



CORE VALUES HANDBOOK

A handy manual to understand the company's core values and how we live by them.





Our company values bind ECites to hold themselves to a standardized platform of behaviour and accountability. As you read through our values, we paint the reality of our culture, mutual understanding, and psychological parameters. These form the existence of our company's DNA and vividly differentiate us from others.

Core Values are a set of guiding principles which:

1. Define what our company stands for while shaping our culture
2. Drives business strategies
3. Guide business and people towards a shared mission or goal

MESSAGE FROM CEO

Core values are deeply ingrained principles that guide our company's actions, serving their purpose as cultural cornerstones. Core values are inherent and sacrosanct; they can never be compromised, neither for convenience nor short-term economic gain.

They are a set of fundamentally placed strategic sound beliefs imposed on every employee working within the company.

EC weaves its core values into everything around it. Integrated into every employee-related situation right from hiring methods, performance management systems, criteria for promotions and rewards to separation policies; our core values form the basis for every decision-making process.

Our aim is to make sure that every single employee not only receives the right knowledge of our core values but also understands and abides by them, making them a part of their culture.

I request all of you to reflect on these core values and be conscious about your actions while ensuring to truly live up to EC.

UMESH BOPCHE
CHIEF EXECUTIVE OFFICER



INTRODUCTION

Facing the giants of today's world is no easy task. Highly empowered consumers enabled by mobile and other technologies have led to the rise of new competitors on the digital playground. However, we have now embarked on a trajectory we've never been on before!

Designed and customized to serve our clients in the best way possible, Experience Commerce delivers innovations, ideas, and growth with impeccable commitment and connections.

By reflecting on our values, we strive to be at the pinnacle of excellence through accountability of our actions and obligation towards our clientele while maintaining our conscious engagements and integrity on a day-to-day basis.

ARTICULATING OUR VALUES

Values at Experience Commerce are guidelines for every ECite to break barriers and set new benchmarks. This could only be achieved by looking back at EC's history to recognize who we truly are and where we strive to be.

In order to reach these goals, we must convene partnerships for action and show up each day with inbuilt values which empower us to be the change we wish to see.

OUR VALUES



EXCELLENCE

Excellence is at the centre of everything we do. We believe in creating a "WOW" experience for our clients through our service.

In Practice:

- To build efficiency in EC processes and systems with a focus on Quality
- To go beyond the call of duty
- To ensure transparency in every interaction
- To foster a culture of learning and development

Individual Traits

Problem-Solving

Goal-Oriented



ACCOUNTABILITY

Accountability is a way of being for us. We take ownership of all our actions, words and decisions.

In Practice:

- To own every action & outcome
- To empower individuals & teams
- Be open to share & receive feedback
- To become a dependable team player

Individual Traits

Proactive

Responsive





INCLUSION

We take pride in embracing diversity in people, ideas and opinions.

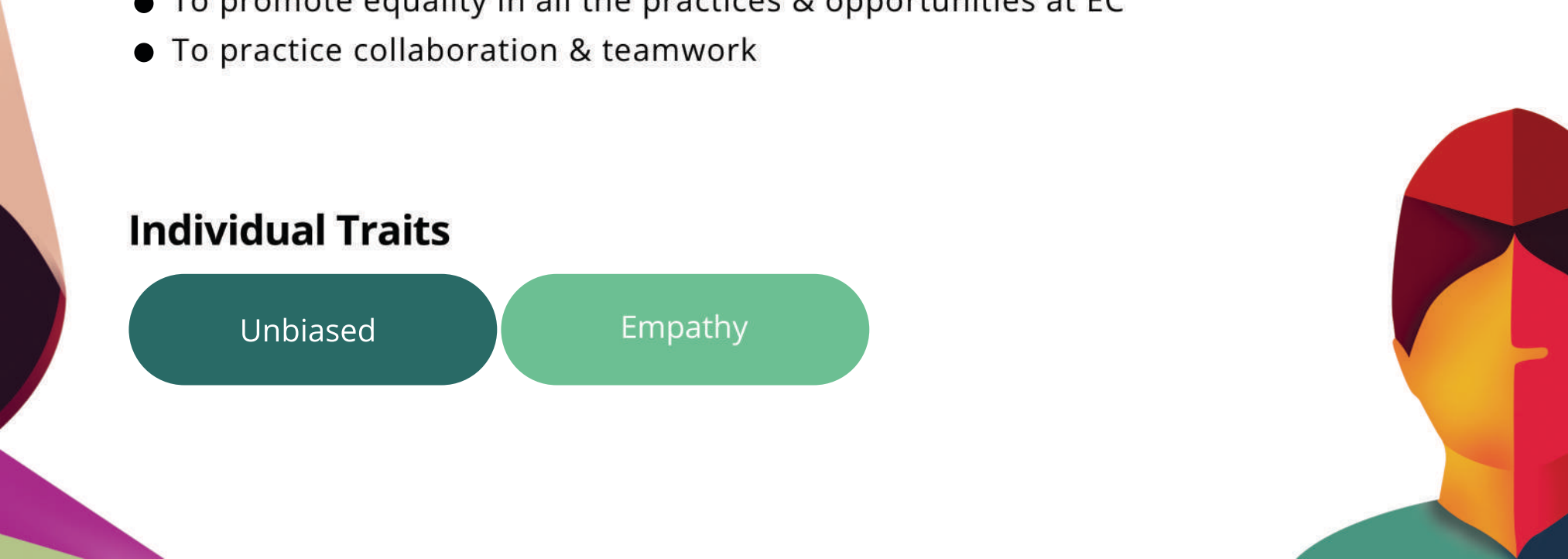
In Practice:

- To accept & embrace diversity in perspectives & people
- To be compassionate & respectful of others
- To promote equality in all the practices & opportunities at EC
- To practice collaboration & teamwork

Individual Traits

Unbiased

Empathy





INNOVATION

We thrive on an entrepreneurial spirit. We love to challenge ourselves and never settle for "what just works".

In Practice:

- To understand the big picture & enable others to see it
- To be bold & experimentative
- To learn, embrace & drive innovation
- To encourage idea generation

Individual Traits

Out of box thinking





INTEGRITY

Our foundations are built on honesty & fairness. We believe in doing the right things for the right reasons.

In Practice:

- To maintain confidentiality in information, data & ideas
- To be reliable and display trustworthiness
- To honour commitments at all times as promised
- To practice transparency & open communication

Individual Traits

Honesty

Ethical



IMPORTANCE OF CORE VALUES

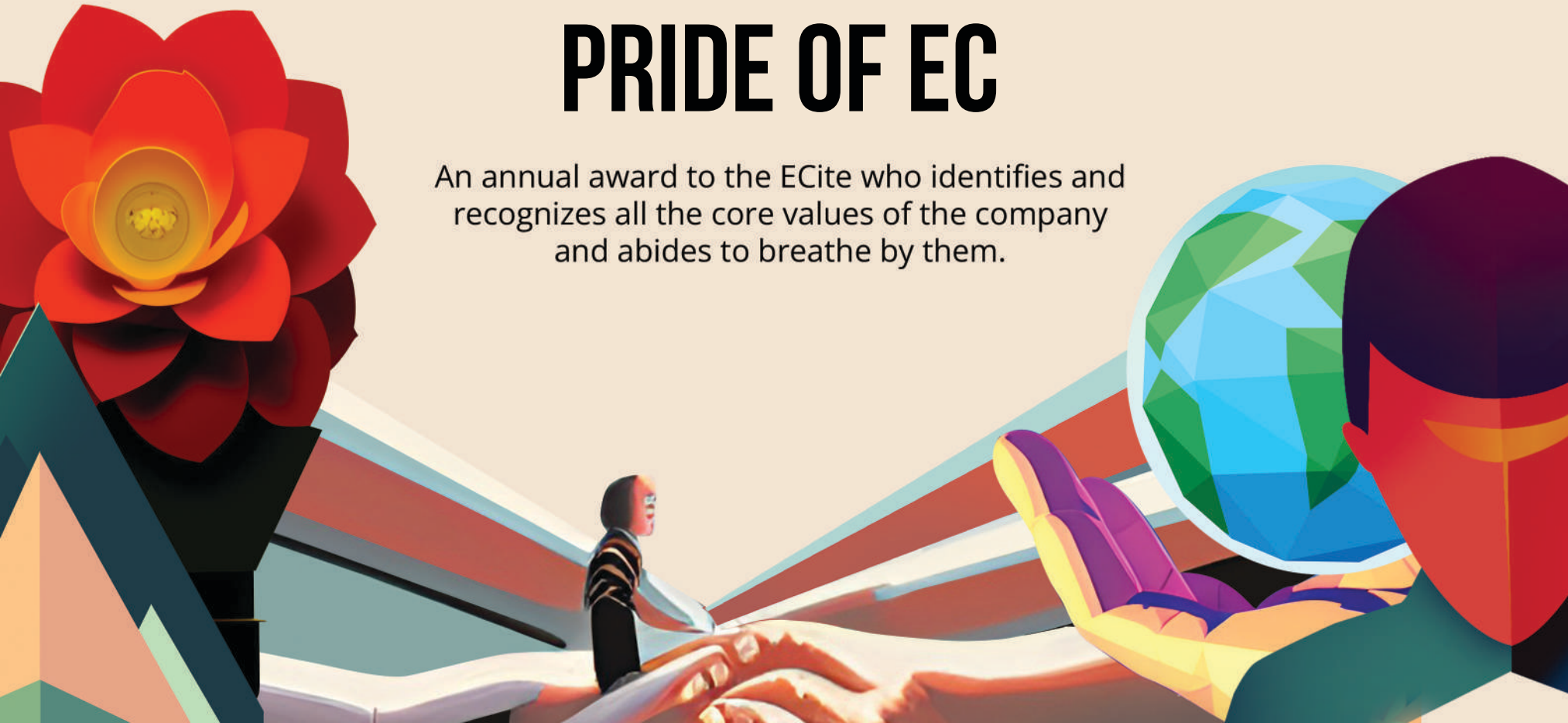
Our core values help build team unity and create a sense of commitment and responsibility while defining decision-making and disciplining focus and integrity in each ECite.





PRIDE OF EC

An annual award to the ECite who identifies and recognizes all the core values of the company and abides to breathe by them.





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