

## Beahead Private Limited: Our Commitment to Quality

Quality is an integral part of our Beahead Corporate Business Principles. These principles guide our actions to deliver products and services that are safe, compliant and preferred by our partners, clients and customers. They are essential for the achievement of our ambition to be recognized and trusted as a leading Information Technology Product Development, Marketing and Sales focused Company in the world.

At Beahead, our commitment is to never compromise on the safety, compliance and quality of our products and services. This requires everybody to be engaged, understanding of their responsibility in achieving our quality objectives, and empowered to take action in order to protect our partners, clients, customers and our brands.

At Beahead, our Quality Policy summarizes the essential elements of our commitment for excellence and includes:

- Fostering a quality culture with the objective of developing, marketing and selling products and services that are trusted and preferred by our partners, clients and customers as among the best in the world;
- Complying with all applicable relevant laws and regulations, internal and external requirements;
- Continuously challenging ourselves to improve the quality management system to guarantee safety, prevent quality incidents and eliminate defects through the review of quality objectives and results; and
- Encouraging participation and promotion of quality responsibilities amongst all employees and third parties through standards, education, training and coaching, supervision and effective communication.

At Beahead, we implement the Quality Policy through the application of our Beahead Quality Management System. Teamwork, engagement, ownership and support by everyone are vital for achieving our quality objectives. In this context, we are committed to providing the required leadership, management and resources and we ensure that our Quality Policy is reviewed annually and communicated to all employees and third parties.

Quality is about trust. Each and every one of us has the power to influence this trust through our dedication to the quality of our products and services, and through our passion and leadership.



**Pradipta K Sharma**  
Chief Executive Officer

## Beahead Private Limited: Quality Policy

Quality is all about the trust of our Partners, Clients and Customers.

At Beahead, Quality is the foundation of our company and is fully embedded in our delivery promise. Every day, Beahead products, solutions, services and brands are chosen by millions of people all over the world to fulfil their IT related needs, at every moment of the day, and across their lifetime.

This trust is based upon our quality image and our reputation for consistently delivering high quality products, solutions and services. Every product, every solution, every service, and every user contact has been helping shape this trust. The Beahead brand name is a promise that the products, solutions and services are at the cutting-edge of innovation, that they comply with all relevant laws and regulations, and that they constantly meet our extremely high standards of Quality.

Each and every Beahead employee is involved in and dedicated to achieving high Quality standards for our clients, partners and customers through the application of the Beahead Quality Management System.

To sustainably create value and to effectively and efficiently build client, partners and customer trust, Quality at Beahead is to:

1. Guarantee safety and compliance by respecting our policies, principles and standards with full transparency;
2. Ensure preference and consistency to delight partners, clients and customers by valuing what they value and by offering solutions, systems and services that always meet or exceed their expectations;
3. Strive for zero defects in our products, solutions and services, and no waste by constantly looking for opportunities to apply our continuous improvement approach to deliver competitive advantage; and
4. Engage everybody's commitment across our complete value chain and at all levels of our organization to build the Beahead Quality Culture.

## Beahead Private Limited: Quality Management System

The Beahead Quality Policy, which applies across all Beahead Groups and which is complemented by unit-specific Quality Policies, is achieved through the implementation of the Beahead Quality Management System (BQMS).

All functions across the value chain are responsible for achieving Quality objectives and continuously improving Quality performance. The Quality Function acts as the guardian and the challenger of the

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BQMS. Management by process is an essential principle of BQMS. It provides the framework for attaining and maintaining compliance, measuring performance and continuing to achieve client, partners and customer delight.

We ensure full alignment of BQMS to ISO: 9001 Quality standards. BQMS is implemented across our organization and is being verified by independent third party certification bodies. We expect that our external business partners (vendors, contractors, licensees, joint ventures, and customers) demonstrate their alignment with our requirements to achieve product/solution usability, safety and compliance.

We foster a quality culture by developing quality awareness through the organization and encouraging a management attitude that anticipates potential Quality issues. We empower all Beahead personnel with the necessary competencies and tools in order to consistently fulfil policies, principles and standards. We continuously improve by challenging ourselves. We involve all employees across the whole Value Chain to achieve and maintain consumer trust.

We enhance the effectiveness of BQMS through the use of various management tools and methods. The BQMS is composed of three main elements:

### 1. The Quality Standards:

Our Quality Standards capture the knowledge and expertise of Beahead professionals to ensure a consistent application of what we know. Quality standards incorporating centrally established generic and product, solution and services specific requirements are managed through locally defined operating quality manuals. Region specific standards, based upon local regulatory requirements, are incorporated at the local level.

### 2. A Continual Improvement Management Cycle:

A continual Improvement Management Cycle is introduced to ensure an effective and efficient management of Quality processes, to measure performance, and to drive the enhancement of our Quality culture.

### 3. A Process-Based Management System:

Our process-based Management System encompasses the whole value chain in which all functions are responsible to define and manage the processes they own which can impact usability, safety, compliance and consumer delight. Support Functions provide assistance, expertise and tools in order to meet the BQMS requirements and to achieve the quality objectives.