



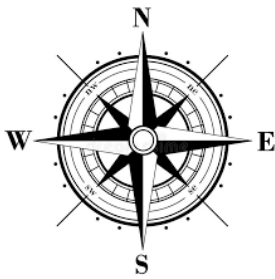
Our Vision, Mission, and Guiding Principles Explained

Guiding Our Future Together

Together Lets Inspire, Unite & Achieve Success...



TULIP DIAGNOSTICS (P) LTD.



Our Passion

We Innovate! We Serve! We Lead!

Better testing systems and products for better diagnostics and preventive health contributing to better patient care.

Corporate Vision

- To be recognized as an organization that is customer obsessed, sensitive to people's well-being and fulfils its responsibilities to all stakeholders.
- Market domination in all market segments of operation.
- To be the most competitive and profitable Company in India.
- Building careers and shaping lives.

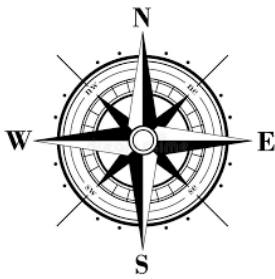
Corporate Mission

- Quality Products and services with value addition that deliver a delightful Customer Experience.
- Influencing trends in diagnostic testing through innovative products.
- Develop new products and markets.
- To have the most effective and efficiently run sales and operating system in the industry.
- Recruit and retain only people with passion, hunger and desire to excel.
- Raise capable people by providing ongoing sales, product and systems training.
- Develop leadership at all levels.

Tulip's Guiding Principles

• Customer Obsession	• Integrity	• Learn from Failures
• Discipline	• Involvement	• Respect and Trust
• Growth Mindset	• Knowledge	• Set High Standards

A C C O U N T A B I L I T Y



What are Principles?

Principles are not values. A gang of thieves can share values, but they are in violation of the fundamental principles we're talking about. Principles are the territory. Values are maps. When we value correct principles, we have truth - a knowledge of things as they are.

Principles are guidelines for human conduct that are proven to have enduring, permanent value. They are fundamental.

Principles are like lighthouses. They are natural laws that cannot be broken. Principles are deep, fundamental truths that have universal application. They apply to individuals, to marriages, to families, to private and public organizations of every kind. When these truths are internalized into habits, they empower people to create a wide variety of practices to deal with different situations.

Principle-Centered Leadership

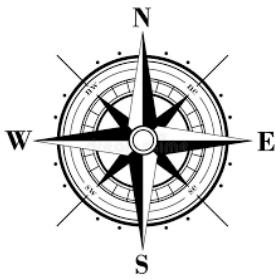
Principle-centered leadership introduces a new paradigm-that we centre our lives and our leadership of organizations and people on certain "true north" principles.

Correct principles are like compasses: they are always pointing the way. And if we know how to read them, we won't get lost, confused, or fooled by conflicting voices and values.

Principles are self-evident, self-validating natural laws. They don't change or shift. They provide "true north" direction to our lives when navigating the "streams" of our environments.

Principles apply at all times in all places. They surface in the form of values, ideas, norms, and teachings that uplift, ennoble, fulfil, empower, and inspire people. The lesson of history is that to the degree people and civilizations have operated in harmony with correct principles, they have prospered. At the root of societal declines are foolish practices that represent violations of correct principles. How many economic disasters, intercultural conflicts, political revolutions, and civil wars could have been avoided had there been greater social commitment to correct principles?

Principle-centered leadership is based on the reality that we cannot violate these natural laws with impunity. Whether or not we believe in them, they have been proven effective throughout centuries of human history. Individuals are more effective and organizations more empowered when they are guided and governed by these proven principles. They are not easy, quick-fix solutions to personal and interpersonal problems. Rather, they are foundational principles that when applied consistently become behavioural habits enabling fundamental transformations of individuals, relationships, and organizations.



Principle-centered leadership incorporates the Seven Habits of Highly Effective People and related principles, application practices, and processes. Because principle-centered leadership focuses on fundamental principles and processes, genuine cultural transformations often transpire.

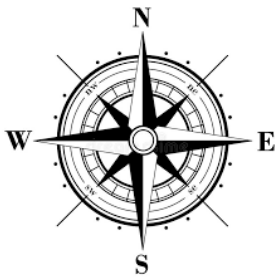
Once you get principles at the centre, *“you realize that the only way to treat people is how you want them to treat you”*. You see your competition as a learning source, as friends who can keep you sharp and teach you where your weaknesses are. Your identity is not threatened by them or by other external conditions because you have an anchor and a compass. Even in a sea of turbulent change, you maintain perspective and judgment. And you are always empowered from within.

Principles are the why to do's, the elements upon which applications or practices are built. Without understanding the principles of a given task, people become incapacitated when the situation changes, and different practices are required to be successful. *But when we teach practices without principles, we tend to make people dependent on us or others for further instruction and direction.*

Principle-centered leaders are men and women of character who work with competence based on natural principles and *build those principles into the centre of their lives, into the centre of their relationships with others, into the centre of their agreements and contracts, into their management processes, and into their mission statements.*

The challenge is to be a light, not a judge; to be a model, not a critic.

Tulip's Guiding Principles will now empower us to take the right decisions keeping in all challenging situations. Let us build these principles into the centre of our lives, into the centre of all our relationships with others, into the centre of our activities and operating processes.



Accountability

Guiding Principle #1

We are the Owners and act on behalf of the company.

Accountability: Accountability is a personal choice to rise above one's circumstances and demonstrate the ownership necessary for achieving Key Results: See It, Own It, Solve It, and Do It.

A thin line separates success from failure, the great companies from the ordinary ones. Below that Line lies excuse making, blaming others, confusion, and an attitude of helplessness, while above that line we find a sense of reality, ownership, commitment, solutions to problems, and determined action. The key word here is ownership.

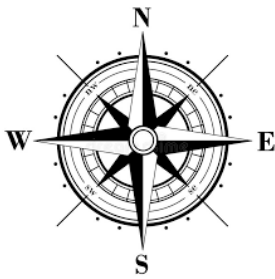
We think and act like owners - ownership is all about taking full accountability for our actions, choices and delivering the desired results. Ownership is an attitude, a mindset that enables us to take challenges head on, seizing opportunities, and ensuring that the results align with the core objectives of the organisation. Focus shifts from excuses to finding solutions.

Ownership goes beyond tasks and responsibilities; it reflects our commitment and pride in the work we do. When we embody ownership, we don't just identify problems—we own them, solve them, and follow through until the desired outcome is achieved. When we as a team adapt this level of accountability it fosters trust, collaboration, and a culture of excellence.

We operate Above the Line committed to results, hard work and always asking "What else can I do? This is the very essence of taking accountability and is the Solve It question. It's all about your ability to engage personally, and deeply, with what you can and should be doing, despite the strong urge from all the reasons/excuses that can drag you down Below the Line.

Ask yourself: Do I act like a owner or a renter when faced with challenges, problems etc? Do you practice "See it, Own it, Solve it, Do it" to address your challenges? Do you function Above the Line or Below the Line? Do you compromise on end results?

Accountability – Principle of Proactivity



Customer Obsession

Guiding Principle #2

Delight our customers every time.

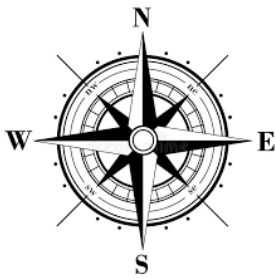
Customer Obsession: Customer obsession is about placing the customer at the centre of everything we do. We understand and acknowledge that the organisation exists because of customers. This enables us to deeply understand their needs and care for our customers. It's all about consistently delivering value added solutions that resonate with or exceed their expectations.

Customer obsession drives us to go the extra mile, to ensure that in every interaction we build trust, loyalty, and create a delightful experience for the customers. This requires empathy, active listening, and a relentless focus on quality and service.

By focusing on our customers' success, we create lasting partnerships and continuously strive to raise the bar for excellence in our products and services. Providing delightful customer experience is not just a goal—it's our guiding principle, shaping our decisions, actions, and vision for the future.

Ask yourself: How often do you keep the customer at the centre of your activities and decisions? To what extent do we invest our time in building trust with our customers?

Customer Obsession – The Centre of All Our Activities



Discipline

Guiding Principle #3

**We do the right things at the right time
with the right intensity.**

Discipline: A culture of discipline is not a principle of business, it is a principle of greatness, the path towards building a Great Team / Company. Building a Great Team/Company requires developing a Leadership Mindset at all levels – Principle Centered Leadership.

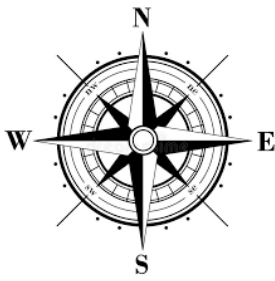
It begins with Disciplined people who engage in disciplined thought and who take disciplined action - operating with freedom within a framework of *accountabilities* — which enables us to build a culture that creates greatness. In a culture of discipline, people do not have jobs; they have *accountabilities*.

Disciplined people are passionate about their jobs, they believe that they want to be the best and work on the same. They also know the economics of the business and have a clear understanding of the expectations. Great Teams are created by having more and more of Disciplined people onboard.

Disciplined thought is about doing the right things that are aligned to the organization systems, policies, vision, mission and guiding principles. This leads us to take Disciplined Action – Doing the right things at the right time with the right intensity leads to building momentum, a momentum that sustains the tests of challenging times. To build this momentum you need to execute with *fanatic discipline*. This is possible only if we align to a set of standards in performance and achieve them with relentless consistency.

Ask yourself: Are you passionate about the company? Are you passionate about your work? Do you love what you do and who you work with? Do you do the right things, at the right time with right intensity? (Connect it to your results) Do you understand the standards of performance and put them in action?

Discipline – Principle of Personal and Business Management



Growth Mindset

Guiding Principle #4

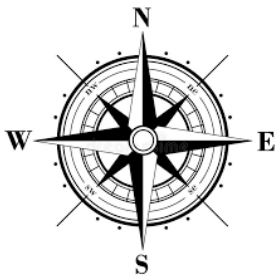
**Think big. Take Risks. Achieve Big.
By Learning and Growing.**

Growth Mindset: A growth mindset is the amount of passion that we bring through our deep involvement to deliver the best, taking challenges and problems head on. Growth mindset nurtures our abundance mentality that enables us to believe in the concept of growth, growth of business, self and team. This mindset encourages us to stretch beyond comfort zones, think big, take risks and achieve big. We explore new opportunities, discover new ways to achieve team goals and objectives. We strive to bring forth our true potential in every endeavour. Therefore, challenges are viewed with excitement and as an opportunity to grow. It drives us to persist through obstacles and see feedback as an opportunity to improve rather than a critique to fear.

Tulip is named after a flower and teaches us to be versatile and resilient, viewing every experience—whether a success or a setback—as a chance to grow. Learn and Grow is the hallmark of our culture in a constantly evolving environment. We focus on our personal and professional development and support the growth of others. Together, we nurture a culture where continuous improvement, creativity, and ambition are not just goals but defining aspects of who we are.

Ask yourself: How do you grow personally? How do you grow professionally? Are you a better person today than you were yesterday? How do you get your team members to grow personally? How do you get your team members to grow professionally? How do you challenge and stretch yourself? Are you learning something every day? What is your vision for where you want to go? Are you doing everything you can to promote company growth, and at the same time are you helping others understand the growth? Do you understand the company purpose?

Growth Mindset – Principle of Self and Business Renewal?



Integrity

Guiding Principle #5

We walk the talk by keeping commitments.

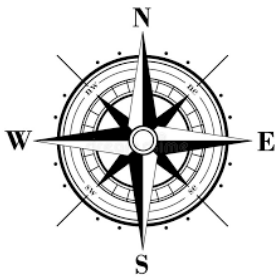
Integrity - Walking the Talk: Integrity is our ability to walk the talk which means to be a role model for others to follow. This fundamentally begins with self, the value we place on ourselves. It's our ability to make and keep commitments to ourselves. It's honour with self, a fundamental part of our Character the essence of proactive growth. Only then can we transfer this same level of commitment to others and the organisation.

Integrity is the foundation of our culture and the cornerstone of our credibility. To us, it means living by our guiding principles and ensuring that our actions consistently reflect our words. We take ownership of our commitments, honouring them with transparency and reliability.

Walking the talk is practiced by being authentic, ethical, and steadfast in all our decisions, whether visible or behind the scenes. It's not just about meeting expectations but exceeding them in a way that builds trust with colleagues, customers, and all stakeholders. Through integrity, we create a culture of accountability and mutual respect, where trust becomes the driving force behind our success.

Ask yourself: Do you take ownership for your commitments and achieve them? Do you keep your commitments given to others in your team and environment? Do you walk your talk every time even in challenging situation? Are you a role model for others in your team?

Integrity – Principle of Interdependence



Involvement

Guiding Principle #6

**Passionately and emotionally engaged.
We bring creative excitement.**

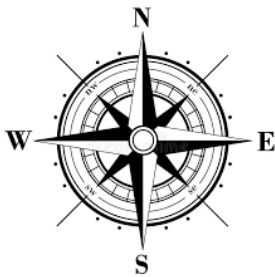
Involvement: Involvement goes beyond participation; it means being emotionally and passionately engaged with our role in the organisation. It's about being emotionally invested in our work, our team, and our shared mission. When we are emotionally engaged, we bring passion, commitment, and a sense of ownership in everything we do. We care deeply about the outcomes and take personal responsibility for contributing to the success of our team and organizational goals. We don't work just for a salary or for the next promotion but work on behalf of the organization's goals.

Emotional engagement fosters a culture where we choose to operate with a sense of heartfelt, creative excitement'. This helps in finding creative and innovative ways to achieve the desired outcomes and results. Challenges are met with determination and collaboration thrives. This deep sense of involvement drives us to go all out to make meaningful contributions and support one another in our journey towards excellence.

When we are emotionally engaged, we inspire others to do the same, creating a team that is One in Mind, One in Purpose and driven by a shared passion for achieving outstanding results.

Ask yourself: Are you passionately and emotionally engaged with your job, company? Are you taking personal responsibility to accomplish team goals or contribute to team success? Do you go the extra mile to deliver successful outcomes? Are you emotionally connected to your team members?

Involvement – Principle of Personal Leadership



Knowledge

Guiding Principle #7

**Knowledge is not just about what we know—
it's about how we share, apply, and expand it.**

Knowledge: Tulip right from its inception has believed in Knowledge and it has been the foundation of our product innovations, decision-making, and continuous improvement. Knowledge has enabled us to develop well differentiated products keeping our customers as our prime focus. All the promotional tools and strategies are knowledge based, backed by scientific data.

Winning Organisations are created by building the right Habits that enable us to deliver constant Results year after year. These Habits are intersection of knowledge, skill and desire.

In an organisation people have to continuously evolve in terms of the knowledge and skills to stay relevant with the changing times and environment, otherwise it will lead to their stagnation and decline.

Knowledge is the theoretical paradigm, the what to do and the why. Skill is the how to do. And desire is the motivation, the want to do. In order to make something a habit in our lives, we have to have all three.

Knowledge empowers us to provide the best technical support to our customers, make informed decisions, solve complex problems giving us the competitive edge.

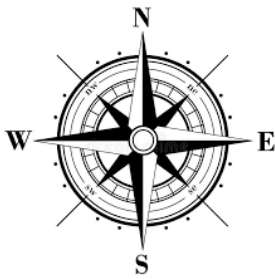
We believe that staying informed and constantly expanding our expertise is essential to both personal and organizational growth. By fostering a culture of learning which includes curiosity, and open exchange of ideas, we ensure that knowledge flows freely within our team and across the organization.

We are aware and constantly seek to update ourselves on emerging market trends, customer needs, challenges, and opportunities.

In our organization, knowledge is not just about what we know—it's about how we share, apply, and expand it. We encourage collaboration, ongoing education, and a growth mindset, ensuring that every individual has the resources and support to grow and contribute to our collective success.

Ask yourself: Are you happy with your current level of knowledge? Are you expanding your knowledge and helping others to do so? What new information have you gained today, this week, this month? Are you sharing and encouraging the same with the team? Have you created an environment of learn and grow? Do you know which skills are important in your role? What are you doing to acquire new skills?

Knowledge – Principle of Self-renewal



Learn from Failures

Guiding Principle #8

**Fail fast - Fail forward to create
Successful failures.**

Learn from failures: The fear of failure is something that holds us back from taking bold steps, exploring new opportunities and this prompts us to play safe. This mindset prevents us from taking risks, thinking big and ambitiously.

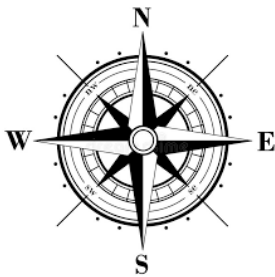
Fail Fast – Fail Forward, a mindset that urges us to not only accept failure but to use it as a stepping stone towards success. We must view failure not as a setback, but as a springboard for growth and learning. This mindset gives us the Courage to step out of our comfort zones and embrace challenges with a willingness to take calculated risks, experiment fearlessly, and make changes when necessary. It's about acknowledging that failure is an inherent part of the journey and that the real measure of our progress lies in how we bounce back. This approach is not about being reckless; it's about being agile, adaptive, and proactive in the face of challenges.

Failure is not the end—it's a beginning of success, an opportunity to gain clarity, learn, and grow – Successful Failure. We approach each misstep with honesty, humility, and a commitment to improvement, ensuring we analyse what went wrong, why it happened, and how we can do better.

We encourage and appreciate taking risks and failing, it creates an environment where there is no fear of failure and enables us to foster a culture to take calculated risks, innovate boldly and continuous improvement and growth becomes second nature.

Ask yourself: Are you taking enough risks? Are you afraid of making mistakes? Do you push yourself outside of your comfort zone and venture into new avenues? Do you approach situations and challenges with courage? Do you analyse your failure to create successful outcomes?

Learn from Failures – Principles of Personal Leadership



Respect and Trust

Build open and honest relationships.

Guiding Principle #9

Respect and Trust: Fundamentally we believe that open and honest relationship are built on a foundation of Respect and Trust for each other. We value strong relationships in all areas: within teams, customers (internal and external), dealers, vendors and co-workers. Strong relationships allow us to accomplish much more than we would be able to otherwise. A key ingredient in strong relationships is to develop emotional connections. It's important to always act with respect, to be compassionate, friendly, loyal, and to make sure that you do the right thing and treat your relationships well. Respect and trust begin with acknowledging that every individual's role and position are important. It also means that we contribute to each other's success. Respect means valuing everyone's perspectives, contributions, and unique strengths. It's about active listening, empathy, and fostering an inclusive environment where everyone feels heard and valued.

The hardest thing to do is to build trust, but if the trust exists, you can accomplish so much more. Trust is earned through consistency, transparency, and integrity. It requires us to honour our commitments, communicate openly, and demonstrate reliability in our actions.

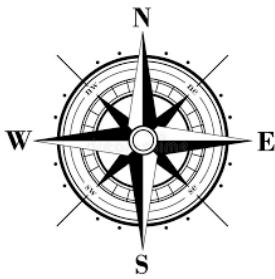
Open, honest communication is the best foundation for any relationship but remember that at the end of the day it's not what you say or what you do, but how you make people feel that matters the most. For someone to feel good about a relationship, he/she must know that the other person truly cares about them, both personally and professionally.

Together, respect and trust create a foundation where collaboration thrives, everyone is encouraged to get real and speak up, conflicts are resolved constructively, and innovation flourishes.

Appreciation and recognition play a vital role in fostering respect and trust. By acknowledging achievements, big or small, and celebrating the efforts of others, we strengthen connections and boost morale. Peer recognition further amplifies this by encouraging team members to support and uplift each other, reinforcing mutual respect and camaraderie.

Ask yourself: How much do people enjoy working with you? How can you improve those relationships? What new relationships can you build throughout your company beyond just the co-workers that you work with daily? To what extent do you get real and speak up and encourage your team? How can you make your relationships more open and honest? How can you do a better job of communicating with everyone? How frequently do you appreciate each other? Is peer appreciation encouraged within teams?

Respect & Care – Principles of Interdependence



Set High Standards

**We must never settle for "good enough,"
because good is the enemy of great.**

Guiding Principle #10

Set High Standards: We believe in setting and exceeding our own high standards in all aspects of our business. It also reflects in our own actions towards setting ambitious goals and targets which are defined by the market potential. We strive to bring out the best and work towards discovering our true potential. Therefore, we are never satisfied with the status quo or deliver average outcomes because we believe in ***continuously raising the bar.***

We believe in hard work and putting in the extra effort to get things done. We believe in operational excellence and realize that there is always room for improvement in everything we do. This means that our work is never done. To stay ahead of the competition, we need to continuously innovate as well as make incremental improvements to our operations, always striving to make ourselves more efficient, always trying to figure out how to do something better. We use mistakes as learning opportunities. We must never lose our sense of urgency in making improvements. We must never settle for "good enough," because good is the enemy of great, and our goal is to not only become good company but a great company.

Ask yourself: Am I constantly raising the bar for self and the team? Do we compromise by setting lower expectations? Are we ambitious enough? Do we enable the team to be ambitious? Do we set goals for continuous improvements? Which areas have you taken ambitious goals to reach the true potential? Am I a role model for others in making improvements or setting ambitious targets?

Set High Standards – Principles of Personal Leadership