



Mechanism for Grievances Management (Milk and Milk Products)

The scope and purpose of this document is to define the process of handling consumer complaints related to Quality of Milk & Milk products & other services related to them

Key Responsibilities:

- ☐ Primary responsibility ----- Head-Mfg. & Head-Marketing
- ☐ Secondary responsibility----- IT team/Call Center

Frequency:

- ☐ As per the Demand

Procedure to register quality complaint:

IN SMPCL, there is designated Call Center to receive calls from consumers regarding any issues with the Product/Services offered by SMPLC.

The complaint will be recorded by the Call Center Executive (CCE) which is available from 7:00 AM to 9:00 PM

In case of not reaching to call center, Costumer can lodge his/her complaint via mail through CustomerCare@saahajmilk.com

The Call Center Executive will ensure that the type of complaint is recorded in the Complaint Resolution Tracker as provided in Annexure I. The Executive will also note the Phone number of the Complainant.

The complaint will be forwarded by the Call Center Executive to

- Head Mfg.
- Head Marketing
- AM Mfg.
- AM Marketing

The responsible Department (Mfg./Marketing) in Charge studies the Complaint and identifies the root cause of the Complaint with the help of direct seller visit at complaint point with appropriate Id Proof.

Once the Root cause is identified then the Team identifies potential solution to eliminate the issue.

The redressed complaint has to be entered in Complaint Resolution Tracker.

Complaint Raiser can track his/her complaint status after visiting at <https://saahajmilk.com/>

The AM Marketing will call the Customer and he will acknowledge the Consumer Efforts in reaching to Saahaj and raise the issue with Company. Also, he will motivate the Consumer to provide such feedback in future.

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