

EIH Associated Hotels Limited

“Stakeholder Engagement” Policy

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Introduction:

EIH Associated Hotels Limited (EIHA) recognizes that value creation for all internal and external stakeholders is the reason for the company's existence. We understand that engaging with our stakeholders is an integral part of our business. Therefore, we need to engage with our stakeholders regularly to understand their needs and expectations, to be able to formulate informed business strategies to promote long-term sustainable value for all.

Purpose:

We aim to understand the needs, interests, and expectations of all our stakeholders such as shareholders, investors, employees, customers, business partners and suppliers, and communities to efficiently adapt the business' operations. To ensure the right balance of conflicting interests of the stakeholders, we aim to collaborate with stakeholder groups. The purpose of this policy is to formally document and outline EIHA's approach regarding effective stakeholder engagement and establish a framework and guidelines for stakeholder engagement in all our activities and operations

Objectives of Stakeholder Engagement:

- To identify material issues to create value for our business and stakeholders
- To outline the processes for identifying, engaging, and communicating with stakeholder groups
- To ensure our activities meet our stakeholder's needs and expectations
- To understand our impact on stakeholders including the local community impact
- To learn about best practice initiatives in sustainable development to improve our performance in managing environmental, social, and governance (ESG) issues

Stakeholder Identification

We identify stakeholders as those individuals, groups of individuals, or organizations that affect us and/or could be affected by our activities and the associated performance EIHA's key stakeholders include:

- Shareholders and Investors
- Customers/Guests
- Employees
- Local Communities and NGOs
- Value Chain Partners
- Government and Regulatory Authorities

Stakeholder Engagement Process:

EIHA periodically communicates with its stakeholders through various channels of communication such as the company's website where a variety of information related to a company, its business, properties, services, customers, and investors' information is provided and is updated periodically. Further, information related to its financial performance and various other disclosures as required about the activities of the company is available on the website of the stock exchanges which is accessible by all stakeholders of the company.

Stakeholder Group	Engagement Objective and Scope	Engagement Channels	Frequency of Engagement
Shareholders and Investors	<ul style="list-style-type: none"> - Compliance with laws and regulatory requirement - Return on investment/dividend - Timely interest and debt repayment - Socially/environmentally responsible investment - Speedy redressal of grievances - Communicate financial and non-financial targets/goals, strategy, and progress 	<ul style="list-style-type: none"> - Annual General Meeting - Annual Report - Annual Business Responsibility and Sustainability Report - A dedicated portal for investor's grievances - A separate division specifically dedicated to serving investors 	Quarterly, annual, need-based
Employees and Workers	<ul style="list-style-type: none"> - Respect and dignity - Non-discrimination and fair treatment - Talent management, learning and skill development - Career planning and growth - Employee Satisfaction - Work-life balance - Positive work environment - Health and safety 	<ul style="list-style-type: none"> - Appraisal - Monthly newsletters - HR online surveys - Emails - Town hall/open-house meetings - Health, Safety and Environment (HSE) - Policy communication - Portal/intranet 	<ul style="list-style-type: none"> - Continuous, monthly - Half-yearly, need-based

	<ul style="list-style-type: none"> - Grievance redressal - Collect feedback and suggestions - Ethical behavior/statutory compliance - Enhancing service delivery - Gather valuable insight into guest's experiences 	<ul style="list-style-type: none"> - Family get-togethers - Training and Workshops 	
Customers	<ul style="list-style-type: none"> - Service quality - Differentiation and product relevance - Digitally enabled and positive experience - Safety and privacy - Ethical business practices - Environmental impact - Attention to detail 	<ul style="list-style-type: none"> - Direct feedback from guests - Loyalty programmed - Real-time social media engagement - Market research - Feedback through surveys - Ads and marketing campaigns 	- Continuous, need basis
Value Chain Partners	<ul style="list-style-type: none"> - Fairness and transparency in contractual process - Competence development of supply chain partners - Security in the workplace - Timely payment and honoring commitments - Long-term association - Create a win-win situation - Clarity in terms and conditions - Operational and resource efficiencies - Ensuring ethical business conduct 	<ul style="list-style-type: none"> - Supplier meets - In-person meetings - Operational review - Contracts and agreements 	- Continuous, Need-based

	<ul style="list-style-type: none"> - Collaborate to create positive environmental and social impact 		
Local Communities and NGO's	<ul style="list-style-type: none"> - Positive, social, and economic contribution - Support for long-term - Climate change and other environmental issues - Protect and promote human rights 	<ul style="list-style-type: none"> - Community engagement and local community meetings - Minimization of environmental footprint 	Continuous, need-based
Government and Regulatory Authorities	<ul style="list-style-type: none"> - Compliance and taxes - Timely responses to queries - Anti-corruption - Disaster and relief management - Policy and advocacy - Forge meaningful relationship 	<ul style="list-style-type: none"> - Continued engagement and representation - Quarterly and Annual compliance reports 	Need-based

Roles and Responsibilities

Our Stakeholder Relationship Committee will monitor and evaluate the application of the policy across our business and will ensure that our stakeholder groups are engaged in line with the process and principles mentioned in the policy.

Stakeholder Feedback and Implementation:

Stakeholder engagement is an important exercise in curating solutions, taking feedback, and incorporating them into services. Post-engagement with different stakeholders, their feedback will be collected and shared with the respective team(s) for further implementation. The team, after implementing the feedback will submit the report back to the Stakeholder Relationship Committee.

The Stakeholder Relationship Committee will provide an annual report to the Board of Directors on the stakeholder feedback received and the action taken.

Policy Review:

This policy will be reviewed by Stakeholder Relationship Committee every 3 years to include the inputs from stakeholder engagement and feedback received.

Grievance Redressal:

The stakeholders may raise any grievances, concerns, or queries by writing an email or contacting the designated officers.

Version History:

Version	Change Description	Date
1.0	Launch	16 th May 2023