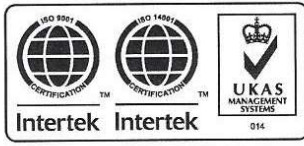




UNIT-I



UNIT-II

**Bharat  
RASAYAN LIMITED**

Regd. Off. : 1501, Vikram Tower, Rajendra Place, New Delhi - 110008  
Ph. : +91-11-43661111 (30 lines) • Fax : +91-11-43661100, 41538600  
E-mail : info@bharatgroup.co.in • Website : www.bharatgroup.co.in  
CIN : L24119DL1989PLC036264

## **GRIEVANCE REDRESSAL POLICY FOR CUSTOMERS**

### **1. Policy Statement**

The company is committed to providing excellent customer service and addressing customer grievances promptly and fairly. This Grievance Redressal Policy establishes the guidelines and procedures for handling customer complaints, ensuring that each grievance is thoroughly investigated and resolved in a timely manner. Our aim is to maintain customer satisfaction, build trust, and continuously improve our products and services based on customer feedback.

### **2. Definition of Grievance**

A customer grievance refers to any dissatisfaction or complaint expressed by a customer regarding the company's products, services, or interactions with company representatives. Grievances may include issues related to product quality, delivery, billing, customer service, or any other aspect of the customer experience.

### **3. Grievance Redressal Process**

#### **a) Lodging a Complaint**

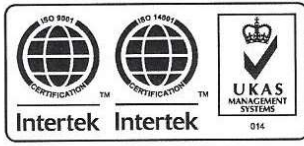
- i) Customers are encouraged to submit their grievances through designated channels, such as customer service hotlines, email, website forms, or in-person at company premises.
- ii) The company shall provide clear instructions on how to lodge a complaint, including the necessary information to be provided by the customer, such as order details, relevant documents, and a detailed description of the grievance.

#### **b) Acknowledgment of Complaint**

- i) The company shall promptly acknowledge the receipt of each customer complaint, either through an automated response or personal acknowledgment.
- ii) The acknowledgment will include an assigned reference number or tracking code for the complaint, which the customer can use for future reference.

#### **c) Investigation and Resolution**

- i) The company shall initiate a thorough investigation of the customer grievance, assigning it to a designated person or team responsible for grievance redressal.
- ii) The investigation shall include gathering all necessary information, reviewing relevant records, and obtaining inputs from concerned departments or personnel.
- iii) The company shall strive to resolve the grievance within a defined timeframe, considering the complexity and nature of the complaint. However, in cases that require more time for investigation, the customer shall be informed about the anticipated resolution timeline.



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#### **d) Communication and Feedback**

- i) The company shall maintain regular communication with the customer during the grievance redressal process, providing updates on the investigation and resolution progress.
- ii) Once the investigation is complete and a resolution is reached, the company shall communicate the outcome to the customer in a clear and understandable manner.
- iii) The customer shall have the opportunity to provide feedback on the resolution process and its effectiveness. Feedback received from customers will be considered for process improvement and enhancing customer satisfaction.

#### **e) Escalation Process**

- i) If a customer is dissatisfied with the initial resolution provided, they shall have the option to escalate the complaint to a higher level of management or a designated escalation point.
- ii) The escalation process shall be clearly communicated to the customer, outlining the steps and contact information for escalation.
- iii) The company shall ensure that escalated complaints are promptly reviewed and addressed by appropriate management or personnel, providing a fair and unbiased resolution.

### **4. Record-Keeping**

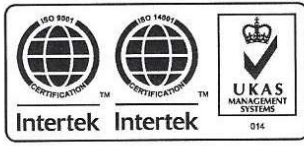
The company shall maintain accurate and confidential records of all customer grievances, including the details of the complaint, investigation findings, actions taken, and the final resolution. These records shall be securely stored for a specified duration as per organizational policy and legal requirements.

### **5. Continuous Improvement**

The company is committed to continuously improving its products, services, and customer experience based on the feedback received through the grievance redressal process. The analysis of customer grievances and their patterns shall be used to identify root causes, implement preventive measures, and enhance customer satisfaction.

### **6. Training and Awareness**

The company shall provide training to employees involved in the grievance redressal process, ensuring they understand the policy, procedures, and their roles in addressing customer grievances effectively. Regular awareness programs shall be conducted to promote a customer-centric culture and emphasize the importance of prompt and fair grievance resolution.



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## 7. Publicizing the Policy

The company shall make this Grievance Redressal Policy readily accessible to customers through various channels, such as the company's website, customer service centers, and any other appropriate means. The policy will be communicated clearly, ensuring customers are aware of their rights and the process to address their grievances.

## 8. Review and Update

The company shall periodically review and update this policy to ensure its effectiveness and alignment with changing customer needs and industry best practices. Any updates to the policy shall be communicated to customers and concerned stakeholders.

This Grievance Redressal Policy demonstrates the company's commitment to addressing customer grievances promptly and fairly. It aims to enhance customer satisfaction, strengthen customer relationships, and drive continuous improvement across the organization.