

Built Around the Customer, **Always**

‘Customer First’ is not a catchline at Grasim, it’s a culture entrenched in everything we do. Our relentless pursuit of customer satisfaction has helped us build trust in whatever we produce.

We address customer challenges with swift, practical solutions. This ecosystem-wide support is reflected in Birla Opus Assurance, a first-of-its-kind 1-year free repaint warranty covering labour and paint. It also showed in how the business listened to dealers who needed more retail space by introducing smaller tinting machines to free up valuable floor space without asking dealers to compromise. For painters, the business developed spatter-free products that eliminate the mess, making their work cleaner and more efficient.

During the pandemic, the entire country had come to a standstill, but the need for safety only escalated. Our Chemicals business kept on manufacturing and delivering sodium hypochlorite and water treatment chemicals. Although travelling was nearly impossible during the lockdowns, we reached out to over 1,200 cities and towns and more than 1.2 lakh villages, ensuring healthcare facilities didn’t run out of supplies.

Birla Cellulose responded with the same urgency. The team launched an antimicrobial variant of its Liva fabric, eliminating 99% of microbes to provide the comfort customers expected, helping apparel brands to adapt without compromise.

Three businesses with three very different challenges were bound by one consistent thread – listening closely, moving quickly and solving real problems.

FOCUS AREA S2

Customer Trust and Responsibility

Inside this Section → **Customer Responsibility**

Every customer interaction presents an opportunity to learn, improve, and innovate. By understanding changing needs and responding with agility, products, services, and experiences continue to evolve, supporting stronger relationships and sustained value creation over time.



Key Milestones Achieved

Zero

Customer data breaches

Zero

Instances of product recalls

17

Paints products certified under CII GreenPro

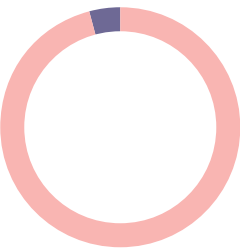
Strategic Enablers

Quality and reliability excellence

Sustainability as customer value

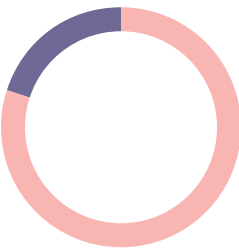
Enhanced digital experience for customers

Performance Overview



Complaints resolved (%)

Resolved	96
Outstanding	4



NPS score business wise* (%)

70-100	80
50-70	20

Forward-looking Priorities

Advance customer-led innovation

Expand omni-channel engagement

Strengthen value chain responsiveness

*excluding Paints and CFY businesses