

## **POLICY ON CUSTOMER CARE**

### **1. PREAMBLE**

Apollo Tyres Ltd. (“The Company” or “ATL”) recognizes the responsibility to care for its customers. The Company is committed to provide the high and consistent levels of service to its customers. It subscribes to the philosophy that the customer is the reason we exist, and treats all its customers with the utmost respect and courtesy.

### **2. MANAGEMENT APPROACH TOWARDS CUSTOMERS**

- ✓ The foremost objective of the Company’s initiatives is to have a positive impact on the everyday lives of its customers.
- ✓ The management is conscious about building awareness amongst customers in order to inculcate responsible behavior.
- ✓ The Company believes that its customers and whom it serves is central to everything it does. Its activities and products should take into account and promote the overall well-being of customers and that of society.
- ✓ The customers are placed at the heart of the Company. The said belief is reflected through “Customer First”, one of the key values manifested in the Apollo Values.
- ✓ The Company also provides adequate grievance handling mechanisms to address customer concerns and feedback.

### **3. DELIVERY OF INFORMATION**

- ✓ The Company discloses all relevant information truthfully and factually, through labelling and other means, including the risks to the individual, to society and to the planet from the use of the products, so that the customers can make an informed choice, and exercise their freedom to consume in a responsible manner. The Company also strives to educate customers and disseminate information on its products, to promote safe and responsible usage.
- ✓ The Company promotes and advertises its products in ways which are consistent with its policies, and which do not mislead or confuse the consumers.
- ✓ The Company when dealing with customers is responsive to the customers. It represents fairly and correctly the available information and do not exaggerate the quality, features and availability of a product or service.

- ✓ The Company understands the issue from the customer's perspective and tries to provide solutions and never provide false assurances or information at any time.

#### **4. ETHICAL CONDUCT**

The Company subscribes to upholding the highest standards of fair and ethical business practices and market driven competition. It ensures that it does not restrict the freedom of choice and free competition in any manner while designing, promoting and selling its products.

#### **5. CARE OF CUSTOMERS**

- ✓ The Company raises the consumer's awareness of their rights through education, product labelling, appropriate and helpful marketing communication.
- ✓ The Company seeks to completely eliminate the scope of complaints of its products and services.

##### **5.1 Customer Champion**

The Company will promote initiatives and projects which seek to augment customer engagement, create awareness and customer retention by ensuring that customers are happy, safe and knowledgeable about the products.

##### **5.2 Customer Safety**

- ✓ The health and safety of customers is of utmost importance to the Company. ATL strives to provide the highest quality products to its customers. It is equally concerned about their safety and adheres to international standards of product safety.
- ✓ ATL shall exercise due care and caution while providing goods and services. ATL shall also promote sustainable consumption of natural resources, and not encourage practices which lead to excessive conspicuous consumption.
- ✓ The Company is constantly looking for customized solutions and innovations to give its customers the best and safest product experience.

#### **6. APPLICABILITY**

- ✓ This policy is applicable to all offices of the Company.

#### **7. AFFIRMATION OF THE POLICY**

- ✓ This policy is communicated to all employees in an appropriate and meaningful manner.
- ✓ The Company shall report on the status of its adoption of this policy as statutorily required.

- ✓ The Company shall encourage its business associates and partners to abide by this policy.

## **8. VIOLATION OF THE POLICY**

- ✓ Violations of this policy by Company employees can lead to disciplinary action up to and including termination. Disciplinary actions may include immediate termination of employment at the Company's sole discretion. Where the Company has suffered a loss, it may pursue legal actions against the individuals or entities responsible.

## **9. AMENDMENTS**

- ✓ This policy may be updated/ amended by the Company from time to time.

## **10. ACCESSIBILITY**

- ✓ This policy may be viewed online at [www.apollotyres.com](http://www.apollotyres.com)

### **VERSION**

<b>Version</b>	<b>Approved By</b>	<b>Approval Date</b>
1	Board of Directors	February 1, 2017
	Reviewed by Business Responsibility & Sustainability Committee (BRSC)	May 12, 2022