



## PRODUCT STEWARDSHIP & CUSTOMER SATISFACTION

We are well aware of the fact that product stewardship can boost businesses. For increasing customer satisfaction, product stewardship provides a competitive advantage to businesses by ensuring higher quality and safer products.

ARL is fully onboard and recognizes responsibilities towards environmental, social & economic impacts of its services and products. We believe product and service stewardship are core to our business strategy and continuity.

There is an unbroken chain of ownership starting from raw material to product life cycle management considering all risks associated with our core activities.

We remain in contact with customers and end users in the value chain, besides the optimization of safety and environmentally-relevant features of the product. ARL maintains continuous liaison with the customers, and provides its support where required. ARL Sales, Operations, Technical services, C&MM and HSEQ departments provide relevant inputs to resolve technical issues and problems at customer end.

Feedback from Oil marketing companies is taken in fortnightly meetings held at ARL for allocation of product quota. Apart from this forum, ARL also gets quarterly feedback from external customers on quality of products and services. The customers' complaints received are discussed in biannual Quality Council review meetings chaired by Chief Executive Officer.

There are also following programs in place to identify ways of improvement regarding product responsibility & customer satisfaction:

### *Performance Improvement Program*

Performance Improvement Program (PIP), the Company's suggestions program. Number of suggestions received from employees for improvement in safety and process through ARL own developed software of HSEQ management system.

### *Customers Awareness Program*

In the process of providing awareness to its customers, the Company practices to conduct a the four week training course for Army Officers in collaboration with GHQ and Army Services Corps (ASC) School, Nowshera. During the year, number of visitors (Govt.-officials, educational institutes) were provided with information on refinery operations and product quality.

### *Product Life Cycle Assessment*

ARL is an ISO 45001 certified company and it does consider all the impacts associated with the production of refined petroleum products. Health & Safety impacts of all products (100%) and all allied services are assessed throughout the life cycle i.e. from raw material (crude oil) till refining of different products and dispatch to customers. The impacts on health and safety from production till dispatch are assessed for improvement on continuous basis.

In year 2020, No incident of non-compliance with regulations and voluntary codes concerning our products quality, safety, environmental and health impacts during their life cycle reported. The guiding principles of the quality standards in ARL's entire supply chain are based on full compliance with the ISO standards, best operating practices in manufacturing, products quality assurance, efficiency and fluency of processes, product safety and reliable delivery.



**Product & Service Labeling**

ARL produces different petroleum products as per PSQCA & Ministry of Petroleum (Energy Division) specifications, which are accessible to all stakeholders through ARL's website. This information gives complete description of each product. Material Safety Data Sheet of each product is also provided to customers. 100% products are subject to such information requirements. ARL has no incident of non-compliance with regulations and voluntary codes concerning product, service information and labelling during the reporting period.

ARL management monitors customer satisfaction through quarterly customer surveys. Changes in trends indicate changes in customer satisfaction with respect to the performance of concerned departments. In case of low rating customers are contacted to assess their views & subsequent necessary actions are taken.

**Marketing Communications & Customer Privacy:**

Although ARL does not have any formal marketing campaign and promotion plan yet it is committed to the commonly agreed ethical codes, national and international standards in all its operations. When preparing marketing communications and advertising material, the legislative and regulatory compliance of the content is always checked and confirmed before publication.

ARL has no breaches to be reported on incidents of non-compliance with regulations and voluntary codes concerning marketing communications, including advertising, promotion, and sponsorship. Moreover, ARL has a policy not to share confidentiality of its customers and has received no complaints to report regarding breaches of customer privacy or losses of customer data during year-2020.

**Compliance**

ARL has never been fined regarding non-compliance with laws and regulations concerning the provision and use of products. Moreover, we have a code of conduct which also has declaration on confidentiality and impartiality. The code of conduct is signed by every employee once in a year to recall the commitment.

**Market Share**

The petroleum products are being dispatched after confirming the quality specifications through bowsers via road and through dedicated product supply lines to Oil Marketing companies and other customers round the clock. ARL meet the petroleum products demand mostly in the northern part of Pakistan. The product share of ARL product during the year is as follows:

