

**Product
Responsibility:
Supply Chain Concerns**



The flagship offerings of Tata Chemicals are Tata Soda Ash, Tata Salt and Tata Paras (Urea, DAP, NPK). Product information about the physical dimensions and / or chemical compositions, /nutritional information/ nutrient content is provided through our product labels and / or catalogues. Round the clock information of our products is available on company's website and at the call centre. All packages retail / bulk contain product information including product manager's address/ CRM contact number to enable consumers to correspond. All of our information is voluntary with various branding elements, with no comment on competitors or regional bias statements. Where ever applicable specific certification requirements of regulatory authorities and some markets like PFA, Halal etc. are provided on the product labels and / or catalogues.

TCL believes in advertising its products and improving market image on its own merits without encroaching on others by any unethical means. We engage only reputed advertising agencies that are members of ASCI and hence all our advertising is as per codes prescribed by ASCI. Procedure to be followed and adherence to applicable standards codes is under the control of Ethics counselor. There have been no cases of non-adherence of regulations.

We have adopted the Product Stewardship Code with the purpose to make health, safety and environmental protection an integral part of designing, manufacturing, distributing, using, recycling and disposing of products. Product safety encompasses selection of safe raw material, use of safe process and adopting practices for handling product. In other words, product stewardship is driven by entire life cycle of product. Implementing the code is affecting nearly every segment of the company, including manufacturing, distribution, sales and marketing. The Code mandates the sharing of health, safety, and environmental information about the use, storage, and disposal of products with customers, suppliers, distributors, and contractors.

All Packing centres of Tata salt are HACCP

(Hazard Analysis at critical Control Point) certified. Tata Salt is singular salt brand in the country to be HACCP certified till last leg of distribution. This makes Tata salt the most hygienic salt available in India.

As a sustainability initiative Reusable primary outer bags have been introduced by the salt team wherein finished product is packed in the used primary bag, thus reducing overall usage of HDPE(polymer) and making the outer packaging more environment friendly thru' reusability.

Product safety starts from selection of raw material. These are handled, stored and used in accordance with SHE guidelines. Selection of material suppliers comprise following critical criteria.

- Registered & reputed organization;
- Complying all applicable statutes;
- Following best SHE management practices at site; & Certified for ISO-9001 / ISO-14001 / OHSAS-18001 system

After selection, suppliers' SHE management practices are re-evaluated by site visit and interaction at shop floor to ascertain whether they are practicing and following SHE practices as stated in Supply Chain Questionnaires (SCQ). This enables in gap identification and further improving their management system. Our expertise and experience are also shared with them for dealing with SHE issues related to their operation and practices. For final product safety, SHE training and awareness are the key tools for supply chain members involved in handling, storage, transportation and distribution. Each supply chain member is trained for communicating the right and safe information on handling and storage.

Transportation is the critical aspect of distribution safety, which depends on selection of right transport and route. Knowledge and awareness of transporter on product safety & their role in case of emergency plays a vital role in accident management. Regular checks, training programs ensure the safe distribution of product. All suppliers and vendors are advised to provide MSDS along with all materials and chemicals for complete information and use of right PPE while

handling unwanted emergency. MSDS boards for bulk fertilizers have also been provided to dealers & Star retailers so as to create & promote safe handling, storage & use of fertilizers

Incidents related to product spills, transport accident, bad product & packaging quality are tracked and assessed by supply chain and field staff. Suppliers & Distributors Meet platform is used to express the company's expectation from distributors and transporters. This forum is used for providing all relevant information & training on handling, storage, transportation and distribution of product.

Customer requirement and company's image is determined primarily through Customer Satisfaction Surveys for each customer group, customer contact programs, e-customer Care, Customer feedback captured by our Call Centre, Senior Leaderships visit, Annual Distributors Conference and COO's Club. Kano model helps us in identifying parameters, which dissatisfy, satisfy and delights the customers. Their feedbacks and complains gives an opportunity for improvement. Avalon Consulting and IMRS (Integrated Marketing & Research Services) conducts customer satisfaction studies, on quarterly/half yearly basis submitting 2 half-year reports, for TCL covering all Indian territories and international markets where it exports. We also track Brand Equity index to measure satisfaction levels of Salt consumers.

A written undertaking is given to all customers about non-disclosure of their responses received for CSI surveys. 100% primary data with respect to customers is on ERP (SAP in form of master data), which is fully secured and no unauthorized access is available to anyone. Changing/creating options are given only to key authorized individuals. We do not share or sell this information until unless required under any regulations but after the consent from the concerned person. As such there is no standard procedure to monitor the compliance with legal statutes but for voluntary codes our approach is to maintain brand equity index, monitoring GRP at the time of campaigns. Market studies like monthly

retail audit by ARC Neilson or by IMRP Consumer panel.
 We have implemented Customer Engagement System. Inputs from CRDP and segmentation process form the basis for identifying and deploying relevant engagement approaches which are cascaded across value chain through Customer Engagement System. Customer Engagement is an outcome of customer Loyalty and Positive Advocacy.. Customer Life Cycle Customized engagement building approaches are built on the basis of CRDP. Engagement initiatives for the customers in various stages of the customer life cycle.

Customer feedback/suggestion/perception is gathered from various sources like regular Customer visit of Sales team, Feel the Pulse(Customer visits of Non-marketing team),Communication meetings, QFD, CSI, Customer Circles etc. .These VOC are integrated on regular basis & serve as input for action planning on current & future products, services & customer support.
 A web enabled Customer Care system (CCS) has been deployed to effectively manage all customer complaints. Consumers are also provided the contact numbers / e-mail id / address of the customer care cell on the

packs/bags and also contact details are included in invoices. This web enablement of the system helps to reduce the complaint handling time and ensures expeditious closure of complaints. The customer can also view the detailed resolution and can give the feedback on the system. If the resolution is not in line with customer satisfaction, the complaint is rebooked for further action, creating customer involvement and enhancing engagement levels. CNAB and its stakeholders have been benefited with the deployment of various modes of engagements as shown in (Fig.Pr-01).

#	Stakeholder [by priority]	Engagement			Benefits* to	
		Method	Mode	Frequency	Business	Stakeholder
1	Farmer	Soil Testing	Soil Sample collection	Twice a year	Launch of new products	Improved Yield & Quality of produce
2		Education	Information Packs/			Safe & optimum use of product
3			Training	As per promotional plan	Loyalty of farmers	Safe & optimum use of product, Higher yield
1	Dealers & Retailers	Safe use of products	Training	Twice a year	Ensuring sustainable & safe use	Safety
2		Safe use of products	Display Board at POS	Once a year	Ensuring sustainable & safe use	Safety
3		Education	Information Packs			

* Note: Includes financial / non-financial and tangible / non-tangible

Fig. Pr-01

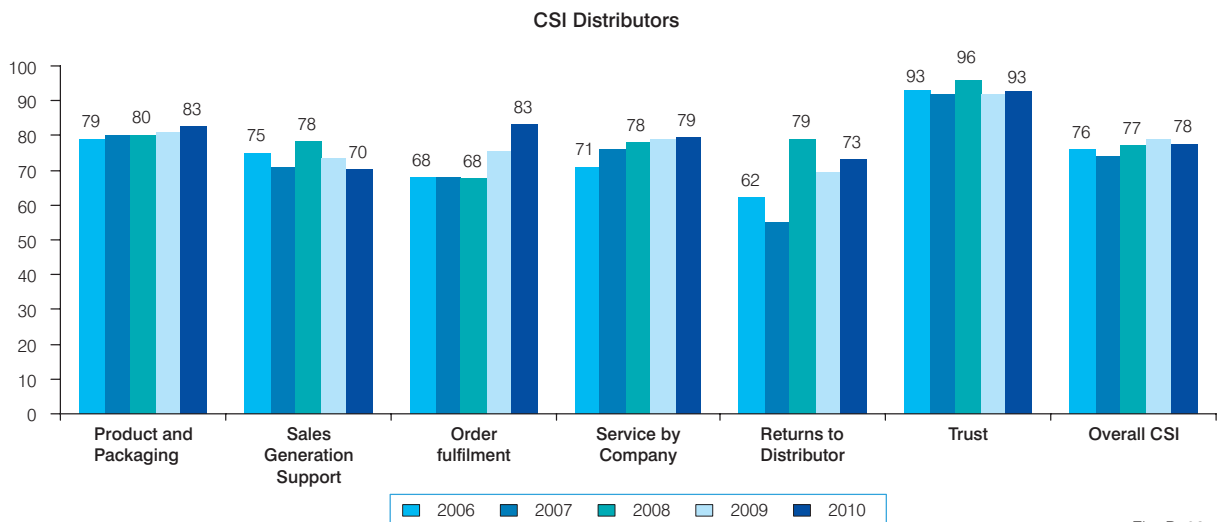


Fig. Pr-02

The satisfaction index for distributors has been consistently improving over years. Our score is at par with the score of 'Other Principal' that our distributors represent.

The satisfaction index for our channel partners has been consistently improving over years. We have consistently scored over the competition in CSI. (Fig. Pr-02)

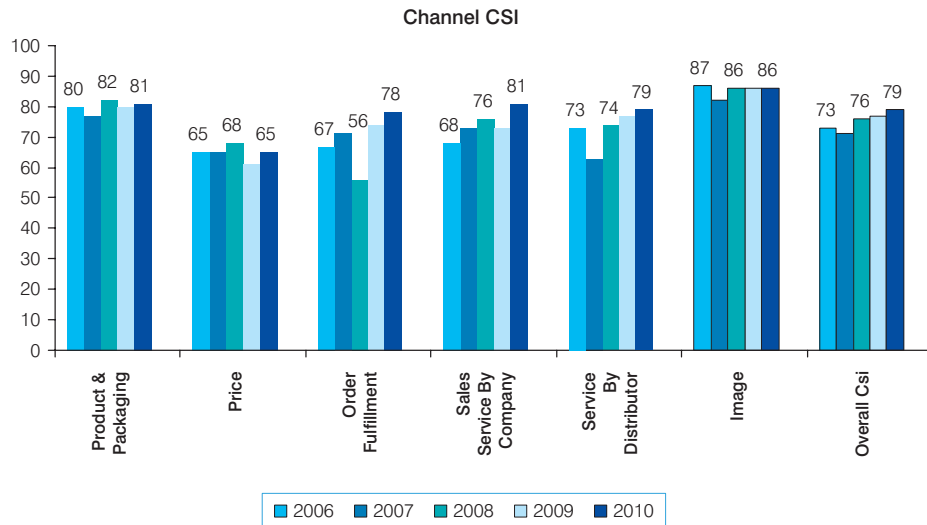


Fig. Pr-03

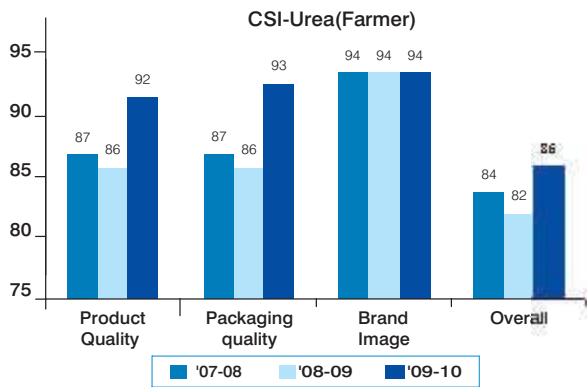


Fig. Pr-04

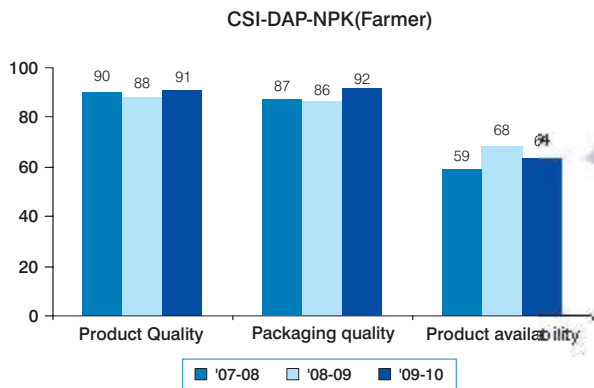


Fig. Pr-05

