



## **Core Values**

**We Believe That Our First Responsibility Is To Our Customers And All Those Who Use Our Products And Services.**

**We Must Always Produce Products And Provide Services Of The Highest Quality And Exceed Customer Expectations.**

**We Respect Our Responsibility To Those Who Work With Us. They Must Have A Sense Of Security In Their Jobs And Scope For Personal Growth.**

**Wages Must Be Fair, Adequate And Rewards Based On Merit.**

**Management Just And Fair Minded. Respect For Individual Initiative And Tolerance For Honest Mistakes.**

**We Must Practice Honest Integrity And Ethics In All Aspects Of Business.**

**We Recognize Our Responsibility Towards Our Shareholders.**

**We Consider Making Sound Profits After Paying All Taxes And Providing For Investments To Secure Future As Necessary Means For Growth & Retaining Leadership Position.**

**C.G. Kulkarni**

**Managing Director**

**Bell Engineering Software Technologists Ltd. Pune**

**We Are A Good Little Company, We Must Become A Good Big Company**