

# *GOVERNANCE*



# ***Data privacy, digitization & innovation***

## **Data Privacy**

We have an internal Data Protection Policy which aims to ensure that our sensitive data is protected against unauthorized access, use, disclosure, disruption, modification, or destruction

## **Digitization**

Embracing the power of digitization, we are revolutionizing the way we conduct business. By leveraging cutting-edge technologies, we streamline processes, making them faster, more efficient, and readily accessible for our valued customers

- Software-enabled warehouse inventory management system
- Cloud-based Data Platform capabilities for accessing high-quality data for accurate analysis from secured and compliant data source
- Adoption of On-demand Video Shopping capabilities to connect customers and stores and improve shopping experience
- Adoption of 3D e-commerce to improve online customer experience.
- Implementation of Data Resiliency Solution to enable near real-time backup of all the company's vital data
- Implementation of Centralized Infrastructure Management Solution enabling continuous monitoring of all Servers / Switches / Applications and pushing timely alerts of any anomalies.
- Digital tool for comprehensive management of legal & regulatory compliances
- Digital portal for suppliers
- Dedicated 24\*7 digital customer support
- Digital invoicing system at stores
- Dedicated mobile application for customers

# *Data privacy, digitization & innovation*

At Vedant Fashions Limited, innovation is ingrained in our DNA. . We constantly push the boundaries of creativity and technology to deliver fashion that sets trends and creates a unique style statement.

We utilize system-driven processes, including data analysis, market surveys, and feedback from artisans and vendors, to create a comprehensive analysis of current fashion trends and customer preferences. Additionally, we conduct sell-through analyses on our popular items, aiming to consistently introduce similar designs to our product basket.



Our design team play a crucial role to introduce a portfolio of multiple colors across our brands. Each colour is thoughtfully chosen to evoke the right celebratory mood and emotion for our customers. Our experienced artists and designers follow colour theory that evolves over the years, creating outfits that put together create appealing apparels.

