



Future Lifestyle Fashions Limited

Policy on Delivering Value to Customers and Consumers

Future Lifestyle Fashions Limited ("FLFL") belief to provide goods and services to its customers and consumers in a manner that creates value for both. The Company recognizes that customers have the freedom of choice in the selection and usage of goods and services, and it will strive to make available goods that are safe, competitively priced, easy to use and safe to dispose off, for the benefit of customer. FLFL create exceptional brands and experiences that reflect the various identities and aspirations of Indian consumers.

Accordingly, while serving the needs of customers, FLFL takes into account the overall well-being of the customers and that of society. The Company ensures that it does not restrict the freedom of choice and free competition in any manner while designing, promoting and selling their products. FLFL discloses all product and service related information truthfully and factually, through labelling and other means, so that the customers can exercise their freedom to buy the products of their choice and needs.

The spirit of our design-thinking lies not only in the brands and experiences we create but also in building relationships, leading innovation, setting trends and providing utmost fulfillment to customers. In the promotion and advertising of the products, the Company makes best efforts not to mislead or confuse the consumers or violate ethical principles of advertising. FLFL has a well-developed Quality Management System (QMS) which improve the Company's ability to fulfill its duties & commitment and meets the need and expectation of its customers and interested parties. FLFL exercises due care and caution while providing goods and services that result in over exploitation of natural resources or lead to excessive conspicuous consumption. To address the customer concerns and feedback, the Company provides adequate and appropriate grievance handling mechanisms.

The functional head is responsible for implementation and encouragement for the adherence to the policy for the respective function. In addition, the adherence to the provisions of this Policy is reviewed by the senior management on a regular basis besides the periodic audits conducted covering directly/indirectly the areas of respective functions. Any major deviations and need for review of the policy is reported to the Board of Directors of the Company.
