

Arvind values



- We shall aim to respond to customers with speed and accuracy
- We shall demonstrate personal dedication to each customer
- We shall strive to create opportunities for customers to clarify and prioritise to meet business expectations
- We shall value our relationship with our customers
- We shall take the extra mile to look for quick wins for our customers



- We shall not shy away from outcomes important to our customers
- We shall not place our operational needs before customer needs
- We shall not be insensitive towards customer needs
- We shall not averse to customer feedback and continuously improve
- We shall not ignore service benchmarks and evaluation standards



Innovation

Arvind Values



- We shall encourage creativity and discipline
- We shall anticipate change and shape it to fit our purpose
- We shall approach problems with enthusiasm and optimism
- We shall focus beyond the obvious to generate solutions
- We shall strive to be first
- We shall take informed risks and champion new ideas



- We shall not be content with the status quo
- We shall not resist challenges
- We shall not miss the woods for the trees
- We shall not resist change
- We shall not acknowledge weakness



Living the brand



- We shall be honest and committed to the brand
- We shall enthuse employees, customers and community about the brand
- We shall aim to deliver the brand promise internally and externally
- We shall work towards “enriching Lifestyle” of our customers and consumers
- We shall be constantly excited about the brand
- We shall say “Yes” to fun



- We shall not encourage negative publicity of the brand
- We shall forbid brand damaging behaviour
- We shall avoid differing from/with brand values and principles
- We shall never be disloyal internally and/or externally, towards the brand
- We shall keep away from actions that compromises our brand values and principles
- We shall not use language that is not representative of the brand



Collaborate



- We shall place the interest of the team before the interest of the individual.
- We shall treat each other with respect.
- We shall display accountability for our performance
- We shall actively seek feedback
- We shall share our knowledge and support our peer



- We shall not affect our relationships by being selfish
- We shall not put self interest before the interest of the team
- We shall not degrade the morale and accomplishments of the team
- We shall avoid holding each other accountable.
- We shall not be reluctant to work outside our comfort zone
- we shall not be indifferent towards learning from other's strengths

Arvind Values



Care



- We shall be empathetic and supportive to colleagues, customers and stakeholders
- We shall treat each other with respect and value the differences
- We shall ensure transparency, honesty, integrity and compassion
- We shall be committed to protection of the environment and the law
- We shall stand against abuse of power



- We shall not be insensitive towards individual needs
- We shall not ignore dignity, potential and diversity
- We shall not talk person over performance
- We shall not shy way from being transparent
- We shall avoid Hierarchy in outlook and behavior