

**BALKRISHNA INDUSTRIES
LIMITED**

Customer Relationship Policy

Policy Title	
Customer Relationship Policy	
Issue Number	1
Issue Date	18 th May, 2016
Approved by	Board of Directors
Revision Number	1
Revision Date	27 th May, 2023

Policy brief and Purpose:

Balkrishna Industries Limited (hereinafter referred to as "BKT" or "the Company") is one of the world's leading manufacturers of 'Off-highway tires'. BKT has the widest product range with more than 3200 SKU's (Stock Keeping Units) and is a "One Stop Shop" for all off-highway tire solutions.

We value our customers and always try to provide them with the best quality products available in market. The Company always ensures to conduct the business in an ethical and transparent manner without any anti-competitive practices.

Scope and Coverage:

This Customer Relationship Policy shall be adhered by the all stakeholders of BKT.

Our Policy Outlines:

- Considering the wellbeing of customer and society while designing the products.
- Developing new technologies for green product development.
- Demonstrating dedication and commitment towards the product quality for our valued customers.
- Supporting the freedom of choice and open competition while designing and marketing the products and services.
- Displaying information required as per applicable laws in a transparent, truthful manner along with safety disclosures for customers.
- Updating and educating customers on safe and responsible usage of the product.

We Aim to:

- Comply with applicable national and international regulations, and guidelines for fair business practices.
- Ensure BKT remains the first choice for our customers by actively gathering customer inputs to continuously improve our products, services and the customer experience.
- Work proactively and go the extra mile to perpetually nurture and grow all our customer relationships.
- Encourage fair publicity of our products without any false and misleading

information.

- Promote improvement and innovation in products which will have a positive impact on society and the environment.
- Develop products which involves recovery, recycle and reuse of materials and which eventually conserve the natural and manmade resources.