

SAMBHAAV MEDIA LTD.

CODE OF CONDUCT FOR BOARD OF DIRECTORS AND SENIOR
MANAGEMENT PERSONNEL OF THE COMPANY

1 Introduction:

1.1 This Code of Conduct ("this Code") shall be called "The Code of Conduct for Board Members and Senior Management Personnel" of Sambhaav Media Limited..

1.2 The code has been framed specially in compliance with the provisions of Clause 49 of the listing agreement by the Stock Exchanges in line with the guidelines issued by Securities and Exchange Board of India (SEBI).

2 Purpose of the Code:

The prime purpose of the Code of Conduct is to create an environment where all the Board Members and Senior Executives of the Management of the Company maintain an ethical standards and compliances to ethical standards and transparent process managing the affairs of the Company that are laid down.

This Code of Conduct will act as guideline to all as under:

- Promote honest and ethical conduct.
- Maintain a corporate climate in which the integrity and dignity of each individual is valued and promoted;
- Assure compliance with laws, rules and regulations that govern the Company's business activities; and
- Assure the proper use of Company's assets.

This Code does not specifically address every potential form of unacceptable conduct, and it is expected that the Board Members and Senior Executives of the Management of the Company will exercise good judgment in compliance with the principles set out in this Code. Board Members and Senior Executives of the Management of the Company have a duty to avoid any circumstances that would violate the letter and spirit of this Code.

3 Definitions and Interpretations:

3.1 "The Company" shall mean "Sambhaav Media Limited."

3.2 The term "Board Members" shall mean Board of Directors of Company.

3.3 The term "Chairman" means Chairman of the Board Meeting elected by the Board.

3.4 The term "Compliance Officer" shall mean and include Company Secretary / Senior Members viz. Manager (Secretarial) / Deputy Manager (Secretarial) or such other person as may be decided by the Board.

3.5 The term Directors include Executive and Non Executive-Directors and also include the Institutional Directors / Nominee Directors whether the institution is an investing institution or

lending institution on the Board of Directors of the Company who are not in whole time employment of the Company.

3.6 The term “Insider Information” shall have the same meaning as assigned under the Insider Code of the Company.

3.7 The term “Senior Executives of the Management” mean personnel of the Company who are members of its core management team excluding Board of Directors. Normally, the term would comprise all members of management one level below the Board.

3.8 The term “Shares or Securities” mean equity Shares only.

3.9 The term “Trading” means sale or purchase of shares of the Company but does not include pledge, transmission, etc.

3.10 In this “Code” words importing the masculine shall include feminine and words importing singular shall include the plural or vice versa.

4 Applicability:

4.1 The Board at its meeting held on 30.01.2009 suggested and adopted “the Code” that shall come into force with effect from 30.01.2009, which shall be applicable to following personnel:

- a) All Members of the Board of Directors of the Company.
- b) All Senior Executives of the Management of the Company.

4.2 The Whole-time Directors and Senior Management Personnel should continue to comply with other applicable/ to be applicable policies, rules and procedures of the Company.

4.3 Display of Code on website of the Company:

As required under the provisions of Clause 49 – “Corporate Governance” of the listing agreement, this code and any amendments thereto shall be posted on the website of the Company.

5 Waiver and Amendments of the Code:

5.1 No waiver of any of the provisions of this Code shall be valid unless, the Board of Directors of the Company approves such waiver in case of Board members and by Chairman or Managing Director in case of Senior Management Personnel.

5.2 The provisions of this Code can be amended by the Board of Directors of the Company from time to time.

6 Key Requirements/Fair Dealings:

The Board Members and Senior Executives of the Management of the Company are to deal with others in fair manner. One of the corner stone of the philosophy of the Company is "Respect for Individuals". Non-compliance will make individual outcaste from value system and will also attract disciplinary action.

The Board Members and Senior Management Personnel must act within the authority conferred upon them and in the best interests of the Company and observe the following Code of Conduct:

- Shall act in accordance with the highest standards of honesty, integrity, fairness and ethical conduct while working for the Company as well representing the Company without allowing there independent judgment to be subordinated and fulfill the fiduciary obligations.
- Shall not involve them in making any decision on a subject matter in which a conflict of interest arises or could arise, between the personal interest and the interest of the Company. In the event of apprehending such conflict of interest, the relevant fact shall be disclosed in writing explaining the circumstances that create or could create the conflicts of interest to:
 - a) Board of Directors in case of Directors and
 - b) Chairman or Managing Director in case of Senior Managerial Personnel for further direction in the matter.
- Shall not derive benefit or assist others to derive benefit by giving investment advice from the access to and possession of information about the Company, not in public domain and therefore constitute insider information. The Board Members and Senior Management Personnel shall make timely disclosure of:
 - a) The trading in the share of the Company
 - b) Transactions having personal interest/ related party transaction (in case of directors) that are required to be made under laws, rules and regulations and Code for prevention of Insider Trading in Securities of Sambhaav Media Limited..
- Any information concerning the Company's business, its customers, suppliers, contractors, etc., which is not in the public domain and to which the Board Members and Senior Management Personnel has access or possesses such information, must be considered confidential and held in confidence, unless authorized to do so and when disclosure is required as a matter of law. No Board Members and Senior Management Personnel shall provide any information either formally or informally, to the press or any other publicity media, unless specifically authorized.

- Shall avoid having any personal financial interest in works or contracts awarded by the Company.
- Shall avoid any relationship with contractor or supplier that could compromise the ability to transact business on a professional, impartial and competitive basis or influence decision to be made by the Company.
- Shall not exploit for their own personal gain, opportunities that are discovered through company's business, information or position, unless the opportunity is disclosed fully in writing to the Company's Board of Directors and Chairman and Managing Director as the case may be.

7 Proper Use of Company Assets

The Company's assets should be used only for the legitimate business purposes of the Company. The Boards Members and Senior Executives of the Management of the Company are prohibited from using Company assets, confidential or proprietary information or position for personal gain.

8 Discrimination and harassment:

The Company is committed to providing a workplace free of discrimination and harassment based on race, color, religion, age, gender, national origin, disability, veteran status, or any other biases. It would be the endeavor of every Board Member and Senior Management Personnel of the Company to see that work place is free from such environment. If any Officer or Associate is discriminated he she may lodge complaint of discrimination or harassment to the Head of the Personnel Department/ concerned Director of the Company.

9 Confidential Information:

Confidential information, be it technical, operational or commercial should not be disclosed to anyone which information is confidential and for exclusive use of the Company. The Company shall ensure confidentiality and protection to any person who has, in good faith, reported a violation or a suspected violation of law, of this code or other Company policies, or against any person who is assisting in any investigation or process with respect to such violation.

10 Compliance with Laws, Rules and Regulations:

Any transaction undertaken in the name of the Company that would violate the laws of the land is prohibited. Particular attention is directed to the laws, rules and regulations relating to discrimination, securities, anti-trust, civil rights, and transactions with foreign officials, safety and the environment. In any uncertainty arises as to whether a course of action is within letter and spirit of law, advice should be obtained from the concerned Director/Chairman/Managing Director of the Company.

11 Restrictions to serve other Organizations:

Senior Management Personnel of the Company is expected to devote his or her full time and efforts during normal working hours to the service of the Company. No such person shall engage in any business or secondary employment that interferes with his or her obligations and responsibilities to the Company.

Senior Executives of the Management of the Company will not serve on the Board of Directors of any corporation not owned or controlled by the Company, other than a non-profit, charitable, religious, civic or educational organization, without the prior written approval of the Chairman or Managing Director of the Company.

12 Political Contributions:

Corporate funds, credit, property or services shall not be used, directly or indirectly to support any political party or candidate for public office, or to support or oppose any ballot measure, without the prior approval of the Board of Directors of the Company.

13 Gifts and Donations:

The Board Members and Senior Executive Management of the Company shall not seek or accept or offer directly or indirectly any gifts, donations, remunerations, hospitality, illegal payment, favour in whatsoever form whosoever described by the customers, vendors, contractors, consultants, etc., that is perceived as intended, directly or indirectly, to influence any business decision, any act or failure to act, any commitment of fraud, opportunity of committing any fraud. Save and except nominal gifts which are customary in nature or associated with festivals.

14 Duties of Independent Director:

The independent Director Shall-

- 14.1 undertake appropriate induction and regularly update and refresh their skills, knowledge and familiarity with the company;
- 14.2 seek appropriate clarification or amplification of information and, where necessary, take and follow appropriate professional advice and opinion of outside experts at the expense of the company;
- 14.3 strive to attend all meetings of the Board of Directors and of the Board committees of which he is a member;
- 14.4 participate constructively and actively in the committees of the Board in which they are chairpersons or members;
- 14.5 strive to attend the general meetings of the company;
- 14.6 where they have concerns about the running of the company or a proposed action, ensure that these are addressed by the Board and, to the extent that they are not resolved, insist that their concerns are recorded in the minutes of the Board meeting;
- 14.7 keep themselves well informed about the company and the external environment in which it operates;

- 14.8 not to unfairly obstruct the functioning of an otherwise proper Board or committee of the Board;
- 14.9 pay sufficient attention and ensure that adequate deliberations are held before approving related party transactions and assure themselves that the same are in the interest of the company;
- 14.10 ascertain and ensure that the company has an adequate and functional vigil mechanism and to ensure that the interests of a person who uses such mechanism are not prejudicially affected on account of such use;
- 14.11 report concerns about unethical behaviour, actual or suspected fraud or violation of the company's code of conduct or ethics policy;
- 14.12 acting within his authority, assist in protecting the legitimate interests of the company, shareholders and its employees;
- 14.13 not disclose confidential information, including commercial secrets, technologies, advertising and sales promotion plans, unpublished price sensitive information, unless such disclosure is expressly approved by the Board or required by law.

15 Acknowledgement of receipt of the Code:

All Board Members and Senior Management Personnel shall acknowledge receipt of this code in the acknowledgement form annexed to this Code (Appendix-I) indicating that they have received, read and understood, and agreed to comply with the code and send the same to the Compliance Officer. New Directors will sign such a declaration (Appendix-I) at the time of assuming their office of their directorship position.

16 Compliance of Code of Conduct/Affirmation:

- 16.1 Compliance Officer shall ensure implementation of this Code;
- 16.2 The Annual Compliance Certificate shall be sent to the Compliance Officer within 30 days of close of each financial year in the prescribed format – Appendix-II.
- 16.3 Each Board Member and Senior Management Personnel shall be accountable for compliance of the code fully.
- 16.4 Compliance Officer shall report breach of this code, if any, which comes to his notice to the Chairman or Managing Director of the Company.
- 16.5 All Board Member and Senior Management Personnel shall be subject to any internal or external investigation of possible violation of this code.

17 Penalty for breach of this code by:

- 17.1 Senior Management Personnel shall be determined by the Chairman or Managing Director;

17.2 The Directors shall be determined by the Board of Directors of the Company;

17.3 Penalty may include serious disciplinary action, removal from office and dismissal as other remedies including recommendation for any of the above penalty, to the extent permitted by law and as considered appropriate under the circumstances.