

# CLIENT ENGAGEMENT



# Client Engagement Policy

We have always focused on building a policy regarding what work we shall do and what work we shall not do. We have strengthened this policy by designing a framework for client engagement and thereby evaluating the service asked by the client.

We believe in systematically assessment and scrutiny of client's projects on some pre-defined grounds and dimension. These dimensions are: Location, Operational Consideration, Contribution & Service. This is termed as LOCS. This LOCS is embedded in our system in such a way that it is taken into consideration every time we analyze the risk and profitability of a client's project.

If the client's project or service requirement is falling short of our standards, policies or code of professional conduct, we shall not do the project regardless of the amount involved.

Apart from this, this policy also includes the unforeseen obstacles of the client's project, whether they bring a positive or a negative impact. This policy is embedded across all systems for the company and should mandatorily be complied with before taking a client's project and finalizing it.

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We, under the client engagement policy, also govern the working rules and criteria which are different for public sector and private sector companies.

**This policy also states the types of work we would not perform or the type of companies we do not want to work for:**

1. Companies that deviate from industry pricing norms or do not work in cooperation
2. Companies that seek to circumvent regulatory structures or legal conventions
3. Defence, Intelligence and Police Institutions for Non-Democratic Nations.
4. We do not campaign on the behalf of our clients or provide services to political parties, political advocacy organisations, legislatures, or the offices of specific politicians.

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