



ADITYA BIRLA GROUP

QUALITY POLICY

Aditya Birla Group's goals are to meet or exceed our customers' expectations and to ensure the consistency, performance, reliability, safety and value of our products and services through robust quality systems and management processes. We recognise the importance of delivering the highest possible levels of customer satisfaction in every aspect of our business, from initial contact, through product and service design, development and delivery, to after-sales care and technical support.

Our Group Companies are committed to ensuring that the products and services they provide conform to customer and applicable statutory and regulatory requirements, delivering our key aim of enhanced customer satisfaction.

Every Aditya Birla Group Company endeavours to:

- Maintain positive legal compliance to applicable statutory and regulatory requirements and conformance to the Aditya Birla Group Sustainable Business Framework;
- Identify and pursue opportunities to enhance customer satisfaction;
- Communicate actively and regularly with our customers and other stakeholders;
- Provide mechanisms to raise issues or concerns regarding the quality of a product or service and to address those issues or concerns in a timely and appropriate manner;
- Motivate and empower our employees in achieving customer satisfaction by providing them with the necessary tools, knowledge, systems and work-place environment;
- Explore opportunities to innovate through technology, materials and work practices;
- Influence our contractors, suppliers and other organisations with whom Aditya Birla Group has leverage to adopt our Sustainable Business Framework and to encourage and support the development of equivalent management systems;
- Establish clear accountability by assigning adequate resources and responsibilities for the effective management of risks to the quality of the product or service; and
- Set objectives to drive continual improvement through efficient business processes, best sustainability practices and optimal customer relationships.

Each Aditya Birla Group Company shall sign up to this policy or develop an equivalent that shall be implemented throughout its operations.

This policy shall be reviewed periodically for its suitability and updated as necessary.

15th November 2017

ABG/SUST/POL/17

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Disclaimer: The 'Aditya Birla Group' is commonly and for convenience referred to a group of entities which use the group's trademark 'Aditya Birla' and/or 'Sunrise Logo' as a part of their corporate name, logo and/or in relation to their products and services, either by virtue of shareholding interest or otherwise. The 'Aditya Birla' and 'Sunrise Logo' trademarks, registered in India and around the world, are owned by Aditya Birla Management Corporation Private Limited (ABMCPL). ABMCPL is the centre of excellence and provides varied centralised expert services to its member entities. The terms of use of the group mark, logo and expert centralised services by Aditya Birla Group companies are governed by arm's length contractual arrangements entered into between ABMCPL and Aditya Birla Group companies. ABMCPL provides no services to third parties outside the Aditya Birla Group. No Aditya Birla Group company has any authority to obligate or bind ABMCPL or any other Aditya Birla Group company vis-à-vis third parties, nor does ABMCPL have any such authority to obligate or bind any Aditya Birla Group company. The term 'Group' should not be used for any legal purpose and provisions of relevant law shall apply whenever there is a need to define the term 'group'.