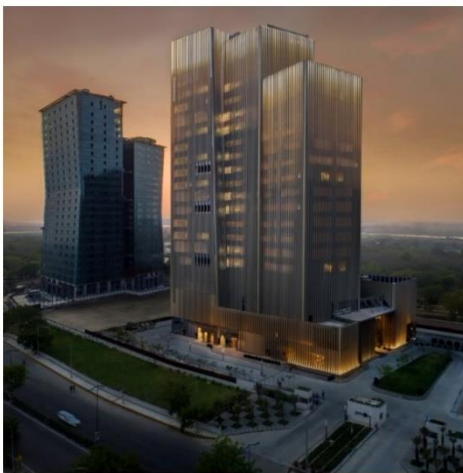




SEVABHAV | EXCELLENCE | CREDIBILITY

# POLICY FOR ENHANCING CUSTOMER SATISFACTION

CORPORATE SUSTAINABILITY STRATEGY



## MAX ESTATES LIMITED



To know more about our  
Sustainability Strategy, scan  
the QR code

# Contents

1. INTRODUCTION .....	2
2. PURPOSE.....	2
3. SCOPE.....	2
4. TARGETS & COMMITMENTS.....	2

## 1. INTRODUCTION

MEL's mission is to enhance the wellbeing of the residents of its properties through high quality design, sustainability and experiences. It aims to be the "most trusted and credible choice for customers, shareholders and employees". For this the company is committed to lead the market in quality, reputation and harnessing technology. To deliver what is promised, the company aims to maintain cutting edge standards of governance and agility in adapting to an evolving environment.

MEL abides by the operating philosophy of "**WorkWell**" and "**LiveWell**" which is achieved through a combination of ensuring air quality, water efficiency, comfort, safety, health and wellbeing, sustainability and building a sense of community, among others

## 2. PURPOSE

The Customer Satisfaction policy outlines MEL's customer experience-centric approach, which focuses on meeting business objectives while responding to the dynamically changing customer needs.

## 3. SCOPE

### 3.1 Major inclusions and exclusions

The customer satisfaction policy will cover strategic management and operational objectives, including monitoring the efficiency of implementation. It includes the process of target setting, broad-level strategy, and action items to achieve the desired objectives.

## 4. TARGETS & COMMITMENTS

MEL's business strategy is based on a customer experience-centric approach. The following sections elucidate the overall approach and its details.

- **MEL has adopted the "WorkWell" and "LiveWell" philosophies and implemented them across its various assets across Delhi NCR**
- **Through WorkWell and LiveWell, we have emphasised on various elements such as Air, Water, Natural light, Comfort, Biophilia, Technology, Community, etc. that are directly or indirectly linked with enhancing the customer satisfaction**
- **Promote physical and spiritual well-being through agile design interventions and decompression zones in our assets to promote mindfulness**
- **Through our "Pulse" program, promote culture and community building by focusing on various engagement genres like music, physical & emotional wellness activities like yoga, meditation, conversations, art, book readings, films and screenings etc.**

## Customer Satisfaction Policy

- **Training our customer relations professionals on the best practices to handle complaints and feedback and to consistently meet customer expectations while delivering the necessary corrective and preventive action**
- **Acting promptly, transparently and impartially on customer feedback, queries, and complaints while safeguarding confidentiality at all times**