

External Grievance Redressal Mechanism

1. Purpose

The Belgian Waffle Co. (“BWC” or the “Company”), owned and operated by Bloombay Enterprises Private Limited, is committed to ensuring transparency, accountability, and fairness in all aspects of its operations, including production, warehousing, logistics, and store-level (COCO and FOFO) activities. As part of this commitment, the Grievance Redressal Mechanism provides an accessible, responsive, and structured process for addressing the concerns of all stakeholders.

The grievances arising from various stakeholders need to be resolved and towards this, Grievance Redressal Mechanism (GRM) has been developed. This GRM specifically addresses the grievances arising from stakeholders external to the organization. The GRM will be disclosed to the concerned stakeholders through various medium including company’s website, stakeholder consultations etc.

2. Objectives of Grievance Redressal Mechanism

BWC aims to implement a robust GRM which will provide its stakeholders a credible and effective channel of communication and enable stakeholders to raise grievances or concerns arising from BWC’s operations, activities, or services.

The specific objectives of GRM are as follows:

1. To establish a process of receiving, recording and resolving grievances from external stakeholders, in keeping with their unique contexts.
2. To use grievance data and trends to inform continuous improvement in operations and stakeholder engagement.
3. To ensure that all comments, responses, and grievances are addressed fairly, transparently, and in line with BWC’s internal policies and international best practices.
4. Prevent recurrence of issues by identifying root causes and integrating corrective actions.

3. Grievance Redressal Channels

- Email - info@bloombay.in
- Phone – 022- 3522 1907
- Online Form – <https://thebelgianwaffle.co/contact-us>

4. Roles & Responsibilities

- GRM Focal Point (E&S Officer): Receives all grievances, conducts scope screening, maintains the grievance log, coordinates with departments, ensures timelines are met, and provides updates to complainants.
- BWC Departments: Investigate and resolve grievances assigned to them within defined timelines; prepare action plans; communicate back to the E&S Officer.
- Senior Management: Handles escalated grievances, approves final decisions for complex cases, and ensures systemic corrective actions are implemented.

- Regional Operations Teams (covering COCO and FOFO stores): Serve as field-level contacts to verify facts, support investigations, and monitor store-level redress actions in both COCO and FOFO outlets.
- E&S Committee: Reviews grievance statistics, trends, repeat issues, and approves improvement measures.

5. Grievance Redressal Procedure

The grievance redress procedure will involve the following steps:

1. Stakeholders can voice their concerns and provide feedback via email, phone, grievance drop box, or online form.
2. An acknowledgement receipt with a reference number is provided to the complainant for tracking. For grievances coming through email, a receipt will be sent through email itself; for grievances coming through phone, a receipt will be sent through SMS. Format of the grievance receipt form is detailed in Annex B.
3. The grievance will be recorded and checked whether it is in the scope of the Company for resolution using the format in Annex A.
4. Where the grievance is not within the scope of the Company, the E&S Officer will explain to the complainant the reason and accordingly close the grievance. The same shall be recorded.

Where the grievance is found to be within the scope of the Company for resolution, the following steps will be undertaken:

5. Based on nature of grievance, it will be classified and forwarded to the respective department (Operations, Human Resources, Finance & Legal) within 3 days of receipt.
6. The respective department/ individual will prepare a resolution plan, including measures to address the grievance and a defined timeline will be implemented.
7. A formal response on the actions planned/ implemented for resolving the grievance will be communicated to the complainant within 15 days of receipt of grievance.
8. Where resolution is delayed, the complainant will be provided regular updates on the progress.
9. Where grievances are not resolved by the responsible department within the specified timeframe, these will be escalated to the next level. The E&S Officer shall escalate the concern to senior management, or, further, the E&S Committee members. Senior Management or E&S Committee shall provide a decision or remediation direction within 7 days.
10. Upon resolution, the complainant will be informed, and their confirmation will be recorded before formally closing the case. If the complainant does not accept the proposed resolution, the case may be re-evaluated by E&S committee for a final decision or the complainant shall be directed to a suitable external channel.

All grievance steps follow defined timelines, including acknowledgement within 48 hours, responsibility assigned to relevant BWC personnel or department within 3 days, response within 15 days, and closure within 30 days unless complexity requires extension.

6. Redressal of Anonymous Grievance

The procedure for redressing anonymous grievances will be as follows:

- Anonymous grievances may be received through written submissions, drop boxes (with no nearby surveillance), or other available channels.
- All anonymous grievances shall be recorded in the grievance register and checked to determine whether they fall within the scope of the Company.
- Grievances within the Company's scope shall be addressed following the same resolution process as standard grievances, except that no direct communication to the complainant will occur. Given that anonymous complaints do not provide contact information and no direct communication is possible, the complaint will be addressed by BWC, and once a suitable resolution is reached, the complaint is closed by the E&S Officer's approval.
- Closure shall be recorded with the date and noted as "Anonymous" in the grievance database.
- A periodic summary of anonymous grievances and their resolution may be disclosed in stakeholder reports, notice boards, or management reviews to ensure transparency. Where suitable, public announcements or stakeholder meetings may be conducted post-closure to communicate the resolution.

7. Training for Grievance Redressal

The personnel engaging with the external stakeholders will be trained to address grievances. The training will comprise of:

- All personnel engaging with stakeholders shall undergo structured training on grievance management.
- Training shall include:
 - Expected behaviours and accepted practices to prevent grievances in the first place.
 - Available routes for stakeholders to lodge grievances.
 - Roles and responsibilities for handling and resolving grievances, including escalation pathways and internal/external contacts.
 - Procedures for recording, tracking, and closing grievances.
- Training will be provided at induction and refreshed periodically (at least annually or whenever procedures are updated).
- Training shall also cover soft skills such as conflict resolution, de-escalation strategies, active listening, and cultural sensitivity.
- Attendance records will be maintained, and training effectiveness will be reviewed through participant feedback and periodic evaluations.

8. Grievance Closure

The following actions are to be undertaken for grievance closure:

- Grievances shall be considered closed once they are duly addressed by the Company and, where relevant and feasible, signed off by the complainant.

- The closure date of the grievance shall be recorded in the Grievance Register and communicated to the complainant. Written acknowledgement may take the form of:
 - Minutes of meeting signed by a designated representative.
 - Written signature or thumbprint of the individual complainant.
 - Email or other written confirmation.
- Closure should normally occur within 30 days of receipt of the grievance. Where resolution requires longer, the complainant shall be kept informed, and the case escalated if delays persist.
- All closure records shall be retained for a minimum of three years and may be subject to internal or external audit.
- Root causes identified during resolution will be recorded separately for preventive action tracking.
- Periodic analysis of grievance patterns, repeat issues, and resolution timelines will be undertaken by E&S Committee. GRM statistics will be reviewed quarterly and used to improve operations, stakeholder engagement, and systemic corrective actions.

9. Communication of GRM

- Stakeholders will be informed about the grievance redress mechanism and its functions through multiple channels, including the company's website, public consultations, stakeholder meetings, and awareness campaigns. Awareness campaigns may be delivered through a mix of in-store posters, digital announcements, and community engagements as applicable.
- The contact details of the designated GRM Officer/Department will be communicated clearly and made available at stores, production and warehouse facilities, and the head office.
- Information regarding the option to submit complaints anonymously will be disclosed, along with the implications of doing so. While anonymous submissions will be accepted and treated with seriousness, personal responses cannot be provided where contact information is not available.
- If a complaint lacks sufficient details for investigation, the Company will record it as part of its grievance log and note the limitation. Nonetheless, all grievances and constructive feedback, whether submitted anonymously or with identification, will be valued and taken seriously.
- GRM information will be disclosed in local languages and accessible formats to ensure inclusivity for all stakeholder groups.
- There are no costs or fees for submitting a grievance or inquiry through this mechanism.
- BWC maintains a zero-tolerance policy against retaliation. No individual raising a grievance in good faith will face discrimination, intimidation, or adverse action, and any retaliation will itself be treated as a serious grievance.
- All grievances shall be reviewed objectively, without bias or influence, ensuring equitable treatment of all parties.
- All grievances shall be handled with strict confidentiality; personal data and complainant identity will be used only for investigation and shared strictly on a need-to-know basis.
- The grievance mechanism shall be periodically reviewed to enhance effectiveness, responsiveness, and stakeholder trust