

## **CUSTOMER RIGHTS POLICY**

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**CUSTOMER SERVICE SECTION**

**STRATEGIC PLANNING & DEVELOPMENT WING**

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**CUSTOMER RIGHTS POLICY OF THE BANK FOR THE YEAR 2023-24**

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## **CUSTOMER RIGHTS POLICY FOR THE YEAR 2023-2024**

### **A. OBJECTIVES:**

Customer protection is an integral aspect of financial inclusion. The following comprehensive Customer Rights Policy based on domestic experience and global best practices is brought out to enhance such protection.

The Customer Rights Policy enshrines basic rights of the customers of the Banks regulated by the Reserve Bank of India. It spells out the rights of the customer and also the responsibilities of the Bank. The Policy applies to all products and services offered by the Bank or its agents, whether provided across the counter, over phone, by post, through interactive electronic devices, on internet or by any other method.

Reserve Bank of India has formulated a draft copy of the Customer Rights Policy during 2015 and our Bank had adopted the Customer Rights Policy since July 2015, after effecting necessary modifications in the draft policy of RBI, in tune with the systems and procedures of our Bank. The policy is based on five principles and the main features of the policy are as below:

### **B. FIVE PRINCIPLES OF CUSTOMER RIGHTS POLICY:**

#### **1. RIGHT TO FAIR TREATMENT**

Both the customer and the Bank have a right to be treated with courtesy. The customer shall not be unfairly discriminated against on grounds such as gender, age, religion, caste and physical ability when offering and delivering financial products. In pursuance of the above right, Bank will -

- i) Promote good and fair Banking practices by setting minimum standards in all dealings with the customers.
- ii) Promote a fair and equitable relationship between the Bank and the customer.
- iii) Train Bank staff attending to the customers, adequately and appropriately.
- iv) Ensure that staff members attend to customers and their business promptly and courteously.
- v) Treat all customers fairly and not discriminate against any customer on grounds such as gender, age, religion, caste, literacy, economic status physical ability, etc. Bank may, however, have special schemes or products which are specifically designed for members of a target market group or may use defensible, commercially acceptable economic rationale for customer differentiation. Bank may also have schemes or products as part of an affirmative action such as for women or backward classes. Such schemes/ products will not amount to unfair discrimination. The rationale for such special schemes or terms will be explained by Bank wherever required.

- vi) Ensure that the above principle is applied while offering all products and services.
- vii) Ensure that the products and services offered are in accordance with relevant laws and regulations.

While it shall be the endeavour of the Bank to provide their customers with hassle free and fair treatment, Bank would expect their customers to behave courteously and honestly in their dealings with the Bank.

- viii) It is observed that in many cases, there is a lapse on the part of the customers in protecting their information regarding account, passwords, Card and PIN etc.

In view of the above, customers are advised to ensure the following:

- a) Maintaining passwords and PIN numbers secrecy
- b) Ensuring safety of Credit and Debit cards
- c) Proper usage of cheques and safe custody of unused cheques
- d) Not disclosing cards/ accounts information
- e) Registering of Mobile number and e-mail ID for getting alerts for transactions
- f) Informing the Bank at designated numbers immediately in case of loss of cards
  
- ix) It shall also be the Bank's endeavour to encourage their customers to approach the Bank's internal grievance redressal machinery and approach alternate forum only after exhausting all the remedies available under Bank's internal grievance redressal mechanism that is, the Branch Head, Regional Office, Circle Office and then finally Head Office.

It may please be noted that there is an office of Internal Ombudsman at the Bank's apex level of internal grievance redressal system (a retired Senior Executive of the rank of General Manager from another Bank) to whom the Bank is required to internally escalate all complaints for final decision/ reexamination where the complaint is either rejected or only partial relief is provided.

**2. RIGHT TO TRANSPARENCY, FAIR AND HONEST DEALING**

The financial services provider (Bank) shall make every effort to ensure that the contracts or agreements it frames are transparent, easily understood by and well communicated to the common person. The product's price, the associated risks, the terms and conditions that govern use over the product's life cycle and the responsibilities of the customer and financial service provider, should be clearly disclosed. The customer should not be subject to unfair business or marketing practices, coercive contractual terms or misleading representations. Over the course of their relationship, the financial services provider cannot threaten the customer with physical harm, exert undue influence, or engage in blatant harassment.

In pursuance of the above right, the Bank will -

- i) Ensure complete transparency so that the customer can have a better understanding of what he or she can reasonably/ fairly expect from the Bank. While maintaining transparency, it shall be ensured by the Bank that no confidential matters will be disclosed.
- ii) Ensure that the Bank's dealings with the customer rest on ethical principles of equity, integrity and transparency;
- iii) Provide customers with clear information about its products and services, terms and conditions, and the interest rates/ service charges in simple and easily understandable language, and with sufficient information so that the customer could be reasonably expected to make an appropriate and informed choice of product;
- iv) Ensure that all terms and conditions are fair and set out the respective rights, liabilities and obligations clearly and as far as possible in plain and simple language;
- v) Make known the key risks associated with the product as well as any features that may especially disadvantage the customer. Most Important Terms and Conditions (MITC) associated with the product or service will be clearly brought to the notice of the customer while offering the product. In general, it will be ensured that such terms will not inhibit a customer's future choice.
- vi) Provide information on interest rates, fees and charges either on the Notice Board in the branches or website or through help-lines or help-desk and where appropriate the customer will be informed directly;
- vii) Display the tariff Schedule on their website and a copy of it will be made available at every branch for customer's perusal. Also will display in its branches a notice about the availability of the Tariff Schedule at the branch;
- viii) Give details in our Tariff Schedule, of all charges, if any, applicable to the products and services chosen by customer;
- ix) Inform the customer of any change in the terms and conditions through the website and Notice board of the Bank as and when the revised terms and conditions become effective.
- x) Ensure that such changes are only with prospective effect and the information to the customer is given as and when the changes become effective. The provision for giving 30 days on making any adverse changes may be made with the following provisions;
  - a) Notice shall be issued on effecting the adverse changes and not on prior basis.
  - b) The customer shall be given 60 days time to opt out/ close the account.
  - c) In case the customer opts out/ closes the account within the period of 60 days, for such period, the revised charge/ interest will be applied.

- xi) Provide information about the penalties leviable in case of non-observance/ breach of any of the terms and conditions governing the product/ services chosen by the customer;
- xii) Display on public domain the Banks' Policies on Deposits, Cheque Collection, Grievance Redressal, Compensation and Collection of Dues and Security Repossession;
- xiii) Make every effort to ensure that staff dealing in a particular product is properly trained to provide relevant information to customers fully, correctly and honestly;
- xiv) Ensure to communicate to the applicant within a reasonable time period as decided by the Bank about the acceptance/ non-acceptance of applications submitted for availing a product/ service and convey in writing the reasons for not accepting/ declining the application. Such period will be notified in the Bank's website and also in the application of the particular product or service.
- xv) Communicate unambiguously the information about -
  - a. Discontinuation of particular products
  - b. Relocation of their offices
  - c. Changes in working hours
  - d. Change in telephone numbers
  - e. Closure of any office or branch

With advance notice of at least 30 days. Also affirms that disclosure of information is an on-going process through the life-cycle of the product/ relationship and will be diligently followed by them. Ensure to use all possible channels of communication, including web-site, to ensure that information on all changes are made known to the customer upfront;

- xvi) Advise the customer at the time of selling the product of the rights and obligations embedded in law and/ or Banking regulation including the need to report any critical incidents that the customer suspect, discover or encounter;
- xvii) The Bank's staff members shall, when approached by the customer for availing a product or service, provide all relevant information related to their product/ service to enable the customer to make an informed decision
- xviii) Not terminate a customer relationship without giving reasonable or contractual prior notice to the customer;
- xix) Assist the customer in all available ways for managing his/ her account, financial relationship by providing regular inputs in the Bank's realms such as account statements/ passbooks, alerts, timely information about the product's performance, term deposits maturity etc.;
- xx) Ensure that all marketing and promotional material is clear and not misleading;
- xxi) Not threaten the customer with physical harm, exert influence or engage in behavior that would reasonably be construed as unwarranted harassment. Ensure adherence only to the normal appropriate business practices.



- e) It is for a regulatory mandated business purpose such as disclosure of default to credit information companies or debt collection agencies
- ii) Ensure such likely mandated disclosures be communicated immediately to the customer in writing.
- iii) Shall not use or share customer’s personal information for marketing purpose, unless the customer has specifically authorized it;
- iv) Shall adhere to Telecom Commercial Communications Customer Preference Regulations, 2010 (National Customer Preference Registry) issued by Telecom Regulatory Authority of India, while communicating with customers.

## 5. RIGHT TO GRIEVANCE REDRESS AND COMPENSATION

The customer has a right to hold the financial services provider accountable for the products offered and to have a clear and easy way to have any valid grievances redressed. The provider should also facilitate redress of grievances stemming from its sale of third party products. The financial services provider must communicate its policy for compensating mistakes, lapses in conduct, as well as Non- Performance or delays in performance, whether caused by the provider or otherwise. The policy must lay out the rights and duties of the customer when such events occur.

In pursuance of the above Right, Bank will -

- i) deal sympathetically and expeditiously with all things that go wrong;
- ii) correct mistakes promptly;
- iii) cancel any charge that has been applied wrongly and by mistake;
- iv) Compensate the customer for any direct financial loss that might have been incurred by the customer due to its lapses.

The Bank will also -

- i) Place in public domain its Customer Grievance Redressal Policy, including the grievance redressal procedure available for the customer;
- ii) Place in public domain the compensation policy for delays/ lapses in conducting / settling customer transactions within the stipulated time and in accordance with the agreed terms of contract;
- iii) Ensure to have a robust and responsive grievance redressal procedure and clearly indicate the grievance resolution authority who shall be approached by the customer.
- iv) Make grievance redressal mechanism easily accessible to customers;
- v) Advise the customer about how to make a complaint, to whom such a complaint is to be made, when to expect a reply and what to do if the customer is not satisfied with the outcome;



- vi) Display name, address and contact details of the Grievance Redressal Authority/ Nodal Officer. The time limit for resolution of complaints will be clearly displayed/ accessible at all service delivery locations;
- vii) Inform the complainant of the option to escalate his complaint to the Banking Ombudsman if the complaint is not redressed within the pre-set time;
- viii) Place in public domain information about Banking Ombudsman Scheme;
- ix) Display at customer contact points the name and contact details of the Banking Ombudsman under whose jurisdiction the Bank's branch falls.

Further, the Bank will -

- a) Acknowledge all formal complaints (including complaints lodged through electronic means) within three working days and work to resolve it within a reasonable period, not exceeding 30 days (including the time for escalation and examination of the complaint by the highest ranking internal official responsible for grievance redressal). The 30 day period will be reckoned after all the necessary information sought from the customer is received;
- b) Provide aggrieved customers with the details of the Banking Ombudsman Scheme for resolution of a complaint if the customer is not satisfied with the resolution of a dispute, or with the outcome of a dispute handling process;

In addition, the Bank will -

- a) Clearly spell out, at the time of establishing a customer relationship, the liability for losses, as well as the rights and responsibilities of all parties, in the event of products not performing as per specifications or things going wrong. However, the Bank will not be liable for any losses caused by extraneous circumstances that are beyond its reasonable control (such as market changes, performance of the product due to market variables, etc.).
- b) Ensure the customer is refunded without delay and demur, if it cannot show beyond reasonable doubt to the customer on any disputed transaction (along with interest/ charges).

**C. COMPLIANCE/ MONITORING OF IMPLEMENTATION OF THE POLICIES**

Implementation of policy at Branches will be checked by Inspection Wing during RBIA & Concurrent inspection and deviations will be reported to Circles/ SP&D Wing, HO & to Audit committee of the Board.

Overseeing Executive of MIPD & PP Section/ Customer Service Section in Circle to ensure that all Regional offices are adhering to the Policy guidelines.

Overseeing Executive of MIPD & PP Section in Regional Office to ensure that all Branches are adhering to the policy guidelines.

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