



SOBO FILMS HOLDING LIMITED

CODE OF CONDUCT OF BOARD & SENIOR MANAGEMENT

[Pursuant to Regulation 17(5) of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015]

SOBO FILMS HOLDING LIMITED
(Formerly Known as SOBO FILMS HOLDING PRIVATE LIMITED)
CIN NO : U73100MH2012PLC225824

Reg. Office :- 713, 7th Floor, Crystal Paradise Mall, Dattaji Salvi Marg, Off Veera Desai Road, Andheri (W), Mumbai, MH- 400 053,
IN Tel. No.: +91 22 40227111 / 40111964



1) INTRODUCTION:

Regulation 17(5) of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("Listing Regulations") stipulates that the Board of Directors of every listed company shall lay down a code of conduct for all Board members and Senior Management personnel of the Company.

All members of the Board of Directors and Senior Management of Sobo Films Holding Limited ("Company") will always act in the interest of the Company and ensure that any other business or personal association which they may have, does not involve any conflict of interest with the operations of the Company and his / her role therein.

All members of the Board of Directors and Senior Management of the Company will comply with all applicable laws and regulations of all the relevant regulatory and other authorities as may be applicable to them in their individual capacities.

All members of the Board of Directors and Senior Management of the Company will safeguard the confidentiality of all information received by them by virtue of their position.

This Code of Conduct should be read in conjunction with applicable regulations & existing policies & procedures of the Company.

2) APPLICABILITY:

This Code of Conduct (the "Code") is applicable to SOBO Films Holding Limited and its Directors and Senior Management of the Company under Regulation 26 of the SEBI (Listing Obligations and Disclosure requirements) Regulations, 2015.

This Code is implemented to maintain high standards of ethical business conduct for the Company. This Code is based on the principals of best corporate governance practices, corporate citizenship and dignified personal conduct towards professional matters. Directors and Senior Management must act within the bounds of the authority conferred upon them and with a duty to make and enact informed decisions and policies in the best interests of the Company and its Shareholders / Stakeholders. Directors and Senior Management should ensure that they do not derive any undue personal benefit because of their position in the Company and / or exposure to certain confidential information coming to their knowledge.

This Code of Conduct should be observed by Directors and Senior Management while carrying out business of the Company.

3) INTERPRETATION:

The Board or any person/committee authorized by the Board on their behalf, will consider and see to all the questions and/or interpretational issues arising from, under and/or relating to this Code of Conduct.



In this Code of Conduct, the following words and expressions shall have the following meaning:

- **“Act”** shall mean the (Indian) Companies Act, 2013, including any amendments thereto and any rules, regulations, notifications and clarifications made thereunder, to the extent notified, and in force.
- **“Board”** means the board of Directors of the Company, as constituted from time to time;
- **“Director”** means a director of the Company from time to time and shall include an alternate to a Director.
- **“Senior Management”** shall mean the officers and personnel of the listed entity who are members of its core management team, excluding the Board of Directors, and shall also comprise all the members of the management one level below the Chief Executive Officer or Managing Director or Whole Time Director or Manager (including Chief Executive Officer or Manager, in case they are not part of the Board of Directors) and shall specifically include the functional heads, by whatever name called and the persons identified and designated as key managerial personnel, other than the board of directors, by the listed entity.
- **“Relative”** shall have the same meaning as defined in Section 2(77) of the Act; and
- **“SEBI Guidelines”** shall mean the rules and regulation by the Securities and Exchange Board of India, as applicable to the Company from time to time.

In this Code of Conduct, the words importing the masculine shall include feminine and words importing singular shall include the plural or vice versa.

4) INTEGRITY AND HONESTY:

Directors and Senior Management shall act on behalf of the Company and on their personal behalf, with honesty, integrity and fairness. Directors and Senior Management shall act in good faith, responsibility, with due care, skill, competence and diligence, without allowing their independent judgment to be subordinated. Directors shall fulfil the fiduciary obligations and act in the best interests of the Company, its stakeholders and for the protection of environment.

5) CONFLICT OF INTEREST:

Directors and Senior Management shall not engage in any business, relationship or activity, which may be in conflict with interests of the Company. A conflict of interest occurs when personal interest of a Director or Senior Management conflicts in any way, or even appears to conflict, with the interest of the Company as a whole. A conflict of interest also arises when a Director or Senior Management or a member of his or her immediate family is likely to receive undue personal benefit as a result of his or her position as a Director or Senior Management of the Company.



Conflict may arise in many situations. It is not possible to cover every possible conflict situation and at times, it will not be easy to distinguish between proper and improper activity. If any transactions which prima facie appear to be conflicting with the interest of the Company but are unavoidable, the Director or Senior Management involved in such transaction should first obtain approval from the Chairman of the Board of Directors before such transaction is entered into. The application seeking such approval should be routed through Compliance Officer of the Company. The Chairman would consider the application on the basis of the size and nature of transaction, the Director's or Senior Management's ability to influence the Company's decisions, his or her access to confidential information of the Company or of the other company and the nature of relationship between the Company and the other party.

6) TRANSPARENCY & ACCOUNTABILITY:

Directors and Senior Management shall not exploit for their own personal gain, opportunities that may arrive through the use of Company's property, information or position, unless the opportunity is disclosed fully in writing to the Chairman of the Board and the Chairman approves to pursue such opportunity.

Directors and Senior Management must make disclosures to the Board relating to all material financial and commercial transactions, where they have personal interest that may have a potential conflict with the interest of the Company at large (for example dealing in Company's shares, commercial dealings with bodies, which have shareholding of management and their relatives etc.)

7) COMPLIANCE WITH LAWS, RULES AND REGULATIONS:

Directors and Senior Management shall duly comply with all applicable laws, rules and regulations, in all areas and geographies where the Company operates. Company must refuse practices which are unlawful or unethical or which may damage Company's reputation. In order to assist the Company in promoting lawful and ethical behaviour, Directors and Senior Management must report any possible violation of law, rules, regulation or the Code to the Compliance Officer. In the event, the implication of any law is not clear; the Compliance Officer shall be consulted for advice.

8) DIRECTORSHIP IN OTHER COMPANIES:

Senior Management must obtain the prior approval of the Chairman of the Board of Directors of the Company before accepting a directorship in any other company. Directors must report/disclose their directorships in other companies to the Board on an annual basis. If there is any change in directorships in other companies during the course of the year, Directors must promptly advise the same to the Board which will be noted by the Board at the next meeting. Directors and Senior Management shall not accept the directorship of a direct competitor of the Company.

Senior Management shall act as the director / advisor or hold any other capacity in any other company only after making proper disclosure to the Compliance Officer.



9) DEALING WITH THE STAKEHOLDERS:

The Directors and Senior Management shall be approachable and inculcate the openness towards debate and discussions in the Company and shall show respect and humility for all colleagues and co-workers, irrespective of their grade, position, pay, authority, caste, creed, race or sex. Senior Management shall promote everyone in the Company to work with the values of trust, teamwork, and mutuality, collaborate with objectivity and human dignity.

10) DEALING WITH THE CUSTOMERS:

Each Director and Senior Management should deal fairly with clients, vendors, and competitors. They should not take unfair advantage of anyone through manipulation, concealment, abuse of confidential, proprietary or trade secret information, misrepresentation of material facts, or any other unfair dealing-practices.

11) CONFIDENTIALITY OF INFORMATION:

Confidential information, including commercial secrets, technologies, advertising and sales promotion plans, unpublished price sensitive information or any information concerning the Company's business, its customers, suppliers etc., which is not in public domain and to which the Directors or Senior Management have access, must be held in confidence, unless authorized to do so and when disclosure is required as a requirement of law. Directors or Senior Management shall not provide any information either formally or informally, to the press or any other publicity media, unless specifically authorized by the Chairman of the Board.

12) INSIDER TRADING:

Directors and Senior Management shall not derive benefit or assist others to derive benefit by giving investment advice on the basis of the access to and possession of insider / price sensitive information about the Company which is not in public domain. Directors and Senior Management shall comply with the Code of Conduct for Prevention of Insider Trading of the Company.

13) GIFTS & DONATIONS:

Directors and Senior Management shall not receive or offer, directly or indirectly, any gifts, donations, remuneration, hospitality, illegal payments and comparable benefits which are likely to obtain business (or uncompetitive) favours or influence any business decision for the conduct of business. Nominal gifts of commemorative nature, for special events / occasions could, however, be accepted or offered.

14) PROTECTION OF ASSETS:

Protection of the Company's assets is a key responsibility of every person associated with the Company. Directors and Senior Management are not expected to use Company assets for personal gains. Care should be taken to ensure that assets are not misappropriated, loaned to

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others or sold without appropriate authorization.

15) OTHER OBLIGATIONS:

The Directors and Senior Management shall:

- Dedicate sufficient time, energy and attention to uplift and better the Company's performance.
- Endeavour to attend all the meetings (including committee meetings, if any), proceedings and occasions as are required of the person in a constructive and active manner for the benefit, growth and development of the Company.
- Not make any statement or any other commitment without proper authority or with full knowledge that it is false.
- Never compromise the interest of the Company.
- 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.
- Undertake appropriate induction and regularly update and refresh their skills, knowledge and familiarity with the Company and the external environment in which it operates.
- Seek appropriate clarification and amplification of information and, where necessary, take and follow appropriate professional advice and opinion of outside experts at the expense of the Company.
- 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 meeting.
- Ascertain and ensure that the Company has an adequate 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.
- Report concerns about unethical behaviour, actual or suspected fraud or violation of the Company's Code of Conduct or Ethics Policy.

16) COMPLIANCE OFFICER:

The Company Secretary will be the Compliance Officer for the purposes of the Code, who will be available to Directors and Senior Management to answer questions arising out of the Code.

17) ANNUAL REVIEW:

Directors and Senior Management shall affirm compliance with the Code annually on or before March 31 of every year or such other date as may be determined in this regard. The Corporate Governance Report of the Company shall contain a declaration to this effect signed by the CEO / Managing Director of the Company.



18) AMENDMENT TO THE CODE:

The Code is subject to modification / amendment from time to time. Any amendment to the provision(s) of the Code must be approved by the Board and communicated to the Directors and Senior Management.

19) WAIVERS:

Any waiver of any provision of this Code for a Director or Senior Management must be placed for approval before the Company's Board of Directors and the Audit Committee.

20) BREACHES OF THE CODE:

It is ethical responsibility of Directors and Senior Management to abide by and enforce the Code. Any perceived violation of the Code by any Director or Senior Management personnel should be reported in writing (by any employee / party affected adversely) to the Member of Audit Committee in a closed cover addressed to the Compliance Officer. The Board shall take appropriate action against Directors and the Audit Committee shall take appropriate disciplinary action against Senior Management, who is found to have violated the Code. Such action may be taken in various forms, viz. a verbal warning or written reprimand, dismissal or referral for criminal prosecution or such action as may be deemed fit in the circumstances of each case.

21) INTEGRITY PLEDGE:

Directors and Senior Management shall annually sign a declaration indicating that they have received, read, understood and agree to comply with the Code.
