

Amber Enterprises India Limited	 amber AMBER GROUP	Customer Service Policy
CSP/2023/07		Date of Issue: 16 May 2023

The Amber Group

Customer Service Policy

‘Our Vision is to be first choice of customers and our mission is to provide excellent services to our customers’

Document Name	Amber Group Customer Service Policy
Preface	<p>For Amber Enterprises India Limited, customer is the purpose of organizational existence and pursuing their satisfaction is of vital importance for the sustainable growth of the Company. We are committed to achieving excellence in customer service by meeting customer needs, extending other required services, and building long-term relationships.</p> <p>With our experience, product development expertise and capabilities in the manufacturing, we have become a one-stop solutions provider for our customers.</p> <p>We have a zero-tolerance policy for poor customer service.</p>
Release Date	16 May 2023
Issued By	Business Responsibility and Sustainability Committee
Approved By	Board of Directors (‘BoD’)

1. DEFINITIONS

Term	Definitions
Amber	Amber Enterprises India Limited
Associates	It includes directors, employees, agents, representatives, vendors, contractors and business partners or any other persons/individuals, who may be acting on behalf of the Company.
Group Companies	It means all the Subsidiary(ies), Step-down Subsidiary(ies) and Associate(s) companies of Amber.
Customer	anyone who contacts our company for any business reason

Amber Enterprises India Limited
 CIN : L28910PB1990PLC010265
Corporate Office: Universal Trade Tower, 1st Floor, Sector -49, Sohna Road, Gurgaon -122 018
Regd. Office: C-1, Phase – II, Focal Point, Rajpura Town – 140 401, Punjab
**Phone – 0124 3923000 Fax – 0124 -3923016, Website – www.ambergrouppindia.com,
 Email Id – infoamber@ambergrouppindia.com**

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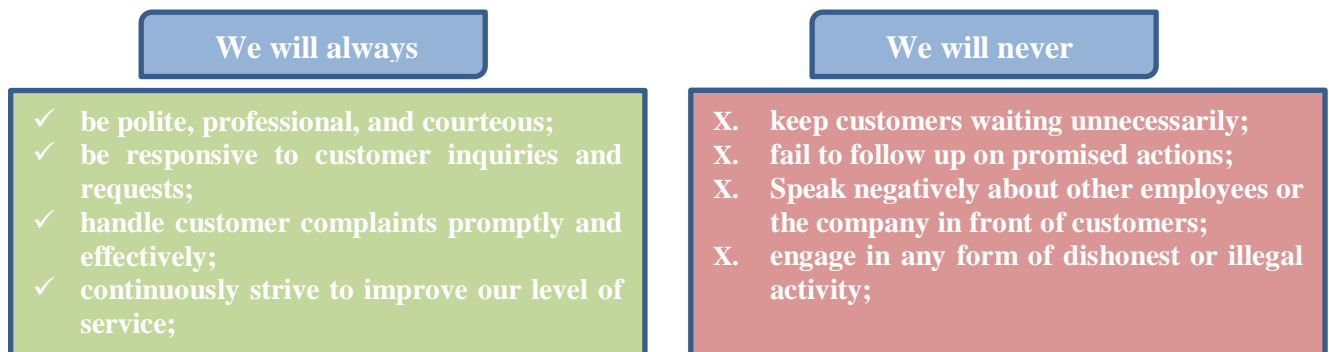
1. OBJECTIVE

The prime objective of customer service policy is to lay down guiding principles to ensure that consumers have the freedom of choice in the selection and usage of goods and services and to answer customer questions quickly and effectively, resolve issues with empathy and care, nurture relationships, and improve brand credibility.

2. SCOPE

This policy covers all the functions/departments associated with meeting customer needs and applies to all levels of the organization across the Company and its Group Companies including R&D, product development, production, sales & marketing, dealers & distributors, etc.

3. CUSTOMER SERVICE STANDARDS



4. CUSTOMER SERVICE GUIDELINES

It is the policy of Amber to provide our customers with the highest level of customer service. We are committed to exceeding our customers' expectations by providing them with timely, professional, and courteous service. We will work diligently to resolve any issues or concerns that our customers may have promptly and efficiently. Our goal is to build long-term relationships with our customers based on trust, respect, and confidence.

To ensure that we provide the best possible service to our customers, we have developed the following customer service guidelines:

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- ✓ We will always be professional when interacting with our customers
- ✓ We will promptly respond to all customer inquiries and requests
- ✓ We will keep our customers informed of any changes or updates that may affect them.
- ✓ We will take the time to understand our customers' needs and expectations.
- ✓ We will do everything we can to exceed our customers' expectations

5. CUSTOMER SERVICE PROCEDURES

Specific practices that associates should follow when providing customer service:-

- ✓ be polite to our customers and respect their time;
- ✓ handle customer service inquiries on time;
- ✓ be patient and attentive when dealing with customers;
- ✓ use positive language when communicating with customers;
- ✓ keep confidential information about our customers to yourself
- ✓ resolve conflicts in a professional manner;
- ✓ adhere to the company policy;
- ✓ take responsibility for your actions;
- ✓ use proper grammar and spelling when communicating with customers;
- ✓ be proactive in offering assistance and solutions to customers;
- ✓ do everything in your power to resolve any issues;
- ✓ make sure that every customer's experience is a positive one from start to finish;

6. POLICY STATEMENT

- ✓ We strive to uphold the highest standards of ethical business practices in customer-related activities i.e., sales, marketing, promotion, competition, etc.
- ✓ We ensure stringent quality assurance checks and controls to deliver superior quality products to customers.
- ✓ We endeavour to minimize and mitigate any adverse impact of our products on consumers, the natural environment and society at large.
- ✓ We ensure to disclose all relevant information accurately through labelling, leaflets, manuals, etc. regarding the potential risks to the individual and society from the use of our products.
- ✓ We strive to manage consumer data in a way that does not infringe upon their right to privacy.

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- ✓ We have appropriate grievance handling mechanisms for customers to address all customer complaints expeditiously and diligently.

7. POLICY REVIEW AND AMENDMENT

The Business Responsibility and Sustainability Committee shall review and amend the policy from time to time as and when deemed fit and make recommendations on any changes required to the Board for consideration and approval.

8. FEEDBACK CULTURE

Thank you for reading this Customer Service Policy.

If you have any questions or suggestions, please don't hesitate to contact us at info@ambergroupindia.com

Customers are the lifeblood of our Company, and we wouldn't be in business without them. We, therefore, want to maintain a client-focused culture within our company that puts customers first and values their feedback. This means learning from both customer success stories and failures.

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