



# Ethical Marketing Statement

Our commitment to responsible marketing and advertising,

## Our approach to ethical marketing

Apollo<sup>1</sup> is dedicated to sharing complete, truthful, and non-misleading promotional information about our products with stakeholders, including members, healthcare professionals, customers, employers, and consumers. We strive to responsibly promote our products & services and transparently report our business practices. We believe in educating patients and healthcare professionals to support physicians in making decisions solely in the best interests of their patients. All promotional materials align with regional or country-specific labeling, present a fair balance of risks and benefits, convey safety information accurately, and undergo appropriate review processes before use.

Our mission is to make international standard healthcare accessible to everyone, which includes ensuring accurate information about our products and services. Apollo adheres to all applicable laws, regulations, and industry standards. To maintain the highest communication standards, including the prohibition of off-label marketing, we provide training on our policies, with strong reaffirmation from our leaders on these communication and conduct standards.

## Scope

This statement applies to all our operations which include hospitals, clinics and hospital pharmacies.

## Our Commitment

In our commitment to transparency and responsible marketing, we promise to:

- **Provide accurate and unbiased information about our products and services:**  
Offer precise and well-balanced information about our products/services, including details on the sourcing of components, content related to potential environmental or social impacts, safe usage, and proper disposal with consideration for environmental and social consequences.
- **Compliance with laws and regulations relating to product information and labeling:**
  - Strictly adhere to all regulations concerning marketing and retail sale of drugs supported by our Compliance team. These include compliances related to advertising, marketing and product labelling such as the labeling rules under Drugs and Cosmetics Act, 1945,

---

<sup>1</sup> Apollo Hospitals Enterprise Limited is referred to as “Apollo” in this statement



# Ethical Marketing Statement

Our commitment to responsible marketing and advertising,

advertising guidance by the Indian Medical Council Regulations, 2002, Code of Medical Ethics 2002, National Medical Commission Registered Medical Practitioner (Professional Conduct) Regulations, 2023- Reg, ASCI's Code for Advertising Content in India, and all other relevant applicable local regulations.

- **Ethical interactions with customers and our health care professionals:**  
Mandate that all interactions with healthcare providers and customers adhere to legal and ethical standards, prioritizing the best interests of patients. The company has set guidelines for staff, consultants, and temporary workers to ensure responsible and ethical communication with healthcare professionals.

Apart from these commitments, we ensure that our operations have enough resources and well-trained personnel to implement responsible marketing practices. Further, we have zero tolerance for unfair sales practices such as aggressive marketing. We also conduct regular reviews of external marketing materials and communications addressed towards our stakeholders to provide accurate information about our products and services.

## Reporting and review

Apollo has a mechanism in place to monitor and ensure that our commitments are being followed in practice. This procedure requires us to track and report certain metrics which include:

- Percentage of significant product or service categories covered by and assessed for compliance with internal procedures related to product and service information and labelling, and

Further, our Chief Marketing Officer reviews and updates our Ethical Marketing Statement on a periodic basis.