

## **KAMDHENU LIMITED**

## **BUSINESS RESPONSIBILITY & SUSTAINABILITY POLICY**

Adopted by the Board of Directors on 18.05.2023



#### **Contents**

- 1. Introduction
- 2. Scope and Purpose of the Policy
- 3. Authority and Responsibility
- 4. Effective Date
- 5. Key Principles

**Principle 1:** Businesses should conduct and govern themselves with integrity, and in a manner that is Ethical, Transparent and Accountable - (Ethics, Transparency & Accountability)

**Principle 2:** Businesses should provide goods and services in a manner that is sustainable and safe - (**Product Lifecycle Sustainability**)

**Principle 3:** Businesses should respect and promote the well-being of all employees, including those in their value chains - (Employee Well Being)

**Principle 4:** Businesses should respect the interests of and be responsive to all their stakeholders - **(Stakeholder Engagement)** 

**Principle 5:** Businesses should respect and promote human rights - (Human Rights)

**Principle 6:** Businesses should respect and make efforts to protect and restore the environment - **(Preservation of Environment)** 

**Principle 7:** Businesses, when engaging in influencing public and regulatory policy, should do so in a manner that is responsible and transparent - **(Responsible Advocacy)** 

**Principle 8:** Businesses should promote inclusive growth and equitable development - **(Growth & Equitable Development)** 

**Principle 9:** Businesses should engage with and provide value to their consumers in a responsible manner - (Customer Value)



#### KAMDHENU LIMITED

Corporate Identity Number: L27101HR1994PLC092205

Regd. Office: 2nd Floor, Tower-A, Building No. 9,

DLF Cyber City, Phase-III, Gurugram - 122 002

Website: www.kamdhenulimited.com, Phone: 0124-4604500

### **Introduction:**

Kamdhenu Limited hereinafter referred as the "Kamdhenu" or "the Company" is a Public Limited Company incorporated under the provision of the Companies Act, 1956 and now being governed under the provisions of Companies Act, 2013, having Corporate Identity Number L27101HR1994PLC092205. The Company is engaged in the business of manufacturing, marketing, branding and distributions of Steel Products.

First and foremost, aim of the Company being the Corporate Citizen is pursue and conduct the Business in a responsible manner and simultaneously taking Company's social, environmental, governance and economic impact into account. For sustainable development, the management continues its efforts to strike a balance between the economic, social and environmental performance in dealing with various stakeholders of the Company, namely investors, customers, government, regulators, value chain partners, employees and the society as a whole. Company acknowledges that to be successful over the long- term, we need to create value for our stakeholders and for society at large.

The Company intends that Sustainability and Business Responsibility Policy adopted by the Company ensures responsible business practices in line with its social, environmental, governance and economic responsibilities. This Policy is formulated in accordance with the applicable provisions of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("SEBI Listing Regulations") and the circular on Business Responsibility and Sustainability Reporting by listed entities dated May 10, 2021 issued by Securities and Exchange Board of India ("SEBI") and other amended provisions.

### **Scope and Purpose of the Policy:**

The Business Responsibility and Sustainability Policy is framed to fulfil the requirements of 34(2)(f) of the SEBI Listing Regulations and the Environmental, Social and Governance ('ESG') related disclosures of the Company.



This Policy also reiterates the Company's commitment to abide by the nine principles and their core elements as defined in the National Voluntary Guidelines on Social, Environmental and Economic Responsibilities of Business published by the Ministry of Corporate Affairs, Government of India and SEBI (Listing Obligations and Disclosure Requirements) Regulations 2015 while conducting its business, to the extent applicable.

### **Authority and Responsibility:**

This Policy may be reviewed annually or on need basis and amended from time to time in line with the any regulatory requirements as well as changes in Company's intent and business environment / eco-system. All material changes to this Policy will be placed before the Board of Directors for their perusal and approval. This Policy shall be implemented by the Board of Directors of the Company and all the Directors and Employees of the Company in the Corporate Office and Plant shall abide this policy to the extent of its applicability.

All the functional heads shall be responsible for implementation of this policy with reference to the functions handled by their respective departments.

The performance of the Company from a perspective of business responsibility is assessed by the following committees of the board:

- (i) the Corporate Social Responsibility Committee;
- (ii) the Stakeholders Relationship Committee; and
- (iii) the Risk Management Committee

The Chairman & Managing Director shall be responsible for the overall implementation of these guidelines.

### **Effective Date:**

This policy shall be effective from the Date of approval of Board of Directors and shall continue to be effective till it has been superseded or amended by the Board of Directors.

### **Key Principles:**

Kamdhenu has been following the Nine Principles over the years and this framework is documented to re-emphasize and consolidate the Company's approach, commitment and policy to continue to integrate and implement the NGRBC principles and their core elements in its processes.



The Company shall conduct its business activities in line with the following Key Principles which are broadly based on the Principles envisaged in the NVGs, to the extent applicable in the interest of social set up, environmental and governance framework:

# Principle I: Businesses should conduct and govern themselves with integrity, and in a manner that is Ethical, Transparent and Accountable - (Ethics, Transparency & Accountability)

The Company strives to maintain the highest standards of ethics in all spheres of its business activities. The Board of Directors and Senior Management strive and endeavor to set examples of utmost ethical behavior.

The Board of Directors and Senior Management of the Company aims at inculcating ethical behavior at all levels across the Company making it an essential part of the work culture so that every employee of the Company conduct himself and lead on behalf of the Company with professionalism, honesty and integrity, and confirm to high moral and ethical ground.

Ethics, transparency and personal accountability form the core values of the Company. It focuses on high standards of corporate governance, in the conduct of its business. The Company has zero-tolerance for bribery and corruption and strives to build and maintain relationships with its lenders, borrowers, shareholders and other stakeholders in a fair, transparent and professional manner.

The Company adheres to all applicable governmental and regulatory rules in order to ensure complete transparency and accountability in all business practices, Any and all breaches of Company guidelines are viewed very seriously by Management, who ensures that appropriate disciplinary action is taken.

In view that the Business should be conducted with integrity and in transparent manner, the Company has formulated and adopted Code of Conducts that outlines the highest standards of work ethics including total honesty, in the conduct of operations of the Company and the discharge of functional responsibilities and commitment to conducting business with the highest legal and ethical standards. This Code of Conduct applies to the Board of Directors, Senior Management, Key Managerial Personnel Personnel's.

In addition to the above, the Company has also adopted the Code of Conduct and Work Place Ethics which is applicable to all directors, officers, employees, agents, representatives and other associated persons of the Company and emphasizes them for maintaining work ethics, honesty, and integrity in all operations and responsibilities. All those concerned are required to strictly adhere to this Code of Conducts. Any violation of any Code of Conduct shall be viewed strictly and lead to disciplinary action, up to and including discharge. All business decisions and transactions shall be fair, transparent, amenable to disclosure and be visible to the concerned stakeholder. The Company shall ensure maximum appropriate disclosure to its various stakeholders without impacting its strategic intent.



The Company has also formulated and adopted various other codes and policies including

- Code of Practices and Procedures for Fair Disclosure of Unpublished Price Sensitive Information,
- Policy on Protection of Women against Sexual Harassment at Workplace,
- Code of Conduct for Prevention of Insider Trading etc.
- Human Right Policy
- Whistle Blower Policy
- Board Diversity Policy.

All the above policies and codes are applicable to all its employees/directors, for enforcement of ethical conduct from a governance, regulatory and risk management perspective. The Code of Conducts and Policies are uploaded on the Company's website – <a href="https://www.kamdhenulimited.com/code-conduct.php">https://www.kamdhenulimited.com/code-conduct.php</a>

#### Do's and Dont's for Employees of the Company;

#### Do's

- Ensures Compliance of various laws, regulations and the Company's Code of Conduct and Policies.
- Ensure transparent communication and access of relevant information to the public at large, except of the confidential information and business plans.
- Avoid moral turpitude and do nothing which is unbecoming of an employee of the Company.
- Be responsive to the stakeholders and demonstrate exemplary governance at all times.
- Reject bribery and corruption and must not give or accept bribes nor engage in any form of corruption.
- Avoid conflicts of interest.

#### Don't's

- Do not offer, give or accept inappropriate gifts or benefits.
- Do not deal in Company's shares in violation of Prevention of Insider Trading guidelines.
- Do not refuse to cooperate with any investigation.
- Do not fight or threaten violence at the workplace.
- Do not spread rumours or unauthenticated information.
- Do not use foul language (including verbal) at the workplace.
- Do not be negligent or exhibit improper conduct leading to damage of Company's property.
- Do not submit and claim false bills for reimbursements.



# Principle 2: Businesses should provide goods and services in a manner that is sustainable and safe - (Product Lifecycle Sustainability Policy)

The Company is engaged in the business of manufacturing of TMT Steel Bars, Coated Sheets and other steel products. The Company always endeavor to align our business operations to the highest standards of safety, quality and sustainability and we always remained committed to identifying and mitigating prioritized risks throughout our product lifecycle.

Our product quality and safety practices further emphasize our efforts to deliver safe and effective products to all our consumers.

The Company has in-house R&D capabilities monitored by deputed officials who actively monitors the Company's Research & Development (R&D) facility and optimum consumption of resource such as electricity, fuel oil, lubricant oil, raw material and water. The impact of all the operations on the Environment and Society must be clearly understood by all employees responsible for these operations. Thus the Company endeavors to embed the principles of sustainability, as far as practicable, into the various stages of product lifecycle including procurement of raw material, manufacturing of product or delivery, transportation of raw materials and finished goods.

The following measures shall govern the Product Life Cycle Sustainability of the Company;

- i) The Company shall endeavor to assure safety and optimal resource use over the life-cycle of the product from design to disposal and ensure that everyone connected with it are aware of their responsibilities;
- ii) The Company shall regularly review and endeavor to improve upon the process of new technology development, deployment and commercialization, as well as incorporating social, ethical, and environmental considerations.
- iii) The Company shall endeavor to work towards safeguards water and energy and less generation of wastage resources at various stages of handling and promote optimum usage of resources including recycling of resources, wherever possible.
- iv) The Company shall use sustainable products which generate measurable social or environmental benefits and which does not deplete resources.
- v) Promoting Environmental and Safety Awareness among all the employees, vendors and contractors.
- vi) While finalizing the product, the Company shall ensure that the manufacturing processes and technologies required to produce it are resource efficient and sustainable.
- vii) The company shall ensure that its products and services comply with all applicable statutes and regulations.



For Company, the safety of concrete structure is of prime concern, therefore the products of the Company goes through different stages such as Bond Strength, Weldability, Corrosion Resistance, High Temperature Resistances, Degradation of Steel, Compatibility with high seismic zones Wind Load etc.

The Features of each and every products of the Company and their applications are being disclosed by the Company on their website at <a href="https://www.kamdhenulimited.com">https://www.kamdhenulimited.com</a>.

# Principle 3: Businesses should respect and promote the well-being of all employees, including those in their value chains - (Employee Well Being)

We believe our employees are a major asset for our Company. Safety and creating a safe operating culture continues to be amongst our top priorities. We have a company-wide occupational environment, health and safety policy to ensure awareness in safety and that best practices in terms of safety are being followed at all our sites. We are focused on improving behavioral safety, reducing hazards through periodical walk-through Audits and safety Improvement projects. In doing so, we have been providing continuous training and skill development workshops before commencement of work and during the term of employment. Safety awareness programmes and campaigns are conducted regularly to help the employees understand their role in making the workplace safe. Each person is encouraged to report any unsafe conditions at the workplace to the safety committee and follow the safety measures at workplace with utmost priority.

The following shall govern the Company's efforts towards Employee Wellbeing:

- The Company shall create systems and practices to ensure a harassment free workplace where employees feel safe and secure in discharging their responsibilities.
- The Company shall ensure timely payment of wages/salaries to meet basic needs and economic security of the employees.
- The Company shall provide and maintain equal opportunities to its board members irrespective of diversity factors such as gender, race, ethnicity, country of origin, nationality or cultural background in the board nomination process.
- The Company shall provide and maintain equal opportunities to its employees, job applicants and workers at the time of recruitment as well as during the course of employment irrespective of caste, creed, gender, race, religion, disability or sexual orientation. Any Personnel engaging in discrimination will be subject to disciplinary action up to and including termination of employment and / or be liable to indemnify the Company for the loss incurred by the Company. Furthermore, the Company's



whistleblower policy outlines the mechanism for grievance redressal of nondiscrimination incidents.

- The Company shall endeavor to take cognizance of the work-life balance of its employees, especially that of women.
- The Company shall endeavor to provide facilities for the wellbeing of the employees including those with special needs and should respect the right to freedom of association, participation, collective bargaining, and provide access to appropriate grievance Redressal mechanisms.
- The Company shall promote business practices that aims to employ local people at its operating sites.
- The Company strives to provide each employee with a safe and healthy work environment. Each employee has a responsibility for maintaining a safe and healthy workplace by following safety and health rules as well as practices. We encourage our employees to proactively report on EHS incidents, inclusive of near-misses, further ensuring effective resolution and implementation of corrective actions through formalized redressal mechanisms, across all our business and manufacturing operations. The Company requires all its suppliers to be compliant with the provision of a safe and healthy working environment.
- The Company shall endeavor to ensure continuous skill and competence up-gradation of all employees by providing access to necessary learning opportunities, on an equal and nondiscriminatory basis.
- The Company shall promote employee morale and career development through enlightened human resource interventions and also encourages for continuous skill upgradation of each individual employed within the organization by providing access to necessary learning opportunities and promoting career development.
- The Company is strictly against employment of child labor or forced labor, in any form, paid or unpaid.

# Principle 4: Businesses should respect the interests of and be responsive to all their stakeholders - (Stakeholder Engagement)

At Kamdhenu Limited, we build lasting bonds with all our stakeholders, internal and external, through meaningful deliberations. The Company's CSR programmes and projects are aimed at serving the needy, deserving, socio-economically backward and disadvantaged communities



aimed at improving the quality of their lives. The projects contributing to betterment of disadvantaged, vulnerable and marginalized stakeholders are:

- Providing education to economically/physically challenged;
- •Providing medical treatment including diagnosis and medicines at a very nominal cost to economically deprived.

The Company also engaged some local disadvantageous, vulnerable and marginalized stakeholders through contracts for small time works being given to them. This primarily includes engagement of drivers, medical staff, mistries, carpenters, plumbers, mechanics etc, locally. Such small time contracts ensure gainful engagement of such disadvantageous and marginalized sections.

The following shall govern the Company's efforts towards stakeholders 'engagement:

- The Company shall acknowledge, assume responsibility and be transparent about the impact of the policies, decisions, on the stakeholders.
- The Company shall systematically identify stakeholders, understanding their concerns, defining purpose and scope of engagement, and commitment to engage with them.
- The Company shall endeavor to give special attention to stakeholders in areas that are underdeveloped.
- The Company shall resolve differences with stakeholders in a just, fair and equitable manner.
- The Company shall endeavor to share and disclose material information to its stakeholders as recommended by statutory guidelines and effectively communicates plans and achievements through media to internal and external stakeholders. As we recognize that any non-compliance with the principles of disclosure and transparency can potentially harm the image of the Company and also the loss of shareholder confidence.
- The Company endeavors to make prompt public disclosure of all unpublished price sensitive information(s) that may impact price discovery, as soon as credible and concrete information comes into being. Further the Company is committed to make uniform and universal dissemination of unpublished price sensitive information to avoid selective disclosure.
- The Company's Risk Management Policy ensures the proactive identification, assessment, management, monitoring and reporting of identified and prioritized risks. Thus, the policy supports the Company's efforts to remain a competitive and sustainable Company, enhancing operational effectiveness and creating wealth for employees, shareholders and stakeholders



#### Principle 5: Businesses should respect and promote human rights - (Human Rights)

The Company complies and adheres to all the human rights laws and guidelines of the Constitution of India, National laws and Policies. As a responsible Company, we treat all its stakeholders and customers with dignity, respect and due understanding. The Company takes care to be just patient and understanding while dealing with delinquent customers.

The Company has in place a code of conduct and Human Right policy in force, which seeks to ensure and to promote an atmosphere free of fair where people can work and live with freedom and dignity. While dealings with various persons within the Company or outside it, the Company has never lost sight of the fact that every such person is a human being and needs to be dealt with as one and therefore the attempt is always to ensure that no person is dealt with dishonestly, shortchanged or exploited.

Furthermore, the Company has as responsible corporate citizen always sought to ensure the welfare and well-being of people both at the physiological as well as the psychological level, without their being made to compromise on their rights as human beings. Any complaints and grievances pertaining to behavioural issues are attended personally by senior officers.

The following shall govern the Company's efforts towards ensuring respect for Human Rights:

- The Company embodies sensitivity of Human Rights principles within and across its value chain.
- The Company should not complicit with human rights abuses by a third party.
- The Company integrates Human Rights as a core value in business operations and ensures comprehensive governance through its Human Rights policy. The Company strives to implement procedures and grievance redressal frameworks, including the human rights due diligence.
- The Company effectively communicates its policy on Human Rights and promotes awareness and realization of human rights across their all employees and value chain partners and provides ample communication channels for grievance redressal.
- The Company provides a secure grievance redressal mechanism for its stakeholders, under the Company's Whistle Blower Policy.



# Principle 6: Businesses should respect and make efforts to protect and restore the environment - (Preservation of Environment)

The Company places high priority in ensuring and adhering to best procedures relating to environment protection. The Company being in the business of manufacturing of Steel and TMT bars, therefore it is committed to manufacture and supply of goods in environmental friendly manner, protect environment and prevent pollution of all types, fulfil its compliance obligations, conserve natural resources, continually improve to enhance environmental performance.

We conduct periodic risk and opportunity assessments to identify any adverse impact of our products and services on the environment. This assessment enables us to strategically implement targeted initiatives that help us reduce our environmental footprint and augment resource conservation, propelling our efforts to achieve sustained progress across the triple bottom line.

The Company's Policies – Environment, Health & Safety, extend support to all stakeholders influencing the entire value chain. This also helps in sustaining environmental impacts beyond the prescribed limits and address social responsibility.

The following shall govern the Company's efforts towards ensuring preservation of Environment:

- The company strives to comply with ISO Standards adopted by the Company
- Comply with environmental legislations, regulations and other requirements.
- Continual improvement in environmental performance by Conservation of natural resources, Prevention of Pollution (at source/ reduction of negative impacts/ recycle/ reuse) and Setting and review suitable objectives & targets.
- Provide on-going training to bring about a culture of environmental protection as a core value and involve all employees in achieving the above.
- Review environmental performance periodically for adequacy and suitability.
- The Company undertakes impact assessments and implements best practices with respect to water management, waste management, emissions, climate change mitigation, protection of biodiversity and ecosystem across the value chain.
- The Company communicates openly with all key stakeholders including suppliers, service providers, contractors and key business partners for improving environment, health and safety performances.
- The Company shall promote customer awareness in environment management to minimize impact on environment during usage of the Company's products. The Company shall persuade and encourage its business partners to move towards environmentally friendly processes right from design to disposal. Apart from the above, the Company is



committed to continuously improve its Sustainability and Environmental Management through processes defined below:

- i) Minimizing the consumption of electrical energy, chemicals and natural resources.
- ii) Encouraging use of renewable/replenishable / sustainable resources.
- iii) Compliance to applicable legal requirements and other requirements related to environmental aspects.
- iv) Prevention of pollution to air, water and land by using environment friendly chemicals and continuous reduction of hazardous material in the processes.
- v) Reduction in generation of identified wastes.
- vi) Promotion & adoption of environmental friendly practices.

The Company endeavors to follow the following initiatives on their own for clean, ecofriendly and sustainable growth;

**Energy Conservation:** Optimum utilization of resources as a principle is ingrained in all the processes at Steel Plant. The Company has installed the wind turbines for generation of electricity as energy conservation initiatives for reduction in power consumption, and increasing efficiency are a regular feature.

**Reduction in Office waste:** Our initiative to reduce waste generation at our offices include using jet hand dryers in washrooms to minimize usage of tissue rolls, printing on both sides of paper and generating awareness in employees to shift to paperless office model.

**Awareness Programs:** To spread awareness about environmental protection measures, every year we celebrate Earth Day, Environment Day & Environment Week etc. The activities held during such programs include Tree Plantation, Safety week, etc.

**Green India Drive - Plantations:** Under the Green India Drive the Company has motivated more than 7500 dealers and distributors to increase the green area around themselves and also motivated to plant at least 5 saplings each year and nurture them to complete growth.

**Environment and Safety Certifications:** Your Company is certified for international quality standards ISO 9001:2015 and also certified for meeting the specifications of Bureau of Indian standards 1786:2008, the company is highly conscious about maintaining the best quality of its products.

Principle 7: Businesses, when engaging in influencing public and regulatory policy, should do so in a manner that is responsible and transparent - (Responsible Advocacy).

As a good Corporate Citizen, we are cognizant of the guidelines provided by regulators and legislative bodies across social, environment and economic parameters. The Company



endeavor to create a positive impact in the business eco-system and communities by advocating best industry practices for the benefit of society at large.

The Company, while persuading policy advocacy, shall ensure that their advocacy positions are consistent with the Principles and Core Elements contained in these Guidelines. To the extent possible, the Company should utilize the trade and industry chambers and associations and other such collective platforms to undertake such policy advocacy.

The Company believes that policy advocacy must preserve and expand public good and thus, we shall never advocate any policy change to benefit itself alone.

The following shall govern the Company's efforts towards ensuring policy advocacy:

- The Company shall ensure that its advocacy position is consistent with its values of commitment, integrity, honesty, transparency, and based on inputs from all its stakeholders.
- The Company shall take continuous measures to function within the democratic setup and recognized legislative and policy frameworks.
- The Company shall ensure consistency of its public communications, disclosures with the Code of Conduct and the principles as outlined in the relevant regulatory frameworks.
- The Company shall work together with industry organisations, chambers, forums, and associations to influence public and regulatory policies, frameworks, and suggest amendments for improvement of public good.
- The Company shall promote consensus, co-operation, compliance, persuasion, and meaningful discussions instead of conflict on policy and regulatory matters

# Principle 8: Businesses should promote inclusive growth and equitable development - (Growth & Equitable Development)

Kamdhenu Limited as a Corporate Citizen has always sought to ensure the welfare and well-being of people both at the physiological as well as the psychological level, without their being made compromise on their rights as human being. The Company believes that it will be successful in the long term by creating values for the betterment of both shareholders as well as for society at large. Value creation is only possible with a solid foundation of compliance and a culture of respect, as well as a firm commitment to environmental and social sustainability.

In principle, the Company believe that we can achieve our growth in responsible manner and our focus is to extend our support for the sustainable development of the community especially those who are below poverty line in the Country. Thus, Kamdhenu Jeevandhara Foundation, is the CSR wing of Kamdhenu Limited, wherein we envision building an educated and healthy nation by providing education and improving lives of the community through high



quality and preventive healthcare initiatives. The CSR vision and mission of the foundation lays down principles to carry out CSR activities directed towards the underprivileged section of our society, area of education, training, vocational education, Public Health and Skill Development.

The following shall govern the Company's efforts towards ensuring Growth & Equitable Development:

- The Company strives minimize any adverse impacts that it has on social, cultural and economic aspects of society including arising from its manufacturing and operations.
- The Company shall assess, measure and understand their impact on social and economic development, and respond through appropriate action to minimize the negative impacts on society.
- The Company shall innovate and invest in products, technologies and processes that promote the wellbeing of society, including vulnerable and marginalized groups.
- The Company shall strives to identify the needs of local communities and make efforts to complement and support the development priorities at local and national levels, and assure appropriate resettlement and rehabilitation of communities who have been displaced owing to their business operations.
- The Company shall respect all forms of intellectual property and traditional knowledge and make efforts to ensure that benefits derived from their knowledge are shared equitably.
- The company shall undertake CSR activities in accordance with Schedule VII of the Companies Act, 2013 and as per the CSR policy of the company.

# Principle 9: Businesses should engage with and provide value to their consumers in a responsible manner - (Customer Value)

We Kamdhenu, are committed to responsible growth and delivering superior products to our end consumers. We prioritize and value our relationship with all our consumers as they play a vital role in our value creation journey. In this regard, we consistently strive to ensure responsible and transparent communication with all our consumers, across parameters of product pricing, quality and accessibility.

As the Company is primarily engaged in the business of manufacturing of Steel and TMT Bars, thus the products are not mandatorily required any labeling. However, in order to convey useful information to customers, Kamdhenu's products bear information labels providing details about specifications, sizes and quality of the respective products. Against every sale, customers are provided with test certificates issued by certified third parties that contain quality parameters, as well as the chemical and physical properties of the product. The above information is also available in product brochures that are given to customers.



- The Company shall strive to ensure standards and processes are in place to minimize and mitigate the negative impacts of business operations on all aspects of the society, including consumers. The Company must strive to enhance health, safety, and well-being of its consumers and society at large.
- The Company competes only in an ethical and legitimate manner and prohibits all actions that are anti-competitive or otherwise contrary to applicable competition or anti-trust laws.
- The Company strives to maintain transparency and clarity in its offerings through timely, factual and responsible marketing and communication.
- The Company shall make continuous efforts to ensure that universal access to its products and services. In case of discontinuation of the service, the same would be carried out in a responsible and non-discriminatory manner. The Company strives to commit to the provision of essential services without any discriminatory practices.
- The Company shall strive to ensure the product advertisements are following the relevant regulations and does not create any confusion and mislead the consumers.
- The Company provides its customers with guidance on the safe and responsible usage of products. The Company sensitizes the customers about the product quality and safety.
- All Personnel should endeavor to deal honestly, ethically and fairly with the Company's suppliers, distributors, franchisee partners, customers, competitors, agents, independent contractors, consultants and shareholders. Statements regarding the Company's products and services must not be untrue, misleading, deceptive or fraudulent.
- The Company takes consistent efforts in engaging with customers on an ongoing basis, recognize their concerns and correspondingly address them in a responsible manner.
- The Company strives to make continuous efforts to ensure universal accessibility of product to all, without any discrimination.
- The Company shall put in place a transparent, effective, and fair grievance redressal system and process to address consumer concerns and complaints as well as a governance mechanism to seek appropriate and fair consumer feedback.