



## Notice

### Customer Engagement Index (CEI)

Dear Customer,

GMDC is committed to ensure customer satisfaction through various initiatives and to reinforce the relationship and engagement with customers; GMDC is introducing Customer Engagement Index (CEI). Mine wise lignite booking performance of customers will be considered for CEI.

Allocation based on the customer engagement index will be implemented from 1st Jan'23 onwards.

Lignite will be allocated to customers based on their respective mine wise booking performance during the preceding 6 fortnight allocation cycles.

Customer Engagement Index (CEI) will be calculated as per below criteria:

Sr	CEI	Engagement Criteria
1	5-Star	<b>High Engagement</b> (75 to 100 Percentile Customers during the period under review)
2	4-Star	<b>Good Engagement</b> (50 to 75 Percentile Customers during the period under review)
3	3-Star	<b>Moderate Engagement</b> (25 to 50 Percentile Customers during the period under review)
4	2-Star	<b>Low Engagement</b> (0 to 25 Percentile Customers during the period under review)
5	1-Star	<b>Inactive Customers</b>

Whereas;

- Booking Performance = Lignite quantity booked (in MT) / Lignite quantity allocated (in MT)
- Percentile Rank = Relative ranking of customers in Booking performance

### **GUJARAT MINERAL DEVELOPMENT CORPORATION LIMITED**

( A Government of Gujarat Enterprise )

CIN : L14100GJ1963SGC001206

“ Khanij Bhavan “, 132 Ft. Ring Road, Near University Ground, Vastrapur, Ahmedabad 380 052, INDIA

Phone : (079) 2791 2284 / 2791 2350 / 2791 2350 / 2791 3200 / 2791 3501 Fax : 079-2791 1540

email : [sales@gmdcltd.com](mailto:sales@gmdcltd.com) Website : [www.gmdcltd.com](http://www.gmdcltd.com)



- CEI score = 100 \* percentile rank of last 6 fortnight allocation cycles
- Allocation Quantity for 2-Star customers = Max Booking Quantity in last 6 fortnight allocation cycles will be considered for lignite allocation, the leftover quantity will be allocated to 5-Star Customers
- Allocation Quantity for 5-Star customers = Customers will be rewarded based on their historical booking performance with the leftover quantity of 2-Star Customers
- Penalized customer's allocation quantity will be restored to normal allocation quantity in staged manner upon achieving 5-Star CEI
- Allocation Quantity for 3-Star and 4-Star Customers will remain same
- Customers with Fixed Allocation Quantity (Bricks, Roofing Tiles, Traders etc.), C-Grade Lignite Customers will not be covered in CEI
- Newly introduced and restarted customers are not covered for the allocation based on CEI for their first allocation cycle only thereafter their allocation will be done as per the CEI

Further, If the customers who do not book any quantity by 3 days before the last date of booking then their fortnight's quota will be reallocated for that fortnight to other customers based on the CEI rating for that fortnight.

e.g. Last booking date= 11<sup>th</sup> Jan and nil quantity booked till 8<sup>th</sup> Jan then current fortnight quota will be reallocated to other customers

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