

What is VPC?

- ▶ Information led direct marketing company.
- ▶ A Self funded venture
- ▶ Headquartered with Global Delivery Center at Delhi area.

ABOUT US

Who are our main 5 stakeholders?

- ▶ Customer, Supplier, Employee, consultants, and Community.

What is VPC's Vision?

To be the most admired company in our markets.

Vision is measured by:

- ▶ **Customers say:** "We want to do more business with VPC."
- ▶ **Promoters say:** "VPC is one of my best Investment."
- ▶ **Employees say:** "I am proud to be part of the team VPC."
- ▶ **Suppliers say:** "VPC is one of my most valued Customers."

What is VPC's Mission?

- ▶ To be World's Local Research Partner

What are VPC's Values?

- ▶ **Customer Orientation:** We make our customers the focus of everything we do.
- ▶ **People:** We recognize our people as our most valued resource.
- ▶ **Trust:** We have confidence in the reliability of others to do the right thing.
- ▶ **Respect:** We treat each other with respect and consideration.
- ▶ **Dignity:** We honor the pride and self-esteem of others.
- ▶ **Integrity:** We are honest and ethical.

What is VPC Business Strategy?

VPC's Strategy is three fold:

1. Lead as a Market Research & Database Management company and maximize customer value.
2. Full service Capabilities for Information Led Products/Services.
3. Identifying/ developing right fit between product basket and market segments.

Ethics Training?

Every new employee receives Ethics Training as part of New Employee Orientation. Our HR team reviews, monitors and ensures deployment of VPC code of Ethics at all locations and at all levels of Employees. Also, our Leadership Team routinely reinforces the Ethics expectations in key communication venues.