

# Core Values

The following 10 core values are of utmost importance for the long term success of Micromax Technology

## Customers

We learn from the customers we serve.

## Autonomy

We protect our status as an autonomous and independent corporation.

## Leadership

We encourage our employees to take responsibility for their actions. We manage by open communication, agreed goals and performance reviews.

## Employees

We seek motivated, committed and actively involved employees.

## Profit

We recognise profitability as the driving force of our corporation.

## Creativity

We wish to create an environment that is conducive to progress and innovative ideas. We encourage creativity by all.

## Strategy

We concentrate our resources on business we understand.

## Organisation

We believe in autonomy and decentralisation while appreciating the necessity of certain centralised functions.

## Quality

We strive for exemplary quality in our products and services.

## Communication

We speak openly with one another. We handle information freely and responsibly.

