post any comments on a social networking site that may be mistaken or imply endorsement of the same by the Company. Matters that are sensitive or controversial in nature, like comments about religion, caste, gender, professional community, or political affiliations are to be avoided;
3. Do not issue any communications about unpublished price sensitive information (UPS) or any other information proprietary to DOMS Industries without the approval of the Compliance Department;
4. Do not cite or refer to DOMS Industries' suppliers, distributors or partners on any social media network without approval from our supervisor or the Compliance Department;

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5. Do not defame, abuse, harass or threaten the Company, its employees or any third party which deals with DOMS Industries or otherwise violate the legal rights of the Company or such third party;
6. Do not in any manner publish, post or promote any inappropriate, defamatory, infringing, obscene, racist, terrorist, politically slanted, material or information and not use any ethnic slurs, personal insults or obscenity in posts;
7. Do not publish information that is false or misleading or promotes illegal activities or partake in conduct that is abusive, threatening, obscene or defamatory;
8. Show proper consideration for the privacy of others;
9. Use the disclaimer, "The views and opinions expressed are my own and do not necessarily represent the views of my employer" when posting any content related to work or subjects associated with the Company;

Grievance Redressal Mechanism

The Company upholds high standards of integrity and strives to address any concerns and violations with fairness and transparency. Stakeholders may use the following redressal mechanisms to voice their complaints, concerns or report any violations or suspected violations to the Company:

1. Consumers:

We are committed to providing our consumers with high-quality products, which go through numerous quality control checks before finally reaching the end consumer. However, issues do arise due to human lapses or unforeseen situations. In those cases:

- Consumers can register their complaints by calling the toll-free number, mentioned on the product labels, on weekdays during business hours. Consumers may also share their complaints at info@domsindia.com.
- Upon receiving the complaint via phone or email, we generally acknowledge the request within 2-4 business days. A dedicated customer service representative is assigned to investigate the complaint and work towards a resolution.
- We keep consumers informed of the progress and aim to resolve it within 2-7 business days. Depending on the nature of the complaint, possible resolutions may include product replacement, repair, refund, or store credit. In all cases, our liability is restricted to the retail price of the product.

2. Suppliers:

Suppliers may submit all grievances related to our procurement process, purchase orders, payment terms, quality inspections, or any other aspect of our supplier relationship in the following manner:

- Procurement Single Point of Contact (SPOC): Suppliers can reach out to their designated Procurement SPOC, the individual who manages their account.
- Vice President of Purchases: For more escalated concerns or if the SPOC cannot resolve the issue, suppliers can contact the Vice President - Purchase & General Affairs at swain@domsindia.com.
- Chief Financial Officer: For disclosure or information that may evidence unethical or improper activity by the Company's employee's suppliers can contact the Chief Financial Officer at rahul@domsindia.com.

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3. Distributors & Customers:

Our distribution network includes super stockists, distributors, general trade stores, modern trade retailers, and e-commerce companies. Grievances and queries on product availability, stock management, order processing, delivery, pricing and discount structures, payment terms and credit facilities, marketing and promotional activities, sales support, returns and exchange and any other aspect of the business relationship with the Company may be shared in the following manner:

- **Regional Manager:** For initial concerns, the dedicated Relationship Manager or SPOC who is the primary point of contact may be intimated.
- **Zonal Manager and Sales Heads:** If the issue cannot be resolved with the Relationship Manager, the grievance can be escalated to the Regional Manager.
- **Vice President – Sales:** For further escalation and critical matters, customers may reach out to the Zonal Manager or Sales Head who oversees the region.

4. Shareholders and Investors:

- The Stakeholders Relationship Committee of the Board is entrusted with the responsibility to specifically look into the mechanism of redressal of grievances of shareholders, debentures holders and other security holders.
- The Company has appointed Link Intime India Private Limited as its Registrar & Share Transfer Agent (“RTA”) to ensure faster and efficient provision of services to the Shareholders. The RTA is primarily responsible for handling shareholders related affairs of the Company.
- The Board has appointed the Company Secretary of the Company to act as the Compliance Officer of the Company under the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 (“Listing Regulations”). As Compliance Officer, the Company Secretary is responsible for ensuring provision of prompt and effective services to shareholders and monitoring the dedicated email address of the Company for investor grievances. The Company has a designated email - cs@domsindia.com for handling investor grievances on a day-to-day basis on which investor can make a complaint. This e-mail id is mentioned on every public communication being made by the Company with the shareholders and also put on the website of the Company. This e-mail id is directly monitored by the Compliance Officer.
- Investors may also submit their grievances through the ‘SEBI Complaints Redress System’ (SCORES) which can be accessed at <https://scores.sebi.gov.in/>.

5. Employees & Others:

- **Grievance Submission:** Employees can submit a written grievance to their supervisor or manager. In case the matter involves the supervisor or manager, the grievance may be raised directly with the department head or the Human Resources department (“addressed person”). The grievance should detail the nature of the complaint, any relevant dates or witnesses, and the desired outcome.
- **Acknowledgement:** The addressed person will acknowledge receipt of the grievance within 2-4 business days.
- **Investigation:** The addressed person will conduct a fair and impartial investigation, gathering information from all parties involved.
- **Resolution:** Based on the investigation findings, the addressed person will attempt to reach a fair and appropriate resolution for all parties involved. This may involve mediation, disciplinary action, or other solutions as deemed necessary.
- **Appeal:** If the employee is not satisfied with the initial resolution, they have the right to appeal to the senior leadership or through the [Whistleblower and Vigil Mechanism](#) Policy.

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The Company has a separate [Whistleblower and Vigil Mechanism](#) to report grievances and violations, which may be used by all stakeholders.

Review & Modification

The Board of Directors shall be authorized to approve this Policy. The Policy shall be reviewed at least annually by the Chief Financial Officer, or any other person the management deems fit, to ensure that Policy remains relevant and updated. Any subsequent modifications to the Policy shall have to be approved by the Board of Directors.

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