

## **Customer Satisfaction Policy**

We at DLF believe in creating shared value for our customers as well as for our organization. Our customer satisfaction policy reflects the commitment towards continuous enhancement of customer experience and products/services across our product portfolio traversing the operational boundary of the Company including all its subsidiaries/ associates.

We strive to achieve this by:

- Acting upon the customer feedback/queries and grievances in a timely, transparent, objective and fair manner while maintaining complete confidentiality;
- Modelling our products to match customer expectations and needs;
- Training our customer service personnel to effectively handle customer feedback/queries and grievances. and to effectively address the expectations of the customers and ensuring the required corrective and preventive action;
- The customer complaints are addressed by a dedicated team of trained customer service personnel.
- Tracking the latest market trends and technological advancements to provide our customers a state-of-the-art experience at all stages of engagement.

We at DLF, deploy different channels and means of communications to gather customer feedback, resolve customer grievances and enhance customer experience at all stages of engagement.

In order to evaluate customer satisfaction, we aim to effectively gauge customer requirements and expectations through regularly engaging with them. This is aimed towards ensuring improvement in our products and services.

To support this goal, our policy is to periodically update the Customer Satisfaction Policy based on review and feedback.