



# भारत हेवी इलेक्ट्रिकल्स लिमिटेड Bharat Heavy Electricals Limited

No.CC/CMP/12-13  
15<sup>th</sup> September, 2012

## Sub: BHEL's Corporate Media Policy

BHEL's first Corporate Media Policy was finalized at the PR Heads Meet in 2005 and issued in March, 2005. The same was reissued in March, 2006 and again in July, 2007.

A need has now been felt for a review of the policy and to formulate a comprehensive Corporate Media Policy which clearly demarcates the channels and subjects of communication with the media, both at the Unit/Division level and at the Corporate level.

A resolution, to this effect, was mooted during the recent PR Heads meet (August 2012) and after deliberations, BHEL's Corporate Media Policy has been drafted. The duly approved policy document is enclosed for your perusal and strict compliance. Please note that there should be no deviation from this policy with respect to any activity related to the media.

( R. Krishnan )  
Director (HR)

Encl: as above

Distribution :

All Unit Heads (As per distribution list)

PS to CMD/ Director (Power) / Director (ER&D) / Director (IS&P)/ Director(Finance)

PS to ED(HR&CC)

## BHEL's Corporate Media Policy

### **Preamble**

BHEL, the largest engineering and manufacturing enterprise of its kind in India, being inextricably linked to the country's economic growth is perennially under public gaze and scrutiny. Also, with its scrip being one of the 30 scrips in the A group of the sensex, it is closely tracked by numerous broking houses, FIs, FII's and investors. Being under watch 24X7 has mandated BHEL, as one unified Corporate entity, to have a uniform flow of communication across multiple locations/channels.

Sensitive information from different spokespersons may lead to creating a flawed impression among recipients/stakeholders of the company's extended ecosystem.

### **Scope**

The comprehensive Media Policy clearly demarcates the channels and subjects of communication with the media, both at the Corporate level and at the Business Group/Unit/Division level, hereinafter referred to as Units.

### **Media Guidelines**

#### **I. Corporate-level Communication**

**Company-level information on subjects listed below is to be shared with the media only by Corporate Office and not by Units. Prior approval of the CMD will have to be obtained to share such information with the media :**

- Future Strategies
- Financial Projections/Forecast
- Financial Performance
- Prospective Projects in the Pipeline
- Commissioning of Projects
- New Investments in JVs, M&A's, Technology acquisition
- Entry into New Business Areas
- International Business
- Technology Tie-ups
- R&D Breakthroughs
- Modernisation / Capacity Enhancement Programmes
- Benchmarking

#### **II. Unit-level Communication**

##### **1. Annual Press Conference**

- a. Units may hold their Annual Press Conferences only after CMD's Annual Press Conference has been organized.
- b. Annual Press Conferences at the Unit level shall begin with the Company's financial performance as a whole followed by the Unit's contribution to it.
- c. The visual theme/template of the backdrop/invitation cards/performance highlights folder shall be the same as used for CMD's Annual Press Conference.

- d. The performance highlights folder of the Unit shall first indicate the main bulleted highlights as used in the performance highlights folder for CMD's Annual Press Conference, followed by the Unit highlights.

## **2. Regular Media Interaction**

- a. Prior permission shall have to be obtained from the top management for conducting Press Conferences/Media Visits, etc. at Units.
- b. Interactions shall be limited to local/regional media only.
- c. Unit-level information on under-mentioned topics can be shared with the media:
  - Major Events/Achievements
  - Unit-level Awards/Recognitions
  - Completion of Major Milestones like Despatch of Equipment, Model Testing etc.
  - HRM Initiatives/Achievements
  - Social Welfare Projects/Activities
  - Visits of Foreign Delegations/ VIPs
  - Certification/Accreditation to Units

## **3. Coordination with Corporate Communication**

- a. CC should be informed immediately about the occurrence of any untoward incident in units for timely corrective action.
  - b. Unit PR Heads should keep CC posted about major positive/negative news items published in regional newspapers, for feedback to the top management.
  - c. In case of Corporate-level events (like receipt of major contracts), Unit PR Heads should only issue CC press releases, at their end. Units should abstain from breaking up contracts into their scope of work and releasing them separately.
  - d. Only standardised templates/information as provided by CC should be used in the case of advertisements/sponsored campaigns by Units.
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