

The mission and vision of C-Quel is:

Being the Customer's Delight & Contributing to National Well Being

"To be loved by customers for services delivered with empathy and efficiency; to be a role model for ethical compliance and value-added services to customers & the nation, delivered from a strong spiritual and technological centre."

Guiding Business Principles @ C-Quel

- 1. Ethics**
- 2. Passion**
- 3. Knowledge**
- 4. Technology**
- 5. Innovation**

More About C-Quel's Mission

- **To be #1 in corporate reputation**
- **To be considered a Service Superbrand**
- **To reflect *Sabka Sath, Sabka Vikas* as the core motivation for its actions**
- **To Love, Serve and leave the rest to God**
- **To contribute to nation building activities through inclusive growth**
- **To use technology to scale up services and reach the maximum number of people**
- **To promote Ethical Compliance and Ethical Business Practices**
- **To promote fair labour practices**
- **To provide innovative services and solutions to customers**
- **To adopt best practices in audit, servicing and technology usage**