



Policy on Delivering Value to Customers and Consumer

Praxis Home Retail Limited (“PHRL” or “Company”) is established to provide goods and services to its customers and consumers in a manner that creates value for both. The Company recognizes that customers have the freedom of choice in the selection and usage of goods and services, and it will strive to make available goods that are safe, competitively priced, easy to use and safe to dispose-off, for the benefit of customer. The Company recognizes that businesses have an obligation to mitigating the long term adverse impacts that excessive consumption may have on the overall well-being of individuals, society and our planet.

Accordingly, while serving the needs of customers, PHRL takes into account the overall well-being of the customers and that of society at large. The Company ensures that it does not restrict the freedom of choice and free competition in any manner while designing, promoting and selling their products. PHRL ensures that the products and services that it sells disclose all relevant product and service information truthfully and factually, through labelling and other means, including the risks to the individual, to society and to the planet from the use of the products, so that the customers can exercise their freedom to consume in a responsible manner. In addition, where required, the Company educates customers on the safe and responsible usage of products and services.

In the promotion and advertising of the products, the Company makes best efforts not to mislead or confuse the consumers or violate ethical principles of advertising. PHRL to its best ensures that all our top suppliers follow the safety standards and safeguard the environment. We ensure that the fumigation processes are followed for the imports to ensure that there is no spread of any kind of pests / infection from other countries. ~~exercises due care and caution while providing goods and services that result in over-exploitation of natural resources or lead to excessive conspicuous consumption.~~ To address the customer concerns and feedback, the Company provides adequate and appropriate grievance handling mechanisms.

The functional head is responsible for championing the adherence to this policy for the respective function. In addition, the adherence to the provisions of this policy is reviewed by the senior management on a regular basis besides the periodic audits, covering directly/indirectly the areas of respective function. Any major deviations and need for review of the policy are reported to the Board of Directors of the Company.



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