



◆ Our Vision ◆

To be a Globally recognized Brand.

◆ Our Mission ◆

We exist to Enrich our Customer's Lifestyle through

- ❖ Encouraging Creativity, Innovation & Continual Improvement.
- ❖ Adopting practices that are Ethical, Socially and Environmentally Responsible.
- ❖ Attracting & Retaining best Talent.
- ❖ Meaningful Relationships with Employees & Associates built on Trust & Respect.
- ❖ Maximizing Stakeholders' Interest.

◆ Our Values ◆

Excellence, Innovation, Partnership, Integrity & Open Communication

◆ Quality Policy ◆

To realize our vision and mission, we shall exert every effort to achieve the following in all our endeavors:

The Organization aims to help its customers craft indelible memories through its range of fragrance products for the body and home.

In order to achieve this objective, AJMAL will

- ❖ Implement and maintain a Quality Management System in compliance to ISO 9001:2015 Standard.
- ❖ Implement and maintain a Industrial Measurement System and Emirates Quality Mark in compliance with Ministry of Industry and Advanced Technology (MolAT) standards & guidelines.
- ❖ Foster a culture of process-ownership amongst its employees.
- ❖ Work towards the non-conformance free processes, products and services
- ❖ Gaining paramount confidence with our customers utilizing digital and other platforms.
- ❖ Continuous research to develop innovative products and services.
- ❖ Be a responsible corporate entity by being fair, honest and ethically acceptable to all its customers, regulatory authorities and stakeholders, both internal and external.
- ❖ Work with total commitment towards Cosmetics Good Manufacturing Practices (GMP) guidelines according to our scope at all our sites.
- ❖ Pursue a Business Continuity Management System (BCMS) that addresses all business risks and ensures continuous activity.
- ❖ Maintain a customer friendly approach that wins existing customer confidence and results in exponential growth of new customers.
- ❖ Maintain a stringent evaluation parameter for all vendors and ensure raw material qualities of highest international standards.
- ❖ Provide a conducive, growth-oriented and an innovative approach towards employee welfare and safety.
- ❖ Work towards achieving a sustainable environment by adopting the best practices.

The Management team are fully committed to the above and actively encourage a similar commitment by personnel at all levels of the Company. The Policy is communicated to all employees, sub-contractors and also ensured that is in built in all activities of the Organization.

This Policy provides the framework and sets the basis for establishing and reviewing our objectives at the relevant functions of AJMAL. It will be reviewed periodically for continuing stability and suitability.

Approved By

Abdulla A Ajmal
Chief Executive Officer

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