



ADITYA BIRLA RETAIL LIMITED

QUALITY POLICY

ABRL is committed to assure our consumers of the quality of our products and services on a consistent basis. We keep our Consumers at the centre of everything we do and are committed to earn trust and recognition of ABRL as India's premier retail organization.

The above will be achieved by:

1. Ensuring that the products available at the stores meet our stringent specification, regulatory and statutory requirements through implementation of robust Quality Management System.
2. Ensuring that our stores provide the best shopping ambience and experience in "Food & Grocery" retailing.
3. Ensuring that our Brands are systematically managed to make certain that the Finished Goods, Raw Materials, and Packaging Components supplied to us are safe and meet ABRL specifications and statutory requirements, and that our vendors and third party manufacturers are meeting ABRL specifications for the goods supplied.
4. Ensuring that at our processing sites and extended supply chain, the manufacturing practices and processes meet the highest standards of GHP & GMP at every stage and in every operation.
5. Implementing a rigorous, credible & efficient assessment, inspection, testing & certification system.
6. Ensuring that our employees are committed, competent, fully trained and are working in a seamless manner to meet consumer expectation.
7. Striving towards a well-organized consumer redressal system where consumer concerns are efficiently addressed, root cause identified, and corrective and preventive action are implemented.
8. Ensuring that every person at ABRL plays an essential role in our endeavour to make sure that our products are always of good quality and that we employ a systematic and innovative approach towards continuous improvement.

Our devotion to Quality is fortified by our core values - "Passionate about Consumers" & "Committed to Quality".

ABRL is also committed to respecting our Corporate Social and Environmental responsibilities.

V. Gopalakrishnan

Head - Quality | 15th March, 2012

Pranab Barua

CEO - ABRL | 15th March, 2012