



CarTrade Tech – Stakeholder Engagement Policy

Purpose

CarTrade Tech Limited (hereafter referred to as “the Company”) believes that active cooperation of stakeholders is essential for a strong and sustainable business performance in the long run. Effective stakeholder engagement process is crucial for achieving effective sustainable development in an equitable and inclusive manner that favours a consultative and collaborative engagement with all stakeholders, through effective and responsive communication and cooperation.

For the purpose of this policy, stakeholders refer to individuals or groups of individuals who are directly or indirectly affected by operations of the Company, as well as those who have interests in business operations of the Company or have abilities to influence business operations and outcomes of those operations.

The purpose of this policy is to lay out a systematic approach towards management of stakeholder engagement practices and processes to maximise value for both the stakeholders and the Company. This policy shall define the framework for identifying stakeholders, engaging and managing stakeholders.

Principles of Stakeholder Engagement

Under this Policy, the Company shall:

- ❖ Identify and engage with all stakeholders in a systematic, transparent and fair manner to safeguard their interests.
- ❖ Embed the principles of inclusiveness, non-discrimination, transparency, materiality, completeness and cultural appropriateness in all engagement activities.
- ❖ Understand the concerns and expectations of the stakeholders, including those coming from vulnerable and marginalized communities.
- ❖ Put in place appropriate modes of engagement and assign adequate resources and responsibilities for effective stakeholder engagement
- ❖ Disclose information about engagement activities annually
- ❖ Strive to continually improve the stakeholder engagement process
- ❖ Create awareness of the principles and procedures for stakeholder engagement with employees through training and communication
- ❖ Strive to ensure that the benefits generated by the business are distributed amongst all the stakeholders in a fair and equitable manner
- ❖ Own the responsibility for and communicate transparently the impact of the business operations on the stakeholders and the natural environment.

Stakeholder identification framework

We identify and define stakeholders as those individuals, groups of individuals or organizations that affect us and/or could be affected by our products/services and activities. We assess our internal and external environment to identify the internal and external stakeholders, which includes those individuals, groups of individuals and/or organisations:

- ❖ that are directly or indirectly dependent on our products/services, activities and associated performance, or on whom we are dependent in order to operate
- ❖ with whom we have, or in the future may have, legal, commercial, operational or ethical/moral responsibilities, and
- ❖ that can influence or have impact on our strategic or operational decision-making

We classify our stakeholders into following categories:

❖ **Internal stakeholders**

- Employees (Permanent + Contractual)
- Workers (Permanent + Contractual)
- Employee/ Worker unions
- Senior management/ Key Management Personnel (KMPs)
- Board of Directors (BoDs)

❖ **External stakeholders**

- Consumer
- Suppliers
- Dealers/Business partners
- Investors and shareholders
- OEMs
- Communities
- Government
- Regulatory authorities
- Non-governmental organizations (NGOs)
- Media

We prioritize stakeholders according to their relevance to our operations or the severity of our operation's impacts on them.

Stakeholder engagement framework

We have identified suitable channels and means of communication for each of the above identified stakeholders. We engage with them through a mix of channels/ means as part of our stakeholder engagement plan.

Our engagement methods are listed in detail below in the Stakeholder Matrix and may vary from time to time depending upon the purpose and scope of engagement.

Stakeholder group	Engagement mechanisms	Frequency of engagement
Community	<ul style="list-style-type: none"> • Surveys • Personal interaction • Project based discussions • CSR activities 	Need Based
Dealers/Business partners	<ul style="list-style-type: none"> • Surveys • One-on-one negotiations and meetings 	Need Based
Consumer	<ul style="list-style-type: none"> • Customer Satisfaction survey • Customer feedback • Personal interactions • Marketing and advertising activities 	Need Based
Suppliers	<ul style="list-style-type: none"> • One-on-one negotiations and meetings • Surveys 	Need Based
OEMs	<ul style="list-style-type: none"> • Personal interaction • Project based discussions • Newsletters • Research report 	Need Based
Employees, Workers, KMPs, BoDs	<ul style="list-style-type: none"> • Employee Engagement surveys • Trainings • Personal interactions (including performance appraisal discussions) • Internal magazines/ newsletters • Departmental meetings • Townhall meetings • Familiarisation programmes for Board members 	Quarterly/ Annually/ Need Based
Government authorities and regulatory bodies	<ul style="list-style-type: none"> • Need based engagements with national, state and local/ municipal officials • Participation in industry and regulatory forums, meetings between regulators, and our board and management 	Need Based
Investors and lenders	<ul style="list-style-type: none"> • Annual General Meetings • Earnings calls • Annual Reports • Investor meets • Email broadcasts and intimation • Individual meetings with financial media, shareholders and analysts 	Quarterly/ Annually/ Need Based

Stakeholder group	Engagement mechanisms	Frequency of engagement
Media	<ul style="list-style-type: none"> • Media briefings • Press releases • Marketing communication • Written and telephonic interactions for business related media enquiries as and when required by both parties 	Need Based

Responsibility and implementation

Stakeholder-specific communication channels shall be handled directly by the relevant management departments/ personnel. All employees are responsible for managing relationships and meeting expectations of internal and external stakeholders within their areas of responsibility. The outcomes of the stakeholder engagement process shall be reviewed regularly. As part of the implementation process, the company shall also provide appropriate trainings and assistance for capacity building of stakeholders to help them engage effectively during the engagement process.

Stakeholders can reach out to us through the “Contact us” section on the Company’s corporate website in case they are not satisfied with the service or assistance received. Grievances/ opinions directly submitted by stakeholders through specific communication channels shall be notified in writing or in a face-to-face manner by confirming the head of the relevant department within at least 30 days from the time they are recorded.

Policy review

- The Board of Directors approves the Stakeholder Engagement policy and maintains an oversight of stakeholder relationship management through the Stakeholders Relationship Committee.
- We commit to ensure that this Policy reflects the evolving expectations of our stakeholders and their feedback, with a review annually, if required.