

they are the stakeholders who uses our products and they can contribute maximum in products development. UPL performs post – marketing audits for its specific products, this category of audit not only acts as a parameter to enhance customer satisfaction level but also helps company to serve better by understanding the need to consumer to serve.

The Company has its call centers at various locations in India like Mumbai, Visakhapatnam and Chandigarh under the brand of "Adarsh Kisan Center"(AKC). Our customers can connect with us through a toll free number provided on all product packaging, they can lodge a complaint against any of our products or services as well. All the queries and complaints from customers are taken on priority and resolved. In case if

a customer requires further assistance, the case is escalated to the field executive team of UPL, a person from our field team visits the location and resolves the issue personally. We use our call centers to take feedback from registered farmers at AKC, this scope of survey is broad which includes product availability, usage and market access of harvest.

The Company uses AKC as a feedback tool to perform feedback surveys for registered customers. The survey is based on various parameters such as availability product in market, usage of the product, market access of harvest and others. These surveys helps the Company to identify the gaps in our systems and resolve them on priority.