



## Our Objectives and Values

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### Objectives

At the CONSAM Group our objectives are: -

- 1) To enter into any business and operate it better than others by improving our way of doing business each – day and be the champion in any economic sectors we operate and retain our championship.
- 2) To do our business in a manner that benefits and protects all, the environment, the country – its community, our – employees, customers, shareholders and ourselves in all possible long – term way so that we operate for countless days.
- 3) The name CONSAM is a significant asset representing trust, business excellence & size. The Company will move ahead with it and provide best quality service and product

### Core Values

The CONSAM Group is a values-driven organization. These values continue to direct the Group's attain its objectives. The core CONSAM values underpinning the way we do business are:

- **Discipline:** Life grows great only with discipline, so it implies with any organization. We will execute everything in disciplined way – will be disciplined at work and everywhere else.
- **Co – Ordination & Understanding:** A set of 11 best players having little understanding and co – ordination cannot win a cricket match over a set of 11 mediocre players having good understanding and co – ordination. We will have best co – ordination and understanding in order to attain our objective of being the champion.
- **Respect, Love and Humanity:** Before starting our business, we have to be absolutely good humans. Humans, they make mistakes, they have better intellect than any one, they forgive, they care, they help, and they do miracles. We will be highly caring, show respect and humanity for all, colleagues, customers everywhere and achieve our objectives. We have to groom ourselves to be a champion human, we will respect & love everyone so that our companies are respected and loved.
- **Practice Excellence & perfection:** No one is perfect in this world, but when we keep chasing perfection, we settle with excellence. Practice makes anything possible. We will execute with best possible perfection and keep executing till we attain our objective with best positive ness and sense of intellect
- **Integrity:** We must conduct our business fairly, with honesty and transparency. Everything we do must stand the test of public scrutiny.
- **Responsibility:** We must continue to be responsible, sensitive to the countries, communities and environments in which we work, always ensuring that what comes from the people goes back to the people many times over.