



## BIRLA ESTATES

ADITYA BIRLA | REAL ESTATE

# QUALITY POLICY

Quality Management at Birla Estates Private Limited (BEPL) is aimed at meeting and exceeding customer satisfaction in adherence to “Aditya Birla Group Quality Policy” with a strong motive for customers to “**Experience the Value Creation**”.

BEPL leadership and associated parties are committed to business excellence across all aspects of our business aimed at delivering the highest quality products to our customers.

### Our Quality Objectives:

- Designing **thoughtful** and **innovative spaces** for our customers that meet the project standards, material specifications, and workmanship thereby meeting and continually improving customer satisfaction in the products delivered.
- Providing **high-quality service** that meets and continually improves customer satisfaction.
- Bench marking ourselves to create and sustain a **quality culture** for **continual improvement** through the quality process to deliver **apt industry practices** for creating the best value to the customers **on time, on budget**, and with **superior quality** while maintaining **profitability** and **competitiveness**.
- Continually strive to improve the effectiveness of Quality Management Systems as per **global standards** meeting all relevant regulatory requirements to give **the best experience** to our customers.
- Adopting **sustainable practices** to promote efficient and sustainable services and products, evaluating suppliers in consideration of their commitment in compliance with “Aditya Birla Group Sustainable Business framework”.
- Continuously **engage, motivate** and **empower** our employees in achieving customer satisfaction by providing need-based training, necessary tools, knowledge, and an effective workplace environment.
- Identifying & implementing **best work practices** through the **latest technology, innovative materials**, and **global industry trends**.
- **Developing trust-based** long-term relationships with customers, stakeholders, and strategic business partners to **enhance value creation**.
- **Minimizing errors and defects** in our construction, design and other business processes aimed at giving the highest quality products for our customers.

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**Rev. No: R00**

**K T Jithendran**

**Managing Director & CEO**