

# THE GODREJ WAY

To live our purpose,  
we need to ensure that we are  
guided by the right values

## Our Values

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### Trust

- We hold ourselves to the highest standards of personal and business integrity
- Our word is stronger than any contract
- We put people and our planet alongside profits



### Be Bold

- We have bold ambitions. We set the bar high. We outperform expectations.
- We adapt, We are agile and resilient.
- We continuously innovate. We champion new ideas. We take risks.



### Create Delight

- We place our consumers at the heart of all we do
- We obsess over current and future needs of our consumers. And then deliver.
- We offer consumers amazing quality products at great value



**Own It**

- We are 100/0. Take 100% accountability with 0 excuses.
- We speak our mind. We challenge the status quo.
- We focus on the details, but never forget the bigger picture



**Be Humble**

- We own up to and learn from our mistakes
- We ask for feedback. And then grow with it.
- We give credit wherever due



**Show Respect**

- We treat people like we would want to be treated
- We embrace and celebrate diversity
- We foster collaboration