



BOROSIL LIMITED

(formerly known as Hopewell Tableware Limited)

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|------------------------|-------------------------------------|----------------------|-------------------|
| Policy: | Responsible Marketing Policy | | |
| Effective Date: | 13.07.2020 | Last Updated: | 13.07.2020 |

1 Background

The success of an organisation like ours depends on the quality of products offered to the customers. Efficient as well as responsible products retain customers and reinforce a long term relationship with them. We are committed to provide products that meet the needs of customers while also addressing social and environmental concerns. This Responsible Marketing policy is used as guiding path for meeting customer expectations conducting business in a transparent and responsible manner.

2 Scope

This policy applies to all employees of Borosil Limited (formerly known as Hopewell Tableware Limited) ('Borosil') including its external business associates. It is expected that the clauses mentioned in this policy are abided by the various entities that Borosil interacts and does business with.

3 Policy outline

- 3.1 Conduct business in a responsible manner taking into account the safety and wellbeing of customers and society
- 3.2 Utilize systems for engaging with customers, capturing their feedback, and incorporating the same into business processes
- 3.3 Practice responsible marketing which clearly communicates all service related information including the risks associated with their use.

4 Policy principles

- 4.1 The Company shall maintain transparency with its customers regarding the products and after sales services offered, specifications, limitations, possible risks, and methods for proper disposal, through appropriate communication and labelling.
- 4.2 The Company will strive to provide its products by catering to the specific needs of the customers, keeping in mind their overall welfare and security.
- 4.3 The Company shall take appropriate measures such that it does

not restrict the freedom of choice of customers through the advertising, marketing or sale of its services.

- 4.4 The Company will recognize and respect the rights of people who are owners of intellectual property and other proprietary knowledge.
- 4.5 The Company where possible, will strive to promote social and environmental causes.
- 4.6 The Company shall strive to carry out its marketing and promotion activities in a manner that provides clarity and transparency regarding the products offered.
- 4.7 The Company will utilize its membership and position in trade and industry associations to lobby and influence public policy in a responsible manner for the benefit of the community.
- 4.8 The Company shall endeavour to carry out customer surveys periodically to assess customers' changing needs and strive to offer relevant products based on the findings of the surveys.
- 4.9 The Company shall provide adequate grievance handling channels and mechanisms to address customer concerns and acquire feedback. The Company will take care that all customer concerns are answered by qualified employees in a timely and professional manner.

5 Responsibilities

The responsibilities of the management in support of this policy will include

- Frequent setting and revision of targets for customer satisfaction
- Timely and effective resolution of all customer complaints
- Incorporation of best advertising and marketing practices in line with the principles of this policy
- Regular communication to all stakeholders about the working and implementation of this policy

**For and on behalf of Borosil Limited
(erstwhile known as Hopewell Tableware Limited)**

**Sd/-
Shreevar Kheruka
Managing Director & CEO
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