

CUSTOMER GRIEVANCES REDRESSAL POLICY

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1 INTRODUCTION

Customer complaints are part of the business life of any corporate entity. This is more so for auto industry because in this industry some revolutionary developments are taking place and **M/s. PUR Energy Limited** (hereinafter would be referred as "**The Company**"), is a manufacturing as well as after sales service providing Company. As a manufacturing and service providing Company customer satisfaction is the prime concern of the Company. The Company believes that excellence in customer service is its prime motto; providing prompt and efficient service should get paramount importance in its business policies.

This policy document aims at minimizing instances of customer complaints and grievances through world class technology, proper service delivery and review mechanism and to ensure prompt redressal of customer complaints and grievances. The review mechanism is aimed at helping identification of shortcomings in product features and service delivery. Company strongly believes that customer dissatisfaction for the products, its spare parts and after sales services would spoil Company's name and image.

2 OBJECTIVE OF GRIEVANCE REDRESSAL POLICY

This Customer Grievance Redressal Policy is framed to ensure the best services to the customers of The Company, a company duly incorporated under the Companies Act, 2013 having its Registered & Corporate Office at H. No. 10-38/2, Survey No. 424/AA3, Beside Arya College of Pharmacy, Near IIT Hyderabad, Kandi Village, Sangareddy, Telangana - 502285 and to comply with the Guidelines passed time to time under Central, State and local level administration to enable the customers of the Company to lodge their complaints / grievances or give their feedback and suggestions to the Company in relation to their dealings with the Company including sales of electric two wheelers and after sales service, if any, being provided for them and for redressing the same in a time bound manner, by following the provisions as provided herein (The Grievance Redressal Policy).

Customer complaints constitute an important voice of customer, and The Company has framed the Policy to lay down the framework for minimizing and resolving instances of customer grievances through proper redressal mechanism.

The Company's Grievance Redressal Policy fulfils the following principles:

- Customers shall be treated fairly at all times.
- Complaints raised by customers shall be dealt with courtesy and resolved in a timely manner.
- Customers shall be informed of avenues to escalate their complaints within the organization, and their rights in cases when their complaints are not resolved in a timely manner or when they are not satisfied with the resolution of their complaints.
- The Company will treat all complaints efficiently and fairly as they can degrade the Company's goodwill and business if handled otherwise.
- To comply with the regulatory guidelines as required for this function.
- The Company's redressal mechanism system would ensure that the redressal sought is just and fair and is permissible within the given framework of rules and regulations.

3 DEFINITIONS

The following terms are used in this Customer Grievance Redressal Policy with the meaning specified herein:

1. **"Board"** shall mean the Board of Directors of The Company from time to time.
2. **"Customers"** means all end users who purchased the electric two wheelers manufactured and supplied by The Company or availed any after sales services from the authorized dealers of the Company. The buyer of the original spare parts which are designed and manufactured by the Company for the electric two wheelers will also be treated as Customers.
3. **"End User"** means a Person, Institution, and Corporation, which has purchased the electric two wheelers manufactured and supplied by The Company.
4. **"Grievances"** shall mean complaint, resentment, dispute, disagreement etc. arising out of/in relation to any electric two wheelers, spare parts manufactured and/or after sales service provided by the Company or its authorised dealers situated across India.
5. **"Working Days"** shall mean any day on which Company or its authorized Dealers are open and performing their routine services but does not include Saturdays and Sundays.
6. **"Dealership"** shall mean the Company's authorized shops/showroom and service center for the sale and service of electric Two Wheelers.
7. **"Date of Purchase"** means the date on which the Dealer issued invoice against any purchase against payment.
8. **"Label"** shall mean the trademark, trade name, copyright or any distinctive sign or for that matter any intellectual property of Company or other Companies with which the Company has trade/business agreements for production, supply, marketing arrangements as selected by it for the Products.
9. **"Persons"** shall include Corporations, Firms, Company either Private/Public Co-operative Society/ *Sangh* or persons.
10. **"Products"/"Goods"** shall mean the Electric Two Wheeler and spare parts related to the electric two wheeler manufactured and/or distributed by Company.

4 CATEGORIES OF CUSTOMER'S COMMUNICATIONS

4.1 Query

These may be general inquiries, primarily relating to specification, performance and pricing of the two wheelers manufactured by the Company. It may also include the details of authorized dealers & distributors of the Company, after sales services and spare parts etc.

4.2 Request

Requests for obtaining any valid services including after sales services, claim of warranties.

4.3 Grievance

A communication by prospective / existing Customers of The Company that expresses dissatisfaction because of manufacturing defects in the two wheelers, lack of action, inadequate quality of services by The Company.

4.4 Grave / urgent Grievance

Related to staff misbehaviour, cheating / fraud, false commitments, misconduct and mis-selling with the customers.

4.5 Suggestion / Feedback

Related to functions / roles of The Company with respect to its products, operations, policies or practices.

5 MANDATORY DISPLAY AT THE OFFICES

At the operational level, The Company shall ensure to display the following information prominently, for the benefit of its customers, at its all places of business and office of authorized dealers:

- a) The name and contact details (Telephone /Mobile Nos. /WhatsApp No. /Email Id /postal address address) of the Grievance Redressal Officer who can be approached by the customer for resolution of complaints against the products and services of The Company and it's all authorized dealers across India.
- b) If the complaint / dispute is not redressed within a period of one month, the customer may escalate the same to primary and secondary level escalation matrixes.

6 HOW TO RAISE THE GRIEVANCE/COMPLAINT

6.1 By Post

The customer can send their written complaint and grievance related to manufacturing defects of the two-wheeler or claim of warranty to the below mentioned postal address:

PUR ENERGY LIMITED

H. No. 10-38/2, Survey No. 424/AA3, Beside Arya College of Pharmacy
Near IIT Hyderabad, Kandi Village, Sangareddy, Telangana - 502285.

6.2 By Call

The customer can also call on the below mentioned number and discuss his grievance/complaint related to manufacturing defects of the two-wheelers or claim of warranty or any other concern:

1800 212 6440

6.3 By Electronic Mail (E-Mail)

The customer can send his complaint and grievance related to manufacturing defects of the two-wheeler or claim of warranty or any other concern to the below mentioned Email address:

ev.service@pureenergy.co.in, connect@pureenergy.co.in

6.4 By WhatsApp

The customer can also send his complaint and grievance related to manufacturing defects of the two-wheeler or claim of warranty or any other concern to the below mentioned WhatsApp Number:

+918886650520

6.5 By Website

The customer can also register grievance/complaint related to manufacturing defects of the two wheeler or claim of warranty or any other concern by clicking on the following link of Company's website:

<https://pureenergy.co.in/>

7 REGISTRATION OF GRIEVANCES

7.1 Grievances received through post

- a) The grievances/complaint/suggestion/feedback received will be examined by the authorized person of the Company.
- b) The resolution of grievances/complaint will be communicated to the Customer within 7 working days from the date of acknowledgement of the complaint.
- c) The grievances/complaint/suggestion that need escalation/need additional details will be escalated within the system.
- d) Details of the grievances are entered in Central Grievance management System (CGMS) of The Company.

7.2 Grievances received through phone call:

- a) The grievances/complaint/suggestion/feedback received are recorded in the system.
- b) The grievances that can be answered by the phone calls will be answered immediately.
- c) The grievances/complaint/suggestion that need escalation/need additional details will be escalated within the system.
- d) Details of the grievances/complaint/suggestion/feedback are entered in Central Grievance management System (CGMS) of The Company.

7.3 Grievances received through electronic mail communication:

- a) The grievances/complaint/suggestion/feedback received via electronic email will be addressed by the authorized person of the Company.
- b) The grievances/complaint/suggestion/feedback will be acknowledged via return email along with a reference number.
- c) The grievances that can be answered by the return email will be answered immediately.
- d) The grievances received will be recorded in the Central Grievance management System (CGMS) of The Company.

7.4 Grievances received through WhatsApp:

- a) The grievances/complaint/suggestion/feedback receive via WhatsApp messenger Services will be addressed by the authorized person of the Company.
- b) The grievances/complaint/suggestion/feedback will be acknowledged via return email along with a reference number.
- c) The grievances that can be answered by the return email will be answered immediately.
- d) The grievances received will be recorded in the Central Grievance management System (CGMS) of The Company.

7.5 Grievances received through Website:

- a) The grievances/complaint/suggestion/feedback received via website will be addressed by the authorized person of the Company.
- b) The grievances/complaint/suggestion/feedback acknowledged via return email along with a reference number.
- c) The grievances that can be answered by the return email will be answered immediately.
- d) The grievances received will be recorded in the Central Grievance management System (CGMS) of The Company.

The Customer shall be provided with a unique grievance number generated under CGMS for future reference for grievance registered via any mode of receiving the grievances/complaint.

8 ESCALATION MATRIX

8.1 PRIMARY LEVEL

If a customer is not satisfied with the resolution provided by the dealership in the specified period of 7 working days, the customer can escalate the issue to:

S. No.	Particulars	Details
1	Name	Shahrukh Khan
2	Designation	Sr Manager - Production & Service
3	Email ID	ev.service@pureenergy.co.in , connect@pureenergy.co.in
4	Toll Free Number	1800 212 6440
5	Office Address	H. No. 10-38/2, Survey No. 424/AA3, Beside Arya College of Pharmacy, Near IIT Hyderabad, Kandi Village, Sangareddy, Telangana - 502285
6	Share Your Concern	https://docs.google.com/forms/d/e/1FAIpQLSdR0dJby5OfCYDR-LSHpLFiXi7a9F8o_HBusn9qhkWWT58m0w/viewform

The timeline for addressing the escalation of grievance/complaint at primary level and providing resolution would be maximum 30 working days.

8.2 SECONDARY LEVEL

In case customer is not satisfied with the resolution provided under primary level escalation, customer can escalate his grievance / complaint to the secondary level escalation matrix:

S. No.	Particulars	Details
1	Name	G. Karthik
2	Designation	Assistant General Manager (AGM) - Service & Spare parts
3	Email ID	ev.service@pureenergy.co.in , connect@pureenergy.co.in
4	Toll Free Number	1800 212 6440
5	Office Address	H. No. 10-38/2, Survey No. 424/AA3, Beside Arya College of Pharmacy, Near IIT Hyderabad, Kandi Village, Sangareddy, Telangana - 502285
6	WhatsApp	https://api.whatsapp.com/send?phone=918886650520&text=Hi

The timeline for addressing the escalation of grievance/complaint at secondary level and providing resolution would be maximum 30 working days.

9 REPORTING AND REVIEW BY THE BOARD

The Board of the Company shall periodically review the Customer Grievance Redressal Mechanism to ensure that process deficiencies, if any, are addressed. The Summary of the customer grievance report along with its Status Report indicating the actions taken for resolution of the complaints, shall be placed before the Board for their review on annual basis by the Grievance Redressal Officer of the Company.

The customer grievance report shall contain information like, the total number of complaints received, disposed off and pending, with reasons thereof, which will be placed before the Board for information / guidance.

10 IMPLEMENTATION

1. This Policy shall come into effect from 1st June 2021.
2. A legitimate display of the Grievance Redressal Mechanism shall be made at all times at the premises and the website of the Company.
3. This Policy has been approved by the Board of Directors in its meeting dated May 2021.
4. This Policy is issued under the order and authority of Board of Directors of the Company.