



QUALITY POLICY

We shall provide quality products to satisfy our customer requirements and expectations.

To achieve customer satisfaction we undertake to develop and implement:

- ◆ *An effectively managed quality system which meets the international standard ISO 9001 and corporate quality standards.*
- ◆ *A system of continuous quality improvement with employee involvement, motivation and training.*
- ◆ *Effective communication with our customers to understand their requirements and introduce new products to meet their expectations.*
- ◆ *A system of supplier partnership by providing technical support to meet our quality standards.*

We are committed to continuously improve our processes and products to maintain Colgate – Palmolive (Pakistan) Limited as the leading consumer products company in the country.

S. Sami H. Zaidi
(Management Representative)

Zulfiqarali Lakhani
(Managing Director)