



Vision

“To be a premium Metals major, global in size and reach, with a passion for excellence”

Mission

“ To relentlessly pursue the creation of superior shareholder value by exceeding customer expectations profitably, unleashing employee potential and being a responsible corporate citizen adhering to our values”

Values

Integrity Honesty in every action.

Commitment Doing whatever it takes to deliver, as promised.

Passion Missionary zeal arising out of an emotional engagement with work.

Seamlessness Thinking and working together across functional silos, hierarchy levels, businesses and geographies.

Speed Responding to stakeholders with a sense of urgency.



Alupuram Quality Policy

QUALITY is the cornerstone of our Mission, which, being customer- oriented, is committed to excellence and cost effectiveness.

Quality lies in continuous improvement and in redesigning systems, processes and practices to satisfy customer needs and expectations. It extends to manufacturing, maximising operational efficiency, capacity utilisation and productivity. It involves the integration of human resources, a key to teamwork

The objectives of Quality Policy are:

1. To meet the expectations of customers, and improve response time.
2. To ensure reliable and consistent customer service
3. To provide value for money and to be internationally competitive
4. To choose and associates with suppliers to ensure high quality of inputs; through proactive interaction with them, to secure their participation in our quality improvement process.
5. To establish a healthy system for quality assurance and improvement, with emphasis on –in process control in order to ensure error prevention. Do things right the first time.
6. To formulate quality goals foe all functions and foster teamwork.
7. To satisfy “internal customers” as a means to external customer satisfaction.
8. To educate, motivate and involve employees in the fulfilment of the quality



ISO9001 : 2000 Quality Management System

ISO-14001 : 1996 Environment Management System

OHSAS-18001 : 1999 Occupational Health and Safety Assessment Series

Key Objectives of Quality Policy

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|----------------------------------------|------------------------------------------|
| 1 Complete Customer Satisfaction | 1 System for QA and Improvement |
| 1 Formulate Quality Goals | 1 Satisfy Internal Customer Requirements |
| 1 Unmatched Value | 1 Involve every Employee |
| 1 Choose Suppliers on Quality Criteria | 1 Reliable & Consistent Customer Service |