

## **CEAT Limited**

### **Product Stewardship & Customer Care Policy**

CEAT endeavors to minimize the impact of its products on health and safety of its customers and the environment, i.e., by ensuring sustainable management of the Company's products through all stages of the life cycle (development, procurement, production, distribution, marketing, use, disposal and recycling). The Company also ensure effective customer relationship management by creating a tangible and intangible value proposition for customer delight through smart and sustainable innovation. The Product Stewardship & Customer Care Policy is prepared according to The Consumer Protection Act, 2019 and United Nations Guidelines for Consumer Protection.

The Company deals with the Original Equipment Manufacturers (OEMs), direct consumers through dealers and distributors within Indian Territories and Overseas.

CEAT endeavors to respect customer rights by ensuring the following:

- **Customer Centric Product Development**

Understanding the Consumer needs, CEAT strives to adapt and spur innovation with strong R&D capabilities in product design to enhance the product performance for its efficient and responsible life cycle management.

CEAT is focusing on minimising the impact of products on health and safety of the users during the life cycle of the product. CEAT is regularly enhancing its caliber of smart and sustainable innovation to eliminate the negative environmental footprints by launching the green product segments.

- **Raw Material Procurement**

By adopting a responsible sourcing approach, CEAT strives to select the suppliers based on environmental, ethical, social and safety criteria. For further details, please refer to the Sustainable Procurement Policy

- **Manufacturing**

By optimising production processes and enhancing the efficiency of operations, CEAT strives to create economic value by minimizing the environmental footprint of products. CEAT is committed to ensure the health and safety of employees, workers and nearby communities around the Company's operations.

- **Distribution and Marketing**

CEAT is engaging with business associates for the distribution and marketing activities by providing comprehensive information on product with respect to the quality, safety and handling and storage methods by regular interaction with distributors and channel partners on product management. Ensuring ethical marketing practice with respect to communication and advertising.

- **Product Labeling and End of Life Management**

The Company ensures compliance with respect to the product related advertising, communication and labeling as per the prescribed regulatory guidelines which expects communication of all the relevant information about the product such as quality, quantity, potency, purity, standard and price of goods, environmental and social impact of product. This information will ensure safe and responsible usage and end of life management of the products.

- **Channel of Communication with the Customers**

CEAT constantly endeavors to enhance its customer satisfaction and with that intent offers various channels to them to access the Company:

- Offers a digital platform for customers by providing access to raise claims and get quick resolution,
- Developed a mobile held version of Integrated Facility Management – Customer 360<sup>0</sup>

Module as a real time customer data through CEAT Assist app,

- Enhanced the dealer portal to support dealers with branding, accommodate regular visit of sales executive and provide customized features, and
- Executed user experience for customer insights to enhance user experience.

### **Grievance Redressal Mechanism**

- The Company has a robust grievance redressal mechanism in place to resolve all the grievances pertaining to the Policy.
- Focal points / committees are assigned to receive and acknowledge the complaints

Sr. No.	Stakeholders	Grievance Redressal Platform	Name / Designation of the Focal Point
1	Customer	All channel partners including CEAT Shoppes and CEAT Tyre Stops, ceat.com, Toll free no, Customer Care platform, customercare@ceat.com	Chief Service Officer

For raising any grievances, click <https://www.ceat.com/corporate/sustainability.html> or write to [sustainability@ceat.com](mailto:sustainability@ceat.com).