

## **Haldia Petrochemicals Limited**

### **CUSTOMER RELATIONS POLICY**

#### **Background & Purpose**

Haldia Petrochemicals Limited (also known as "the Company," "HPL," or "We") believes that customers are their most prized asset and uphold their trust, by maintaining transparency in communication and ensuring their satisfaction through provision of high-quality products. Customer-centricity is one of the key pillars to the long-term business sustainability of the Company. In an endeavour to be recognized as the preferred choice for customers and achieve long-lasting competitive advantage in the industry, the Company aims at building consistent customer satisfaction by providing high-quality customer experience that delivers superior value.

#### **Scope**

The Customer Relations Policy is applicable to all Customers and Board Members, Key Managerial Personnel, Employees (permanent and temporary) and Workers (permanent and temporary) of the Company associated with the customers.

#### **Policy Commitments**

The Company is committed to ensure long-lasting customer relations, on the grounds of faith and good-will. The Company has a robust customer grievance mechanism to address all customer complaints, and continuously strives for enhanced customer experience in terms of product quality, market accessibility, user-friendliness, and post-purchase services. associated for any form of discrimination and harassment. HPL is actively engaged in enhancing customer relations, by implementing a range of guidelines for commitment, as outlined here:

- Adhere to the local, regional, and national legislative requirements on customer complaints management and data protection.
- Ensure that it will not restrict the freedom of choice and free competition in any manner while designing, promoting, and selling the products.
- Promote and advertise their products in ways that do not mislead the customers or violate any of the principles in this Policy.
- Bring forth awareness among consumers of their rights through awareness, education, product labelling, useful marketing communication, comprehensive details of contents and configuration and promotion of safe usage and disposal of their products and services and eliminate over consumption.
- Exercise care and caution while providing goods and services so that there is no over exploitation of natural resources or lead to excessive conspicuous consumption.

- Establish a transparent and accessible grievance handling mechanism to satisfactorily resolve customers queries and feedback.
- Maintain privacy of consumer's private and confidential data in the normal course of its business.
- Monitor, measure, and report progress against this policy.
- Ensure to minimize and mitigates any adverse impact of its goods and services on consumers, the natural environment and society at large.
- Ensure that if a product or service is discontinued for any reason, it is done in a non-discriminatory, ethical, and responsible manner.

### **Implementation and Monitoring**

- The Policy is communicated to all employees and workers across all concerned departments, functions, teams, and verticals associated with customer relations, and is also displayed on the Company's internal communication portals.
- Adherence and compliance with the Policy shall be monitored and evaluated by the concerned Functional Heads of the Departments / Unit Heads of the Company at regular intervals.
- All grievances / complaints with respect to breach of the Policy shall be reported to Head-Marketing, and subsequently to the Whole-time Director & CEO, for effective redressal of the grievances.

### **Review and Amendment**

This Policy shall be reviewed and evaluated as and when required to establish and confirm that it meets the objectives of the relevant legislation and remains effective. The Whole-time Director & CEO has the complete right to make amendments to this Policy in whole or in part, at any point of time without assigning any reason, whatsoever.

Place: Kolkata

By order of the Board of Directors

Date: 09.07.2024

Sd/-

Whole-time Director & CEO