

QUALITY & CUSTOMER SERVICE POLICY

Aditya Birla Group is a Global Conglomerate, a Purpose led and Values driven organisation. Integrity, Commitment, Passion, Seamlessness and Speed are the Group Values. Our Group Purpose is to "Enrich lives, by building dynamic and responsible businesses and institutions, that inspire trust." Our Group Purpose and values form the foundation for all actions and decisions within our business.

Century Enka Ltd. of Aditya Birla Group recognizes that effective management of Quality is fundamental to the functional performance of the products on the applications and to customer satisfaction in our business. The business shall strive to integrate sound Quality Management and Customer Service practices across the business management and governance systems to maximise Customer Satisfaction and Product performance which will help us attain a leadership position in Quality, right from initial contact, through product and service design, development and delivery, to after-sales care and technical support. We have forged associations with eminent bodies that foster development of products based on biogenic materials as well as materials that are circular in nature and can be recycled at the end of use cycle.

Applicability: This Policy shall apply to both Bharuch & Pune site and shall be adopted by all manufacturing sites, warehouses and offices owned, controlled, and managed by Century Enka Ltd.

Oversight: The Managing Director signing this Policy is accountable for the Policy and Unit Heads are responsible for implementing the policy at their respective sites.

Century Enka Ltd. is committed to business excellence the core of which is Quality and Customer Service. We will continue to :

- Maintain positive legal compliance to applicable statutory and regulatory requirements and conformance to the Aditya Birla Group Sustainable Business Framework.
- Identify and pursue opportunities to enhance Product Quality and Customer satisfaction.
- Provide mechanisms to raise issues or concerns regarding the quality of a product or service and to address those issues or concerns in a timely and appropriate manner.
- Establish clear accountability by assigning adequate resources and responsibilities for the effective management of risks to the quality of the product or service.
- Influence our contractors, suppliers and partner organisations with whom ABG Advanced Materials Business has the leverage to adopt Aditya Birla Group Sustainable Business Framework and to encourage and support the development of equivalent management systems for quality.
- Motivate and empower our employees in achieving quality at all stages and customer satisfaction by providing them with the necessary tools, knowledge, systems and workplace environment
- Explore opportunities to innovate new process technologies, materials and work practices.
- Set objectives to drive continual improvement through efficient business processes, best sustainability practices and optimal customer relationships.
- Monitor, measure, and report the progress on the performance on Quality & Customer Service, including Product quality risks and issues, in compliance with internationally recognised protocols and communicate approach and achievements to relevant stakeholders.

- Undertake internal and third-party audits at regular intervals to assess Quality and Customer Service performance and conduct due diligence during mergers and acquisitions and new projects.
- Communicate this Policy within the Organisation and engage with external stakeholders and associations to broaden our understanding of Quality priorities, their links to global trends and initiate actions on key challenges.
- Customer Complaint : All stakeholders can report any deviation or non-compliance under this policy without any risk in the form of retribution/retaliation and may directly report to the Company through an email to the company at the contact provided in <https://www.centuryenka.com/investor-relations/index.html> Website of the Company.

This policy will be reviewed periodically for its suitability and updated as necessary.



Suresh Sodani

MD – Century Enka Ltd.

Date: 12/05/2025