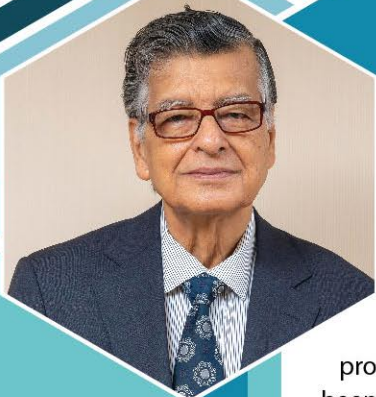


## Being resourceful and resilient

Operations of most companies have been severely impacted by the ongoing pandemic and businesses have had to introduce innovative operating models in order to meet customer expectations and continue to offer value propositions.

Most companies in the financial services sector have been affected and your company is no exception. This sector has undergone a major transformation in the way it does business, and its key focus areas include the use of technology to enhance productivity, finding new ways to connect with customers and live up to their expectations without jeopardising safety.

Like its peers, Peerless is also in the process of adapting itself to The New Normal by re-inventing its products & services in order to be relevant to the post-COVID market scenario. The Peerless brand has been built upon customer service and we will continue to put customer satisfaction on the top of our agenda for action.



### **Mr S. M. Datta | Chairman**

Former Chairman of all Unilever Group of companies in India & Nepal. Currently, Chairman of Peerless Financial Products Distribution Ltd., Philips India Ltd. & IL&FS Investment Managers Ltd., and Director of Atul Ltd., Bhoruka Power Corporation Ltd. & Chandras' Chemicals Enterprises Pvt. Ltd.