



Inspiring Human Belief  
in a Healthier World

## Policy On Responsible Marketing Practices

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As one of the leading API & Formulations manufacturer in India, Hetero Group is committed to the responsible marketing of our products and services. We ensure that all associated communications and marketing activities are legal, fair, honest, transparent and sensitive to the views and needs of customers and prospects in the following manner.

- Does not engage child labour for any of the marketing activities.
- Offer customers honest and accurate information, responsible marketing, and in doing so inspire trust in our brand.
- Prevent inappropriate marketing of products, services and initiatives, which might be misleading, false or untrue.
- Target marketing effort to individuals and organizations that have expressed an interest in our products and services or are reasonably likely to have an interest; and to immediately remove from our marketing effort any individual or organizations requesting us to do so.
- Sell on our strengths not on others' weaknesses.
- We ensure that the information we share with consumers is scientifically sound, balanced; easy to understand and helpful in encouraging people to consult with a healthcare professionals.
- We will ensure compliance with our Responsible Marketing Policy and promote awareness in all our interested parties.
- Establish the process necessary to deliver the results in accordance with the requirements and implement the process to ensure responsible marketing.
- Monitor and measure the process against the requirement and take actions to continually improve the system.

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Managing Director  
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