



CUSTOMERS

Our commitment is to leverage our unique strengths to cater to the dynamic needs of our customers, creating value through innovation, technology, quality and customer service. We combine our deep customer insights with our domain knowledge which is deepened by ongoing engagement and collaboration with customers. The breadth and depth of the Group's operations has enabled it to build a global network of diverse customers.

Understanding customer needs

The channels we use to engage with our diverse customers are detailed on page 88 of this Report. These platforms and channels are used to identify and respond to the concerns and suggestions of our customers, thereby ensuring their needs are identified and responded to.

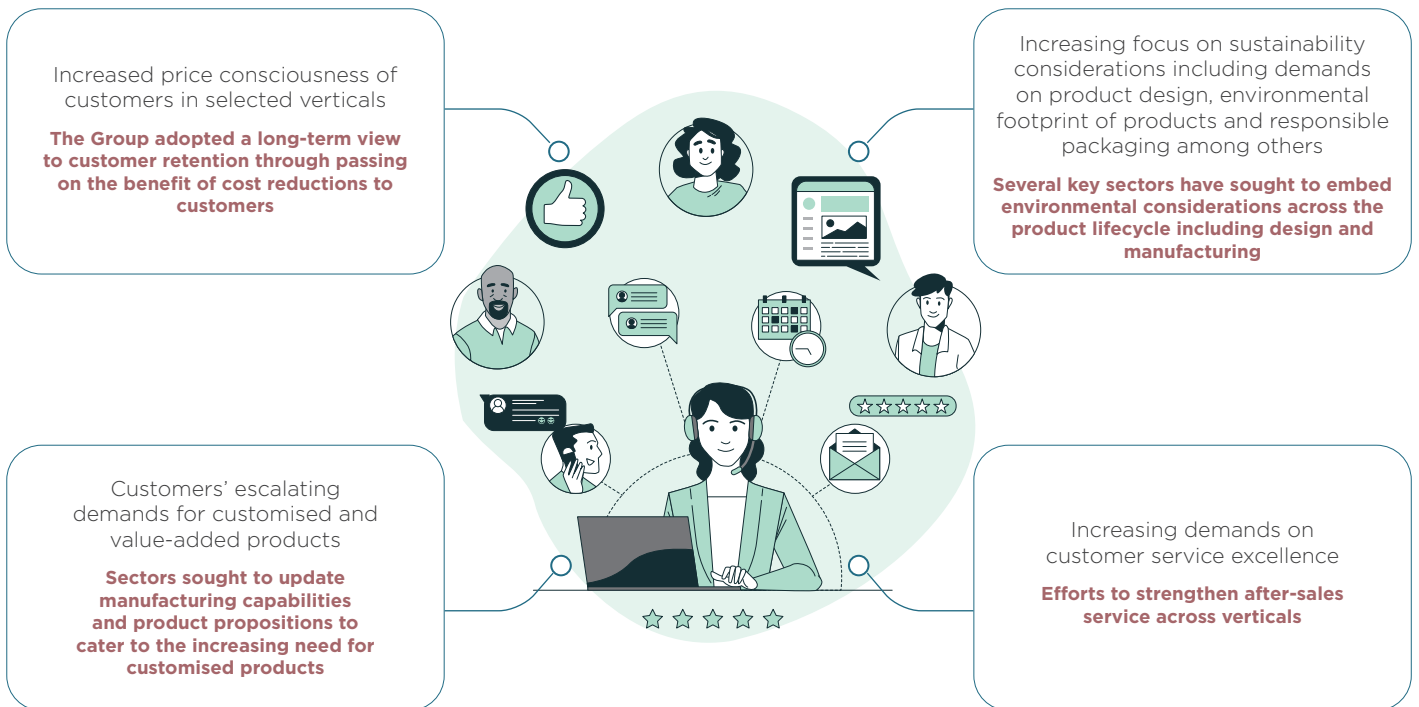
CUSTOMER PROFILE

1.24 mn
Customers served

B2B and Retail
customers across 5 continents



KEY CONCERNS RAISED BY CUSTOMERS AND OUR RESPONSE



7,000 Customer surveys conducted



99% Customer complaints resolved

SOCIAL & RELATIONSHIP CAPITAL

Product Stewardship

The Group's commitment to product stewardship is embedded across different aspects of its customer journey through compliance to certifications, internal policies as well as responsible marketing practices.

 <p>Procurement/ Buying stage</p>	<p>Stringent procurement practices and strong relationships with suppliers limit the risk of potential issues at the purchasing stage</p>
 <p>Manufacturing stage</p>	<p>Compliance to an array of certifications and clearly defined policies, procedures and guidelines for manufacturing operations</p>
<p>Marketing stage</p>	<p>A Responsible Marketing Guidelines ensures the integrity and accuracy of all marketing communications. The Hayleys Group Corporate Communications Department reviews all key press releases and publications</p>
<p>Product use</p>	<p>Compliance with a range of certifications which provide assurance to external stakeholders regarding the quality and safety of our products. These include the following certifications obtained by various sectors</p> <ul style="list-style-type: none"> • ISO 9001: 2015 Quality Management Systems • ISO 22000: 2018 Food Safety Management Systems • British Retail Consortium Certification Safety and Quality certification for consumer products

Building sustainability into products

Aligned with our ESG aspirations, we are integrating sustainability into our research and product development processes thereby striving to minimise negative environmental implications during product usage as well as end-of-life disposal. Refer to page 274 for further information on the Group's sustainable innovation efforts.



SUPPLIERS & BUSINESS PARTNERS

The Group's deep-rooted relationships with diverse and extensive supply chains across the country is a defining aspect of its value creation process, strengthening its socio-economic footprint. Suppliers are diverse in geographical profile and scale of operations, ranging from individuals and small-scale suppliers to large B2B players.

Supplier value creation during 2023/24

The Group's supplier value proposition centers on continued value injection through procurement, development and capacity building and creating market linkages to global value chains. During the year, total payments to suppliers declined by 17% to Rs. 325.36 bn.

Over 70,000
Supplier profile

54%
Local suppliers

