

# Culture statement

## Being an ideal corporate citizen by –

Immersive commitment to build exceptional value for our customers.

Blend meaningful innovation with our rich culture to achieve harmony amongst all.

Generating healthy profits by ethical means and practices.

Totally complying with all statutory and regulatory guidelines.

Healthy profits generated to be used for –

- Financial cushion for our enterprise.
- Engaging in relevant CSR.
- Enhancing capabilities of our team.

## People policy

We respect the dignity of each individual.

We understand and appreciate that all are not created and develop as equals.

We do reciprocate and mentor our valued team members who demonstrate clear abilities to rise up to what it takes to assume greater responsibilities.

We equally treasure those amongst us who are stellar solo performers.

We reciprocate and mentor these stars to help them replicate their islands of excellence within others.

We incentivize them accordingly for this exemplary ability.

Our ship has set sail with creative juices, secret sauces and all ingredients and recipes in between and beyond.

Our seamen navigate in a climate of rich, nourishing winds that bring about the best in them as individuals and as a whole.

We shall actively deploy Chaar Dhaam Yatra, our proprietary doctrine for people enlightenment and people engagement for enterprise fulfilment.