



CUSTOMER/ CONSUMER VALUE AND CUSTOMER POLICY

JTL Defence Limited is a customer focused company and the foundation of the company is based on the trust, satisfaction and loyalty of our customers across India and the world. The driving force behind the Company's management is Quality and Customer Satisfaction.

The Company is dedicated to delivering products that excite customers and meet their requirements. It is committed to satisfy customer needs and retain leadership by manufacturing and supplying quality products and services through continuous improvement and innovation.

- ❖ To take care of overall well-being of the customers and that of society while serving their needs.
- ❖ To provide the freedom of choice and free competition in any manner while designing, promoting and selling products.
- ❖ To disclose all 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 exercise their freedom to consume in a responsible manner.
- ❖ To educate the customers and consumers on the safe and responsible usage of products and services.
- ❖ To promote and advertise products in ways that it does not mislead or confuse the consumers or violate any of the principles in the policy.
- ❖ To exercise due care and caution while providing goods and services that result in over exploitation of natural resources or lead to excessive conspicuous consumption.
- ❖ To provide adequate grievance handling mechanisms to address customer concerns and feedback.

Guidelines/Policy:

- ❖ The Company shall continuously strive to provide goods and services to its consumers in a manner that creates value for both.



**JTL
DEFENCE
LIMITED**

COPPER & ALLOYS
(Erstwhile RCI Industries & Technologies Ltd.)

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- ❖ The Company shall strive to make available such goods and services that are safe, competitively priced, easy to use and safe to dispose off, for the benefit of its customers.
- ❖ The Company shall encourage all employees to accept their responsibility for Customer Satisfaction in line with company policy objectives.
- ❖ This policy will be reviewed on a regular basis to evaluate continued relevance and to monitor compliance. Company will offer the finest products in its line of businesses and provide the best possible services to its customers. We will Partner with them and provide any assistance required in using our products. We shall operate in an ethical and transparent manner treating customers as we ourselves would like to be treated.
