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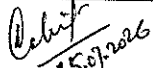
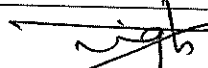
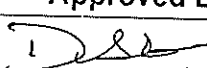
 SHAKAMBHARI GROUP # SteelWithin	SHAKAMBHARI ISPAT & POWER LTD. (Formerly known as Ess Dee Aluminium Ltd.)		
STANDARD OPERATING PROCEDURE			
Title: Customer Feedback and Satisfaction			Page No. 2 of 2
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7.0 PROCEDURE

- 7.1 The customer requirements shall be defined as Product attributes as well as Service attributes. Customer feedback on these attributes shall be generated to understand the satisfaction level.
- 7.2 The identified attributes shall be evaluated based on the level of importance of the attribute to the customer. To measure the level of importance of the identified attributes to the customer, the customers themselves should be asked to determine the same.
- 7.3 Feedback on the identified attributes of product performance shall be taken from the Quality Department or Production Department of the customer.
- 7.4 Feedback on the identified attributes of service performance shall be taken from the Sales Department of the customer.
- 7.5 Shakambhari Ispat & Power Ltd. would explain the purpose and importance of the feedback to the customer and should ensure maximum response from the customer.
- 7.6 Feedback shall preferably be taken in writing, but if the customer does not respond to the reminder, a telephonic Customer Satisfaction Form shall be filled by QA or Sales personnel.
- 7.7 Customer Care shall communicate the outcome of the feedback to all concerned departments.
- 7.8 MR shall ensure the presentation of satisfaction levels in the Management meeting.
- 7.9 Top management shall review the overall outcome from the customer satisfaction survey and shall decide on areas and steps for improvement.

8.0 REVISION HISTORY

Revision No.	00	Effective Date	06.07.2026	CC No.	NA
Details of revision: New SOP					

Prepared By:	Checked By:	Approved By:
 05.07.2026	 05.07.2026	 05.07.2026

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1.0 PURPOSE

- 1.1 To define a procedure for taking feedback and analyzing the satisfaction level of the customer.

2.0 SCOPE

- 2.1 This SOP applies to all customers who have bought materials from the company in any form.

3.0 REFERENCE(S) & ATTACHMENTS**3.1 References**

- 3.1.1 In-house

3.2 Attachments

- 3.2.1 Attachment- I : Customer Feedback Form SIPL/SAS/002/F01/00

4.0 RESPONSIBILITY

- 4.1 **Sales Department Head:** To prepare the SOP and its scope.
 4.2 **QA Head:** To approve the SOP and to ensure implementation.

5.0 DISTRIBUTION

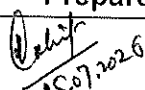
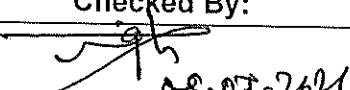
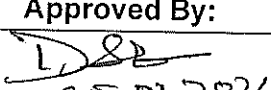
- 5.1 Head Sales
 5.2 Quality Assurance

6.0 DEFINITION(S) & ABBREVIATION(S)**6.1 Definitions**

- 6.1.1 Nil

6.2 Abbreviations

- 6.2.1 PO: Purchase Order
 6.2.2 SO: Sales Order

Prepared By:	Checked By:	Approved By:
 05.07.2026	 05.07.2026	 05.07.2026