POWERICA

A PROMISE FOR POWER

Customer Engagement Policy

Objective:

Powerica Limited ("Powerica" or "the Company") acknowledges that its customers and stakeholders are key to the business and all business operations and is committed to maintaining strong engagement with all our customers.

Applicability:

This overall Policy and all its components extend to all the Directors, employees, officers, workers of the Company across all functions, departments, units. The coverage of this policy also includes all value chain partners including the vendors, transporters and dealers.

Policy Principles:

i. The Company's commitment should always exceed customer expectations. Customer satisfaction should be the crucial factor for the Company's growth and success. The Company shall always strive hard to provide better services and greatest value to all its customers.

ii. The Company believes that customers are the lay down the foundation of its business and over the course of time have become its brand ambassadors. The Company shall continuously make efforts to provide the best quality products or services, accompanied by the best available marketing and technical support.

iii. The Company, while catering to the needs of its customers, shall consider the holistic well-being of the customers and the society.

iv. The Company shall guarantee that they do not control or restrict the freedom of choice and free competition in any form while formulating, promoting and selling their products or services.

v. The Company shall disclose and communicate all information factually, through responsible labelling and other means, including the risks to the end user, to society and to the environment from the use of products or services, if any, so that the customers can freely utilize the product or service in a responsible manner. As necessary, the Company should also make their customers aware on the safe and responsible usage and disposal of their products.

vi. The Company shall endorse and promote their products or services in ways that do not mislead or blur the consumers or disturb any of the principles in these Guidelines.

vii. The Company shall bring forth awareness among consumers of their rights through awareness, education, product labelling, useful marketing communication, comprehensive details of contents and configuration and promotion of safe usage and clearance of their products and services.

POWERICA
A PROMISE FOR POWER

viii. The Company shall undertake extra caution while providing goods and services that result in over exploitation of natural resources or lead to extreme conspicuous consumption.

ix. The Company shall deliver necessary and relevant trainings to employees on a continuous basis to help them meet challenges of a dynamic business environment.

x. The Company should also incorporate efficient grievance handling mechanisms that are transparent, fair and accessible to address customers queries and feedback.

xi. The Company shall maintain privacy of consumer's private and confidential data in the normal course of its business.

xii. The company shall always make essential services are available and should enable universal access for it. The Company shall further ensure that services if discontinued for any reason, is done in a non-discriminatory, ethical and responsible manner.

POWERICA LTD.

Sd/-

Name: Mr. Jai Ram Oberoi
Designation: Whole Time Director
Date: 21st June, 2025