

Code of Conduct of Senior Management and Board of Directors

Code of Conduct:

The senior management and Board of Directors of Esha Media Research Limited are committed to maintaining the highest standards of ethical conduct and integrity.

The key principles include:

- Acting in the best interests of the company and its stakeholders.
- Complying with all applicable laws and regulations.
- Maintaining confidentiality of sensitive information.
- Avoiding conflicts of interest and disclosing any potential conflicts.
- Ensuring transparency and accountability in all business dealings.
