

20th September 2021

"TOGETHER WE CAN — TOGETHER WE WILL"

ORGANISATIONAL VISION, MISSION & CORE VALUES

Excellent organizations achieve and sustain outstanding levels of performance that meet or exceed the expectations of all stakeholders. In our journey towards excellence and to secure a sustainable future, the following shall be our organization's vision, mission and core values. These are the fundamentals to the purpose of our existence and shall be percolated to all levels and practiced by all in our processes, activities and behavior.

VISION:

To become a Global Power House respected by customers and preferred by investors, known for innovative products and solutions.

MISSION:

To outperform at market exceeding expectations of customers and shareholders through the accelerated evolution of people, processes and technologies in its journey towards excellence.

CORE VALUES:

These are the fundamental truths that the organization believes in and people respect and work towards. Core values also set the tone of the organisation's culture. The core values of our organization are given below:

- Leadership
- Integrity
- People Development and Involvement
- Agility
- Passion for Innovation and Technology
- Channel Partner Relationship
- Striving for Excellence
- Customer Orientation
- Management by Processes and Facts
- Responsible Corporate Citizenship

The rationale and concept while arriving at the above core values are as follows:

Leadership

- We have a clear vision of where we are going.
- We focus our goals to achieve leadership objectives and strategies.

Integrity

- We conduct our business fairly, with honesty and transparency.
- We operate within the letter and spirit of the law.
- We uphold the values and principles of our organization in every action and decision.

People Development and Involvement

- We identify and provide the competencies needed to implement the strategies and plans.
- We support development so that people can use their full potential and adapt to the changes.
- We encourage and provide opportunities for involvement in improvement activities while building a culture of trust, openness and empowerment.
- We provide a good work environment and treat each other with respect & dignity.
- We encourage team work so that individuals work as a team and support each other.

Agility

- Speed, Responsiveness and being Proactive are achieved through Collaboration and Empowering Employees.

Passion for Innovation and Technology

- We advance through creativity and efficient processes to implement new ideas.
- We encourage the development and execution of innovative strategies to be competitive.
- We encourage and disseminate the creation and development of new innovative products, technologies and ideas for development of new markets.

Channel Partner Relationship

- We work cohesively with our channel partners around the world, building strong relationships based on tolerance, understanding and mutual cooperation.
- We constantly drive initiatives to develop and sustain our channel partners with a view to improvise the business.

Striving for Excellence

- We constantly learn, capture and share knowledge in order to maximize learning across the organization.
- We have an openness to accept and use new ideas to seek opportunities for continuous improvement and innovation that add value.

- We continually strive to achieve the highest possible standards in our daily work and in the quality of the products and services we provide.

Customer Orientation

- We intimately understand our customers (both external and internal).
- We understand that customer loyalty, retention and market share gain is maximized through a clear focus on the needs and expectations of both existing and potential customers.
- Keeping in mind the competitive advantage, we anticipate and gather customers' needs and expectations and act in order to meet / exceed them through product and service quality.
- We build and maintain effective and proactive relationships with customers.

Management by Processes and Facts

- We strive to have an effective management system based upon and designed to deliver, the needs and expectations of all stakeholders.
- Policies, strategies, objectives and plans are enabled, and assured through a clear set of integrated processes. These processes are established, managed and improved continuously.
- Decisions are based on factually reliable information rather than on hearsay and hunches.

Responsible Corporate Citizenship

- We strive to adopt a highly ethical approach by being transparent and accountable to their stakeholders.
- We actively promote social responsibility and ecological sustainability.
- We meet and exceed the expectations and regulations of the local and global community through open and inclusive stakeholder engagements.
- We are aware of the organization's impact on both the current and future community and take care to minimize any adverse impacts.

A handwritten signature in black ink, appearing to read 'Subir Chakraborty'.

Subir Chakraborty

MD & CEO

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