

PRINCIPLE - 9

CUSTOMER VALUE

Customers are one of the most important stakeholders for any business. Alembic, being in the Pharmaceuticals industry acknowledges that our customers, who in most cases are healthcare patients, are not just a stakeholder. We deeply believe that we are responsible in ensuring their well-being and providing them products for their healthy life. It is our constant endeavor to deliver quality healthcare and lifestyle products at affordable prices to all our customers.

Policy

Our core principles for enhancing customer value are:

1) Overall Well-Being

While providing healthcare products to our customers, the Company ensure that we take into account their overall well-being as well as act responsibly towards the society in general;

2) Freedom of Choice

The Company provides unrestricted freedom of choice to our customers and tries to ensure that patients are not restricted to products manufactured by us or under our brands;

3) Freedom of Competition

The Company tries to ensure freedom of competition while designing, promoting and selling our products;

4) Disclosure of Risks

The Company tries to ensure that we disclose all information truthfully and factually, through labelling and other means, including the risks to the customer, to society and to the planet from the use of the products, so that the customers can exercise their freedom to consume in a responsible manner. The Company also endeavours to educate our customers on the safe and responsible usage of their products and services;

5) Fair Product Promotion

The Company tries to ensure that we promote and advertise our products in ways that do not mislead or confuse the consumers or violate any of the principles in these Guidelines;

6) Data Security and Privacy

The Company shall adopt appropriate measures like sensitization and training on data security, Vulnerability Assessment and Penetration Testing (VAPT) of its systems and networks, access

control, end-point encryption, etc., to prevent unauthorized access and use of personal and business-related data of its customers and other stakeholders;

7) Conservation of Natural Resources

The Company believes that conservation of natural resources is the key to future sustainability of our plant. The Company tries to exercise due care and caution while providing products that result in usage of natural resources; and

8) Handling of Customer Grievance

The Company makes reasonable efforts to have a robust mechanism to handle and redress customer grievance. The Company also welcomes customer concerns and feedback and tries to address them promptly.
