

## PRODUCT RESPONSIBILITY POLICY

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### **BACKGROUND**

KRBL philosophy is that ensured by overall growth of the people with whom they work specially farmers with whom the company deals with. Our relationship with Basmati farmers goes back in time- across generation actually. At KRBL, we have spent three generations perfecting the Basmati grain, which shows how much we care about the product we wish to deliver to the world.

### **KRBL PRODUCT RESONSIBILITY POLICY COVERS THE FOLLOWING ASPECTS:**

#### **POLICIES PERTAINING TO SUSTAINIABILITY**

- To ensure sustainable consumption of resources during product development- energy, water, raw materials etc.
- To use sustainable forms of energy majorly in production of products.
- To increase renewable energy share from wind energy/solar energy operations.
- To reduce waste generation by reducing, re-using and recycling, through utilizing by-products generated from production activities.
- To reduce emissions from product development.
- To consistently comply with all legal environmental requirements and statutory requirements during product manufacturing.
- To move towards continual improvement by using efficient resource management techniques in product development.
- To build social and environmental capital, thus making inclusive growth a part of product and service delivery.
- To incorporate agricultural stage into product sustainability, and ensure that efficient and sustainable agricultural practises are followed.

#### **POLICIES PERTAINING TO PRODUCT QUALITY AND SAFETY**

- To develop a strong R&D platform and seed development cell with experienced farmers to develop seed varieties that are high on quality and yield.



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- To build an efficient QMS (Quality Management System) at various levels, to optimize production.
- To comply with ISO 9001:2008, SGS HACCP, SQF 2000, USFDA, BRC Food and other relevant guidelines , relevant laws and regulations and internationally recognized standards and consistently maintain and improve quality management systems (QMS) across products and services with transparency at all levels.
- To develop products and services that is safe and has no defects, and that are preferred by consumers.
- To make product labelling in accordance with recognized standards an important part of product processing and packaging to ensure product safety and quality.
- To ensure safety packaging and warehousing conditions.
- To work with a diverse team of highly qualified individuals who contribute to the development of quality products.
- Encouraging employee participation in relation to improvement of product quality through training, communication and supervision.
- To conduct regular performance reviews and monitoring of products and services to ensure quality. Continually review food safety policies to ensure that all food safety risks are managed with changes in products, processes, infrastructure and technologies.
- To strengthen relationships with suppliers/vendors/farmers in order to extend product quality and responsibility in the supply chain.
- To work with farmers through contact farming to ensure quality paddy is procured.

### **POLICIES PERTAINING TO CUSTOMER SATISFACTION**

- To conduct regular customer satisfaction surveys to understand customer viewpoints on products and services.



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- To respect customer viewpoints in developing and delivering quality products and services that meet along with all customer expectations.
- To enable healthier and happier lives to consumers by offering customized products to meet along with their diverse requirements.
- To create a platform for customer feedback and customer grievances so as to continually improve on product and service performance.

### **IMPLEMENTATION**

- This policy is communicated to all employees and stakeholders in a manner that is appropriate and meaningful. It is binding for all employees and senior management of the company, who will look at the overall effectiveness of the policy and compliance with the principles set out in the policy.
- KRBL's unit have appropriate systems in place to ensure compliance with this policy, statutory provisions, including processing of grievance of redressal. Marketing team of the company is responsible for implementation of this policy.
- Regular performance reviews will be done to ensure effective implementation of the policy in a plan-do-check-act method, and measures will be put in place whenever improvement is required.

