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OMB No. 1124-0006; Expires July 31, 2023

U.S. Department of Justice
Washington, DC 20530

Exhibit A to Registration Statement Pursuant to the Foreign Agents Registration Act of 1938, as amended

INSTRUCTIONS. Furnish this exhibit for EACH foreign principal listed in an initial statement and for EACH additional foreign principal acquired subsequently. The filing of this document requires the payment of a filing fee as set forth in Rule (d)(1), 28 C.F.R. § 5.5(d)(1). Compliance is accomplished by filing an electronic Exhibit A form at https://www.fara.gov.

Privacy Act Statement. The filing of this document is required by the Foreign Agents Registration Act of 1938, as amended, 22 U.S.C. § 611 *et seq.*, for the purposes of registration under the Act and public disclosure. Provision of the information requested is mandatory, and failure to provide this information is subject to the penalty and enforcement provisions established in Section 8 of the Act. Every registration statement, short form registration statement, supplemental statement, exhibit, amendment, copy of informational materials or other document or information filed with the Attorney General under this Act is a public record open to public examination, inspection and copying during the posted business hours of the FARA Unit in Washington, DC. Statements are also available online at the FARA Unit's webpage: https://www.fara.gov. One copy of every such document, other than informational materials, is automatically provided to the Secretary of State pursuant to Section 6(b) of the Act, and copies of any and all documents are routinely made available to other agencies, departments and Congress pursuant to Section 6(c) of the Act. The Attorney General also transmits a semi-annual report to Congress on the administration of the Act which lists the names of all agents registered under the Act and the foreign principals they represent. This report is available to the public in print and online at: https://www.fara.gov.

Public Reporting Burden. Public reporting burden for this collection of information is estimated to average .22 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to Chief, FARA Unit, Counterintelligence and Export Control Section, National Security Division, U.S. Department of Justice, Washington, DC 20530; and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Washington, DC 20503.

1. Name of Registrant
Hill and Knowlton Strategies, LLC

2. Registration Number
3301

3. Primary Address of Registrant
Hill and Knowlton Strategies, LLC
C/O Sarah Riley
1111 19th St NW 3rd Floor
Washington, D.C. 20036

4. Name of Foreign Principal
The Gem and Jewellery Export Promotion Council ("GJEPC")

5. Address of Foreign Principal
Office No. AW 1010, Tower A, G Block, Bharat Diamond Bourse, Bandra-Kurla Complex, Bandra - East, Mumbai - 400 051, India

6. Country/Region Represented
India

7. Indicate whether the foreign principal is one of the following:

- ☐ Government of a foreign country [1]
- ☐ Foreign political party
- ☒ Foreign or domestic organization: If either, check one of the following:
  - ☐ Partnership
  - ☐ Corporation
  - ☒ Association
  - ☐ Committee
  - ☐ Voluntary group
  - ☐ Other *(specify)* _____
- ☐ Individual-State nationality _____

8. If the foreign principal is a foreign government, state:

a) Branch or agency represented by the registrant
N/A

b) Name and title of official with whom registrant engages
N/A

1 "Government of a foreign country," as defined in Section 1(e) of the Act, includes any person or group of persons exercising sovereign de facto or de jure political jurisdiction over any country, other than the United States, or over any part of such country, and includes any subdivision of any such group and any group or agency to which such sovereign de facto or de jure authority or functions are directly or indirectly delegated. Such term shall include any faction or body of insurgents within a country assuming to exercise governmental authority whether such faction or body of insurgents has or has not been recognized by the United States.

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9. If the foreign principal is a foreign political party, state:

a) Name and title of official with whom registrant engages

N/A

b) Aim, mission or objective of foreign political party

N/A

10. If the foreign principal is not a foreign government or a foreign political party:

a) State the nature of the business or activity of this foreign principal.

GJEPC is a company incorporated under Section 25 of the Companies Act, 1956 [now Section 8 of the Companies Act, 2013]. It is an Export Promotion Council (EPC) and has the primary goal to promote the Indian gem & jewellery industry and its products. In the year 1998, all EPC's were given the status of Autonomous body by the Indian government. The objectives of GJEPC are representing and promoting the business activities of Indian exporters and of the Indian gem and jewellery industry and other activities relating to / incidental to the promotion of the Indian gem and jewellery industry within India and abroad.

b) Is this foreign principal:

Supervised by a foreign government, foreign political party, or other foreign principal	Yes ☐ No ☒
Owned by a foreign government, foreign political party, or other foreign principal	Yes ☐ No ☒
Directed by a foreign government, foreign political party, or other foreign principal	Yes ☐ No ☒
Controlled by a foreign government, foreign political party, or other foreign principal	Yes ☐ No ☒
Financed by a foreign government, foreign political party, or other foreign principal	Yes ☐ No ☒
Subsidized in part by a foreign government, foreign political party, or other foreign principal	Yes ☐ No ☒

11. Explain fully all items answered "Yes" in Item 10(b).

Please note that the information provided in answers 7 - 10 were provided to H+K by GJEPC, and upon information and belief, no item in 10(b) would require a "Yes" response with respect to GJEPC.

12. If the foreign principal is an organization and is not owned or controlled by a foreign government, foreign political party or other foreign principal, state who owns and controls it.

GJEPC is sponsored by the Indian Ministry of Commerce and Industry, is owned by its Trade Members who hold membership in the GJECPC, and is controlled by its elected members. On information and belief, although there are Indian government nominees on the Board of the GJEPC, such nominees have no voting rights and only operate in an advisory capacity in the administration, governance and functioning of GJEPC.

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EXECUTION

In accordance with 28 U.S.C. § 1746, and subject to the penalties of 18 U.S.C. § 1001 and 22 U.S.C. § 618, the undersigned swears or affirms under penalty of perjury that he/she has read the information set forth in this statement filed pursuant to the Foreign Agents Registration Act of 1938, as amended, 22 U.S.C. § 611 *et seq.*, that he/she is familiar with the contents thereof, and that such contents are in their entirety true and accurate to the best of his/her knowledge and belief.

Date	Printed Name		Signature	
June 16, 2021	Andy Scharf	Sign	/s/ Andy Scharf	eSigned
		Sign		
		Sign		
		Sign		

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Washington, DC 20530

Exhibit B to Registration Statement Pursuant to the Foreign Agents Registration Act of 1938, as amended

INSTRUCTIONS. A registrant must furnish as an Exhibit B copies of each written agreement and the terms and conditions of each oral agreement with his foreign principal, including all modifications of such agreements, or, where no contract exists, a full statement of all the circumstances by reason of which the registrant is acting as an agent of a foreign principal. Compliance is accomplished by filing an electronic Exhibit B form at https://www.fara.gov.

Privacy Act Statement. The filing of this document is required for the Foreign Agents Registration Act of 1938, as amended, 22 U.S.C. § 611 *et seq.*, for the purposes of registration under the Act and public disclosure. Provision of the information requested is mandatory, and failure to provide the information is subject to the penalty and enforcement provisions established in Section 8 of the Act. Every registration statement, short form registration statement, supplemental statement, exhibit, amendment, copy of informational materials or other document or information filed with the Attorney General under this Act is a public record open to public examination, inspection and copying during the posted business hours of the FARA Unit in Washington, DC. Statements are also available online at the FARA Unit's webpage: https://www.fara.gov. One copy of every such document, other than informational materials, is automatically provided to the Secretary of State pursuant to Section 6(b) of the Act, and copies of any and all documents are routinely made available to other agencies, departments and Congress pursuant to Section 6(c) of the Act. The Attorney General also transmits a semi-annual report to Congress on the administration of the Act which lists the names of all agents registered under the Act and the foreign principals they represent. This report is available to the public in print and online at: https://www.fara.gov .

Public Reporting Burden. Public reporting burden for this collection of information is estimated to average .32 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to Chief, FARA Unit, Counterintelligence and Export Control Section, National Security Division, U.S. Department of Justice, Washington, DC 20530; and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Washington, DC 20503.

1. Name of Registrant	2. Registration Number
Hill and Knowlton Strategies, LLC	3301

3. Name of Foreign Principal

The Gem and Jewellery Export Promotion Council ("GJEPC")

Check Appropriate Box:

4. ☒ The agreement between the registrant and the above-named foreign principal is a formal written contract. If this box is checked, attach a copy of the contract to this exhibit.

5. ☐ There is no formal written contract between the registrant and the foreign principal. The agreement with the above-named foreign principal has resulted from an exchange of correspondence. If this box is checked, attach a copy of all pertinent correspondence, including a copy of any initial proposal which has been adopted by reference in such correspondence.

6. ☐ The agreement or understanding between the registrant and the foreign principal is the result of neither a formal written contract nor an exchange of correspondence between the parties. If this box is checked, give a complete description below of the terms and conditions of the oral agreement or understanding, its duration, the fees and expenses, if any, to be received.

7. What is the date of the contract or agreement with the foreign principal? signed 6/1/2021

8. Describe fully the nature and method of performance of the above indicated agreement or understanding.

The agreed upon terms and conditions of the engagement are reflected in the attached Statement of Work ("SOW").

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9. Describe fully the activities the registrant engages in or proposes to engage in on behalf of the above foreign principal.

Hill and Knowlton Strategies, LLC ("H+K") will provide The Gem and Jewellery Export Promotion Council ("GJEPC") US-focused communication services as outlined in the attached Statement of Work ("SOW").

10. Will the activities on behalf of the above foreign principal include political activities as defined in Section 1(o) of the Act[1].

Yes ☒ No ☐

If yes, describe all such political activities indicating, among other things, the relations, interests or policies to be influenced together with the means to be employed to achieve this purpose. The response must include, but not be limited to, activities involving lobbying, promotion, perception management, public relations, economic development, and preparation and dissemination of informational materials.

Please see 9 above.

11. Prior to the date of registration[2] for this foreign principal has the registrant engaged in any registrable activities, such as political activities, for this foreign principal?

Yes ☐ No ☒

If yes, describe in full detail all such activities. The response should include, among other things, the relations, interests, and policies sought to be influenced and the means employed to achieve this purpose. If the registrant arranged, sponsored, or delivered speeches, lectures, social media, internet postings, or media broadcasts, give details as to dates, places of delivery, names of speakers, and subject matter. The response must also include, but not be limited to, activities involving lobbying, promotion, perception management, public relations, economic development, and preparation and dissemination of informational materials.

Set forth below a general description of the registrant's activities, including political activities.

N/A

Set forth below in the required detail the registrant's political activities.

Date	Contact	Method	Purpose
N/A			

12. During the period beginning 60 days prior to the obligation to register[3] for this foreign principal, has the registrant received from the foreign principal, or from any other source, for or in the interests of the foreign principal, any contributions, income, money, or thing of value either as compensation, or for disbursement, or otherwise?

Yes ☒ No ☐

If yes, set forth below in the required detail an account of such monies or things of value.

Date Received	From Whom	Purpose	Amount/Thing of Value
4/5/2021	GJEPC	Monthly retainer fee for February 2021	$15,000.00
			$15,000.00
			Total

13. During the period beginning 60 days prior to the obligation to register[4] for this foreign principal, has the registrant disbursed or expended monies in connection with activity on behalf of the foreign principal or transmitted monies to the foreign principal?

Yes ☐ No ☒

If yes, set forth below in the required detail and separately an account of such monies, including monies transmitted, if any.

Date	Recipient	Purpose	Amount
N/A			

1 "Political activity," as defined in Section 1(o) of the Act, means any activity which the person engaging in believes will, or that the person intends to, in any way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting, or changing the domestic or foreign policies of the United States or with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

2,3,4 Pursuant to Section 2(a) of the Act, an agent must register within ten days of becoming an agent, and before acting as such.

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EXECUTION

In accordance with 28 U.S.C. § 1746, and subject to the penalties of 18 U.S.C. § 1001 and 22 U.S.C. § 618, the undersigned swears or affirms under penalty of perjury that he/she has read the information set forth in this statement filed pursuant to the Foreign Agents Registration Act of 1938, as amended, 22 U.S.C. § 611 *et seq.*, that he/she is familiar with the contents thereof, and that such contents are in their entirety true and accurate to the best of his/her knowledge and belief.

Date	Printed Name		Signature	
June 16, 2021	Andy Scharf	Sign	/s/ Andy Scharf	eSigned
		Sign		
		Sign		
		Sign		

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Hill+Knowlton Strategies

STATEMENT OF WORK

This Statement of Work ("SOW") is entered into between Hill and Knowlton Strategies, LLC d/b/a Hill+Knowlton Strategies ("H+K") and The Gem and Jewellery Export Promotion Council (GJEPC) ("Client") pursuant to that certain agreement entered into between the parties (the "Agreement"). Solely to the extent that the terms of this SOW conflict with any of the terms of the Agreement, and this SOW explicitly states that it intends to modify the conflicting terms, this SOW supersedes the Agreement. Otherwise, this SOW is governed by and subject to all terms of the Agreement.

1. Description of Services: Continued execution (April 12 – Dec31: x9 months) of the US focused Communications Program that includes:

- **Content Hub:**
  - Final design, construction and publication of content hub to house content
  - Ongoing population of secured program assets within content hub
  - Re-design of assets for hub as needed (e.g. end-to-end solutions video)
- **Influencer Program:** Executing proposed year-long influencer plan:
  - Key message finalization
  - Final influencer partner final selection
  - Influencer partner outreach and engagement
  - Services and rates negotiations
  - Developing contracts and managing execution
  - Coordination of jewelry loaning to influencers
  - Photography briefs development and dissemination to influencers
  - Content development support
  - Content reviews and approvals
  - Publication coordination
  - Managing influencer payments
  - Monitoring, tracking, archiving and measuring content performance
- **Media Relations:**
  - Development of press materials including finalizing key messages and crafting pitch letters
  - Building media lists with target journalists and reporter profiles
  - Conducting three rounds of strategic media outreach in accordance with approved editorial calendar and leaning on content hub to provide journalists with timely, premium imagery and assets
  - Coordination of jewelry loaning to media as requested
  - Ongoing follow ups to interested journalists to secure coverage
  - Monitoring pending media channels and tracking published coverage
- **Account Management:**
  - Client and internal meetings and calls, including guiding materials development (agendas, recaps)
  - Email correspondence with GJEPC
  - Managing budget and influencer billing
  - Detailed reporting of the performance of influencer content, secured media and traffic to the content hub.

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The above activations will be a continuation of the programming finalized between November 2020 and March 2021, including:

- Campaign creative platform
- Campaign story arcs
- *Gems of India* content hub title and design aesthetic
- Influencer campaign pulse points, publishing schedule and initial partners
- Media relations outreach calendar

2. Start Date: Thursday, April 12, 2021 *(note, unspent fees from March 21 SOW have enabled continued execution April 1 – April 9, 2021)*

3. Expected Completion Date: This SOW covers funding for x9 months: 04.12.2021 – 12.31.2021 Additional monthly activity would require SOW renewal as of 01.01.2022.

4. Fees and Payment Terms:
   - H+K Fee $135,000 (billed at $15,000 per month)
   - Third party expenses $25,000 (billed as invoiced by third parties)
     - Includes $24,000 for Influencers Payment based on current proposal (as of April 9, 2021) and $500 Return Shipping Allocation to enable influencers to capture GJEPC provided jewellery to support the program.
   - **Total Budget $160,000 USD**

In obtaining third-party materials, services and rights, H+K will act as agent for Client with Client as the disclosed principal. H+K will only be liable for the cost of the goods and services purchased and other obligations on Client's behalf to the extent H+K has been paid by Client. For amounts not paid, Client will be solely liable to the third-party vendor. Further, with respect to production and media expenses, H+K will always be in receipt of payment from Client in time to meet vendor payment due dates. To the extent the foregoing clause conflicts with the Agreement, this clause shall control.

IN WITNESS WHEREOF, the parties have executed this SOW effective as of the Start Date set forth above.

Client

By: GJEPC
Name: Sandeep Sharma
Title: Chief Financial Officer
Date: 25.05.2021

Hill and Knowlton Strategies, LLC
d/b/a Hill+Knowlton Strategies

By: Hill + Knowlton
Name: [Jeff Marcus]
Title:
Date: Jun 1, 2021

By: _____
Name: Laura Morgan, Hill + Knowlton
Title: EVP, Head of Consumer
Date: 04/12/2021

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