CUSTOMER SATISFACTION SURVEY
2021 - 22
Direct Respondents

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Subsidiary Respondents

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Three Sub Parameters

Delivery Performance  |  Quality of UPL Products & Services  |  Overall COT Performance
Delivery Performance
Delivery Performance (Direct Customers)

Parameters

1. Punctuality (Order to Delivery lead time)
2. Quality of Packaging (Primary/Secondary/Tertiary)
3. Product Labeling
4. Shipping documents accuracy (document completeness, information correctness)
5. Timely submission of shipping / Billing / COA documents
6. Shipping documents Lead time prior to vessel arrival at destination
7. Transportation condition: (Palletization/container/container load)

Point Ordinal Scale
- Excellent
- Good
- Meets Expectations
- Needs Improvement
- Unacceptable
Delivery Performance
(Subsidiary Customers)

Parameters

1. Product Labelling
2. Transportation condition: (Palettisation/container/container load)
3. Drum / Packaging Conditions
4. Shipping Docs. (Timely Submission)
5. Shipping Docs. (Accuracy)
6. Punctuality (Delivery on time)
7. Product Code Creation Lead time from Request raised
8. Artwork development Lead time from Label sent (Pouches & Labels)
10. Shipping documents Lead time prior to vessel arrival at destination

Point Ordinal Scale
- Excellent
- Good
- Meets Expectations
- Needs Improvement
- Unacceptable
Delivery Performance (Subsidiary Customers): FY 2021 - FY 2022

- Punctuality: 58% - 62.50%
- Quality of Packaging: 92% - 98.08%
- Product Labeling: 96% - 98.08%
- Shipping Documents (Accuracy): 63% - 81.73%
- Timely Submission of Documents: 63.46% - 81.73%
- Transportation Condition: 60% - 65.38%
- Shipping Documents Lead Time: 96% - 99.04%
- Product Code Creation: 61% - 70.19%
- Artwork Development: 90% - 89.46%
- Understanding of SAP systems: 94.23% - 100.00%
Quality of UPL Products & Services
Quality Of UPL Products & Services Performance (Direct Customers)

Parameters

1. Quality of products
2. Resolving problems and issues timely and satisfactorily
3. Handling quality complaints efficiently
4. Proactive communication on supply constraints
5. Proactive communication on shipment delays

Point Ordinal Scale
- Excellent
- Good
- Meets Expectations
- Needs Improvement
- Unacceptable
Quality Of UPL Products & Services Performance (Direct Customers) - FY 2021 - FY 2022

- Quality Of Products: Direct Customers - FY 2021: 99%, Direct Customers - FY 2022: 98.00%
- Resolving Problems & Issues Timely & Satisfactorily: Direct Customers - FY 2021: 92%, Direct Customers - FY 2022: 93.00%
- Handling quality complaints efficiently: Direct Customers - FY 2021: 96%, Direct Customers - FY 2022: 94.00%
- Proactive communication on supply constraint: Direct Customers - FY 2021: 91%, Direct Customers - FY 2022: 82.00%
- Proactive communication on shipment delays: Direct Customers - FY 2021: 79%, Direct Customers - FY 2022: 82.91%

% Strength
Quality Of UPL Products & Services Performance (Subsidiary Customers)

Parameters

1. Quality of products
2. Resolving problems and issues timely and satisfactorily
3. Handling quality complaints efficiently
4. Proactive communication on supply constraints
5. Proactive communication on shipment delays

Point Ordinal Scale
- Excellent
- Good
- Meets Expectations
- Needs Improvement
- Unacceptable
Overall COT Performance
Point Ordinal Scale

- Excellent
- Good
- Meets Expectations
- Needs Improvement
- Unacceptable

Overall Cot Performance (Direct Customers)

Parameters

1. Politeness & Courtesy
2. Send order confirmation within 7 days of order request
3. Clarity in Communication
4. Propose Solutions / Advices Proactively
5. Respond promptly to requests / Complaints
6. Timely resolution / update of changes
7. Knowledge of products and services
8. Satisfactory answers the queries raised by you
Overall Cot Performance (Subsidiary Customers)

Parameters

1. Politeness & Courtesy
2. Send order confirmation within 7 days of order request
3. Respond promptly to requests / Complaints
4. Propose Solutions / Advices Proactively
5. Timely resolution / update of changes
6. Clarity in Communication
7. Satisfactory answers the queries raised by you
8. Knowledge of products and services
9. Understanding for region / local requirements

Point Ordinal Scale
- Excellent
- Good
- Meets Expectations
- Needs Improvement
- Unacceptable
Overall Cot Performance (Subsidiary Customers): FY 2021 - FY 2022

- Politeness & Courtesy: 98.00% (FY 2021), 98.04% (FY 2022)
- Send Order Confirmation within 7 days of order request: 78.00% (FY 2021), 50.20% (FY 2022)
- Responds promptly to requests / complaints: 88.00% (FY 2021), 52.16% (FY 2022)
- Propose solutions / advices proactively: 84.00% (FY 2021), 93.14% (FY 2022)
- Timely resolution / update of changes: 84.00% (FY 2021), 91.18% (FY 2022)
- Clarity in Communication: 88.00% (FY 2021), 92.16% (FY 2022)
- Satisfactory answer to queries raised by you: 92.00% (FY 2021), 96.00% (FY 2022)
- Knowledge of products & services: 99.00% (FY 2021), 99.02% (FY 2022)
- Understanding for region / local requirements: 92.16% (FY 2021), 97.00% (FY 2022)
Direct Customers

We're happy on the services they provide. All documents submitted were in order.

Kemistar Corporation
Philippines - ASEANZ

Active, high responsible, clear communication, good support.

Cam Agriculture Import Export., Ltd
Cambodia - ASEANZ

Good service. Keep up the good communication.

SINON Corporation
Taiwan - ASIA

They are efficient in operation and flexible.

Japlan
Sri Lanka - INDIA

Communication is clear and concrete.

Farmagro SA
Peru - LATAM

Thank you for all the team which is trying to do its best.

RIVALE
Algeria - EUROPE
Commercial Operations Support is very responsive and gets back to you in a timely manner with answers.

UPL - NAM

Good support in delivering Country numbers.

UPL - MALAYSIA

Commercial Operations Support was earlier handling Commercial operation for entire Europe till July/ Aug FY’22. Later In Aug new assignment given on Demand planning and getting improvement. Very good support also in new role.

Regional SCM Head - EUROPE

Commercial Operations Support is a great support to us, he is very clear with the information, he is helpful, and has good predisposition.

UPL - BOLIVIA
It is such a privilege to work with Commercial Operations Support. It is really great to have such a knowledgeable contact that you can ask something and it get's resolved promptly.

Regional Business Head - AME

Overall strong support from Commercial Operations Support after taking over the ASEANZ region. Quarter ends especially were impressive in terms of coordination and deliverables.

Regional SCM Head - ASEANZ
Good relations with all customer service in India, just need to improve the lead time for invoicing and communication document.

SCM Manager - WECA

Need to invest in system in order to provide visibility on products availability, dispatches, etc.

Head of SCM & Operations - BRAZIL

Order confirmation and follow up process has been improved, but still requires some improvements.

Supply Chain Manager - UPL UKRAINE LLC

Spend more time understanding the issues/challenges with the team.

Global Business Lead - UPL NAM

Overall satisfactory. We need to standardize timelines to submit final documents to the respective countries at least a week before ETA.

Regional SCM Head - ASEANZ

Over-all really good job is being done by India Commercial Operations Team however, we still need improvements.

Head of SCM - UPL TURKEY
Thank You