



LAKSHMI VILAS BANK

LAKSHMI VILAS BANK'S

Communication Policy



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1. Objective

Customers, Regulators, Rating agencies, and Investment community should be informed of all major business events and risks that influence the Bank in a factual, timely and widely available manner.

This policy sets out how Bank staff should deal with potentially price-sensitive information and communication generally with media, shareholders and the wider community in order to ensure that the Bank meets its obligation under the BSE & NSE listing rules and other regulatory requirements.

Communication with Bank's key Stakeholders (i.e. customers, our people, communities, investors, regulators and the media) should always support the Bank's desired brand positioning and be aligned to its business strategy and performance.

2. Bank's Mission

We aim to develop a range of quality financial products and services to create value for customers, shareholders and the society; to motivate people to achieve excellence in performance leading to sustained profitable growth and build a vibrant organization.

3. Bank's Vision

To be a sound and dynamic Banking entity providing financial services of excellence with pan-India presence.

Values

- People Engagement
- Prosperity
- Integrity
- Excellence



4. Financial and Brand PR Objectives

- Change perception from a South based Bank to a National Bank
- Increase visibility and enhance top-of –mind recall of Bank amongst its target audience
- Highlight new product features and initiatives undertaken by the Bank
- Showcase the Bank as a socially responsible citizen
- Assist the Bank in improving its shareholder wealth through effective investor communications
- Manage investor perceptions based on the Bank's achievements, financial performance and strategic initiatives for sustained growth and achieve fair valuation
- Identify relevant opportunities in industry forums and seminars to promote the Bank senior management as thought leaders
- Bank has appointed/empanelled PR agency to assist and facilitate the Corporate Communications Department

5. Spokespersons

Media interactions is classified into two, based the segment/purpose/need of the interaction.

- **Direct Interaction:** Press/Analyst Meets, Press/Analyst Calls, and Interviews post/on results, MD & CEO will be the only spokesperson assisted on data/numbers by ED and Presidents if required.
- **Indirect Interaction:** Interactions in the form of articles/editorials/segment specific/product launch events, which are absolutely, a form of marketing exercise, can be executed by Top Management, Senior Vice Presidents or respective Heads consented by MD & CEO. Contents shared by the Spokesperson will be vetted by PR team and Corporate Communications Department before sharing to media. In case of any modifications suggested by the



team/department, then prior approval from respective Spokesperson on the modifications will be obtained before proceeding. Disclosure of info on results and other similar data during/through indirect interaction is strictly proscribed. In case, if there is a need to disclose any business statistics during segment specific interactions, then prior approval from MD & CEO must be obtained before sharing it to Media.

6. Branding Guidelines during PR Activities / Campaigns

External communication should conform to uniform standards of accuracy, content and style:

- The logo of the Bank - The Bank does not allow the use of its name; logo or statements by its employees in the printed or electronic documents without the final go ahead from the Corporate Communications department.
- The standard format of presentation (.ppt) template or any form of presentation should be adhered to the format as approved by Corporate Communications department, Lakshmi Vilas Bank

7. Public Relations

- Consultancy to pass on all media requests / queries to Corporate Communication desk including formal requests for interviews as well as other PR enquiries
- Corporate Communication team will then channelize the query to the relevant Business Unit Heads
- Employees are restrained from all aspects of media interactions unless guided by Senior Management / Corporate Communication in case to case basis
- PR tools
 - I. Select media meets/press conference/Analyst call/Meet
 - II. Press releases/Press notes
 - III. Telephonic interactions



- IV. One to One interaction
- V. Email interviews
- VI. Participation in industry stories

I. Process for select media conference:

- Corporate communication team to inform the agency about the event
- Agency to make necessary arrangements (hotel booking, logistics, draft press release, send media/analyst invite, bridge call, arrange for a photographer, managing the media, attendance, etc.)
- Agency to coordinate for media/investor presence and coverage (including National and Regional media)

II. Process for Press Releases:

- Bank to decide the news to be shared with the media
- Agency in coordination with the Corporate Communication team to draft the press release
- Agency and Corporate communication to get the inputs from the respective Business Unit Heads and final go ahead from the Business Units before placing to the Management
- Agency to disseminate the press release post getting necessary approval from the Corporate Communication team only
- All press releases get translated into regional languages namely Tamil, Telugu, Kannada, Malayalam, Hindi, Gujarati, Marathi and other regional languages based on the requirements.
- Key elements of Press Release:
 - First paragraph- Main news
 - Second paragraph - details/ numbers of the news
 - Quotes of the spokesperson
 - Conclusion
 - Boiler plate
 - Contact details



III. Process of Telephonic Interaction

- Agency to inform Corporate Communication team on the media query and suggested time for a call
- Corporate Communication team to consult the spokesperson and propose a final time for the telephonic Interaction

IV. Process for select one-to-one interaction:

- Agency to inform Corporate Communication team on the media query and suggested time and venue for meeting
- Corporate Communication team to consult the spokesperson and propose a final time and venue for meeting

V. Process for email interviews:

- Agency to share media queries with the Corporate Communication team over an Email
- Corporate Communication team to consult the spokesperson and propose a final time for the email responses

VI. Process for regular story participation:

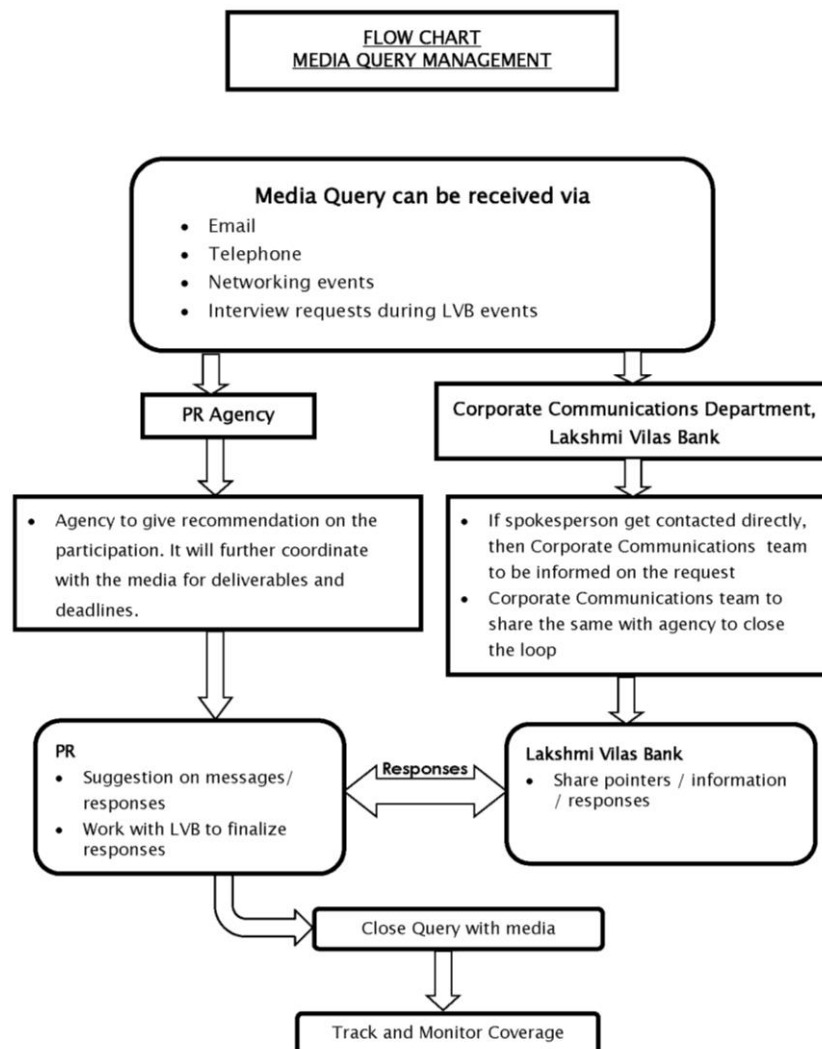
- Agency to forward media opportunities to the Corporate Communications team, which will be assigned to the delegated spokesperson for the responses.
- Post receiving the approval on the opportunity shared, the agency would coordinate with the journalists for the interview/industry story.

8. Commandments of Media Interactions

- ✓ Be relevant
 - Know your audience
 - Talk from the point of view of your audience's interest
 - Don't use jargon



- ✓ Be organized
 - State the most important fact in the beginning
 - Always keep your objective in mind
 - Back your points with statistics and personal anecdotes
- ✓ Be confident
 - Focus on the strengths
 - Downplay the weak points
 - Speak assertively
 - Find ways of deflecting the issues
 - Use numbers creatively to get out of sticky situations





9. Social Media/Online Reputation Management

The ever changing and inherently public nature of online communication presents a range of challenges in safeguarding the Bank's brand, reputation, customers and, more importantly the safety and security of its employees. Some adverse statements or wrong communication in online field may bring negative impact on brand's reputation. This social media space is a public forum. By participating in discourse herein, the participant implicitly agrees to adhere to the following rules -

Dos'

- ✓ Employees should act in the Bank's interests at all times
- ✓ Always participate in their own names and not on behalf of the Bank

Don'ts

- ✓ Do not use Bank's name, logo and any information in social media channels.
- ✓ Do not comment on, post or store any information about Bank related matters like employees' details or the work performed by the employees'
- ✓ Do not disparage or speak adversely about the Bank
- ✓ Do not disclose information belonging to the Bank which is not otherwise publicly available on any internet based forums including posts, blogs, chat room, wikis etc.
- ✓ Do not misrepresent the Bank on any social media platform
- ✓ Do not create profiles, fan pages or groups on behalf of the Bank or any particular Branch on channels like Facebook, Twitter or LinkedIn
- ✓ Do not use Social Media portals for communication with fellow employees or customers concerning business matters. Such communication must go through normal channels such as E-mail to comply with archiving requirements.
- ✓ Please refrain from using obscenity or profanity, from engaging in "flaming" other participants, from issuing insults or calling names, and from posting content that is off-topic or could be offensive



- ✓ Any communication occurring in a public forum such as those identified previously in this policy must be respectful to the Bank, fellow employees, our affiliates, and our business partners.
- ✓ For protection of the participant and the Bank, do not post any copyrighted material unless the participant holds the copyright, has written permission from the copyright holder, or is sure the material is permitted by "fair use".

10. Investor Relations

- Objectives:
 - To maintain consistent flow of relevant information to the financial audience in a timely manner
 - To get positive endorsements from sell-side analysts and the financial media
 - To sustain investment interest in the stock
 - To achieve and sustain fair valuation
- Tools of Investor Relation:
 - Analyst meet
 - Analyst con-call
 - Results analysis
 - One-on-one meetings
 - Media small group meetings
 - Road shows
 - Perception study

11. Crisis Communication

A crisis is any situation that threatens the integrity or reputation of a company, usually brought on by adverse or negative media attention. These situations can be any kind of legal dispute, theft, accident, fire, flood or manmade disaster that could be attributed to a company. It can also be a situation where in the eyes of the media or general public



the company did not react to one of the above situations in the appropriate manner. If handled correctly the damage can be minimized. One thing to remember that is crucial in a crisis is **"tell it all, tell it fast and tell the truth"**.

The causes of almost all crises fall into two broad categories:

- ✓ Overt acts and acts of omission.
- ✓ Issues of competence or lack thereof in matters of public perception.

When planning or working through for a crisis, it is important to:

- ✓ Anticipate
- ✓ Coordinate
- ✓ Cooperate
- ✓ Communicate

Other important areas of crisis communication include:

- ✓ Security-what can't be released and why
- ✓ Accuracy-tell what you need to know, just the facts, don't speculate
- ✓ Policy-only disagree with policy behind closed doors, never disagree on the record

Key Reputation Risks

- ✓ Internal Fraud
- ✓ External Fraud
- ✓ Business Disruption
- ✓ System Failures
- ✓ Regulatory Penalties
- ✓ Execution, Delivery & Process Management failures
- ✓ Major Legal Proceedings Customer Complaints
- ✓ Adverse media publicity
- ✓ Financial Performance
- ✓ Liquidity Crisis / Deposit run



- ✓ External Rating Downgrade
- ✓ Adverse events at Group entities
- ✓ Changes in Organizational Structure
- ✓ Major complaint against senior executives
- ✓ Complaint of Insider Trading

12. Thumb rule for overall communication

- Agency and the Bank's corporate communications department are responsible for scheduling all interactions with the media
- Any interactions with media across India in all branches need to be routed through the Communication agency and the Bank's corporate communications department
- Agency and corporate communications department acts in consultation with the MD and the executive committee
- No branch/office level communication should be initiated directly by the branch/office.
- Agency and corporate communications department has to be informed and written approval has to be obtained before any branch level media communication takes place
- Only authorized spokespersons for each business should talk to the media in consultation with the corporate communications department and the agency.
- Any media query, which comes directly to a spokesperson, should be routed through agency and corporate communications team.

By following the above mentioned, agency and corporate communications team will neutralize and control the widespread of negative news, ensuring Bank's key messages is delivered through statements and will follow-up with the media.



13. Monitoring and Review of Policy

Bank shall review the Communication Policy annually and place it to the Board for approval. Post approval, the policy will be made available in Bank's website. In case of any changes in the policy, the same shall be updated suitably post approval from the Board.