



**GUIDELINES  
ON  
POLICY  
ADVOCACY**

*Approved by Board on March 29, 2019*



## **INDIAN ENERGY EXCHANGE LIMITED**

### **GUIDELINES ON POLICY ADVOCACY**

#### **OUR VISION**

Create marketplaces of electricity and other energy products for efficient use of the resources.

#### **OUR MISSION**

To operate an energy marketplace that is transparent, competitive and reliable, for the benefit of all stakeholders.

#### **OBJECTIVES**

The policy advocacy is pursued with relevant governments and regulatory authorities at the central as well as the state level and also through the interaction with media. Policy Advocacy is fundamental to effective functioning of a business and our Company pursues it with the following objectives:

- Strategically communicate, create awareness, disseminate information and engage in deliberations on the various policy and regulatory issues that have bearing on energy/power sector and power market.
- Pro-actively participate and spearhead initiatives aimed at developing and growing power market and our business in a sustainable way.
- Address the various issues and challenges that can/may have adverse bearing on the exchange, power market and power sector in general

#### **AVENUES OF POLICY ADVOCACY**

The key avenues pursued for spearheading its policy, regulatory and media advocacy are as described below:

- Written representations and submissions on policy and regulatory issues related to energy/power sector in general and power market in particular to government and regulatory authorities including but not limited to: Ministry of Power, Ministry of New and Renewable Energy, Ministry of Petroleum and Natural Gas, Central Electricity Authority, Central Electricity Regulatory Commission, State Electricity Regulatory Commissions, Joint Electricity Regulatory Commission etc.
- Participation / Appearance in interactions / deliberations / public hearings organized by the appropriate policy and regulatory authorities to deliberate as well as share inputs/ concerns on business specific policy and regulatory issues.
- Participation in interactions / deliberations aimed at shaping larger policy and regulatory dialogue with bearing on the energy / power sector and power market.



- Participation in the Advisory Committees of the Select State Electricity Regulatory Commissions (SERC) and Central Electricity Regulatory Commission (invitation based) to shape dialogue on the power market at the State as well Central level in way which is amenable to our business and conducive to larger growth and expansion of the power market.
- Participation in deliberations, interactions and events / conferences organized by the apex national level Industry Associations such as CII, FICCI, ASSOCHAM, PHD Chamber of Commerce and other regional and State industry bodies to pursue on the various issues related to energy/power sector and power market.
- Participation in sectoral based associations at the State level to pro-actively contribute to dialogue on State specific policy and regulatory issues concerning development of power market.
- Organizing events such as: training programs, conferences, workshops and seminars on various power market development and market operation issues for stakeholders from time to time. The events could be jointly organized with relevant institution or industry organizations at the national, regional or state level.
- Interaction with media representatives – print, television, digital, magazines on issues such as business performance, market information, market updates, market developments as well as airing inputs and concerns on issues involving shaping the policy and regulatory deliberations from time to time. Other avenues used in media advocacy include press releases, paid advertisements, press conferences and interviews.
- One-to-one meetings with policy makers and regulators at Central and State level

#### **REFRAINS**

- Engaging in paid public advocacy
- Seeking any benefits and material entitlements through public policy
- Directly or indirectly paying bribes for policy favours

#### **SENIOR MANAGEMENT LEADING POLICY ADVOCACY**

The senior management personnel responsible for pursuing the policy and regulatory advocacy are:

- MD and CEO
- Director-Business Development
- Director-Market Operations

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