

## CUSTOMER CENTRICITY POLICY

LMW recognizes that customer focus is essential part of Business and the Company is persistently working towards creating value for customer through its products and services. It is an integral part of LMW's culture which is reflected in the Vision, Mission and Value statement of the Company.

LMW products are of latest state-of-art technology, energy efficient and environment friendly. LMW provides detailed product labels, name plates on the machinery and also provides detailed operating manuals and spare parts catalogue which are in line with the terms of the specification accepted besides the mandatory requirement of the applicable law.

At LMW, Accelerated Manufacturing program helps in Dynamic delivery of machinery and spare parts as and when required by the customers that support their production plan and upkeep of machinery.

LMW provides Superior products and Quality services that enhance value and customer satisfaction by means of continual improvement in People, Systems, Processes, Technology and Practices.

Given the diverse operations of LMW, customer complaints are registered and handled for resolution through online system. Immediate corrective and preventive actions are initiated and customer are kept informed on the status with complete resolution.

Customer feedback is taken regularly through Customer Satisfaction Surveys, Customers Meet and Face to Face Interactions and the data is collated as "Voice of Customer", which LMW has a consistent tab on the pulse of the customer.

LMW's products equipped with better productivity, quality and automation are competitively priced that deliver quicker Return on Investment to the customer.

Any grievances falling under the purview of this policy shall be addressed to Head Marketing, Lakshmi Machine Works Limited, SRK Vidyalaya Post, Perianaickenpalayam, Coimbatore - 641020.