

24 October 2018

**H.E. António Guterres**  
Secretary-General  
United Nations  
New York, NY 10017  
USA

**Dear Mr. Secretary-General,**

I am pleased to confirm that our company **BACE Marketing Private Limited** supports the ten principles of the Global Compact with respect to human rights, labour, environment and anti-corruption.

With this communication, we express our intent to advance those principles within our sphere of influence. We are committed to making the Global Compact and its principles part of the strategy, culture and day-to-day operations of our company, and to engaging in collaborative projects which advance the broader development goals of the United Nations, particularly the Sustainable Development Goals. **BACE Marketing Private Limited** will make a clear statement of this commitment to our stakeholders and the general public.

We recognize that a key requirement for participation in the Global Compact is the annual submission of a Communication on Progress (COP) that describes our company's efforts to implement the ten principles. We support public accountability and transparency, and therefore commit to report on progress within one year of joining the Global Compact, and annually thereafter according to the Global Compact COP policy. This includes:

A statement signed by the chief executive expressing continued support for the Global Compact and renewing our ongoing commitment to the initiative and its principles. This is separate from our initial letter of commitment to join the Global Compact.

A description of practical actions that the company has taken (or plans to undertake) to implement the Global Compact principles in each of the four issue areas of human rights, labour, environment, anti-corruption.

A measurement of outcomes.

Sincerely yours,



**Sanjay Kapoor**  
CEO, BACE Marketing Private Limited