



AMBUJA CEMENTS LIMITED
CHARTER OF
PUBLIC CONSUMER COMMITTEE

Charter of Public Consumer Committee

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Charter of Public Consumer Committee

1. Object

The Public Consumer Committee ("Committee") is voluntary committee constituted by, and accountable to, the Board of Directors ('Board') of Ambuja Cements Limited ('Company').

The objective of the Committee is to assist the Board of Directors in fulfilling its responsibilities to oversee the Company's consumer relationship management for building and strengthening consumer service and providing suggestion(s) for simplifying processes for improvement in consumer service levels.

2. Composition

- 2.1 The Committee shall have minimum three Members, all being Independent Directors.
- 2.2 The Committee shall meet periodically, but at least 2 times a year.
- 2.3 The Members of the Committee shall elect a Chairman amongst themselves.
- 2.4 The Company Secretary shall act as Secretary to the Committee Meetings.

3. Terms of Reference

The Committee shall act and have powers in accordance with the terms of reference, as approved by the Board from time to time, which shall include the following:

SN	Terms of Reference	Frequency
1	To devise a policy on consumer services	A
2	To oversee consumer relationships management (approach, attitude and fair treatment) including the Company's policies, practices and services offered	H
3	To review the actions taken for building and strengthening consumer service orientation and providing suggestion for simplifying processes for improvement in consumer service levels	H
4	To discuss service updates, ongoing projects specifically targeted towards improvement of consumer service and appropriate actions arising from discussions	H
5	To examine the possible methods of leveraging technology for better consumer services with proper safeguards and recommend measures to enhance consumer ease	H
6	To seek / provide feedback on quality of services rendered by the Company to its consumers	H

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SN	Terms of Reference	Frequency
7	To examine the grievance redressal mechanism, its structure, framework, efficacy and recommend changes / improvements required in the system, procedures and processes to make it more effective and responsive	H
8	To review the status of grievances received, redressed and pending for redressal	H
9	To review the working of Alternate Dispute Redressal (ADR) Mechanism, if established by the Company	H
10	To approve appointment of Chief Consumer Officer after assessing the qualifications, experience and background, etc. of the candidate and to oversee his performance	P
11	To oversee policies and processes relating to advertising and compliance with consumer protection laws	P
12	To review consumer engagement plan, consumer survey / consumer satisfaction trends and to suggest directives for improvements	H

4. REVIEW & DISCLOSURES

The adequacy of this charter shall be reviewed and re-assessed by the Committee, as and when required and appropriate recommendations shall be made to the Board / the RMC to update the same, from time to time.

The updated charter shall be continuously hosted on the website of the Company.
