



North East Small Finance Bank Ltd

Customer Service Policy

Version History

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1. Introduction

North East Small Finance Bank (hereinafter referred to as “the Bank”) aims to be the most trusted and accessible financial services institution, promoting financial inclusion and creating value for all its stakeholders.

Broadly, a customer can be defined as a user or a potential user of bank services. So defined, a ‘Customer’ may include

- a person or entity that maintains an account and/or has a business relationship with the bank;
- one on whose behalf the account is maintained (i.e. the beneficial owner);
- beneficiaries of transactions conducted by professional intermediaries, such as Stock Brokers, Chartered Accountants, Solicitors, etc., as permitted under the law, and
- any person or entity connected with a financial transaction which can pose significant reputational or other risks to the bank, say, a wire transfer or issue of a high value demand draft as a single transaction.

Customer Service is a key focus area of the Bank. The Bank also believes in integrity, good governance, professionalism, transparency and client satisfaction. This policy seeks to cover the guidelines for dealing with the customer service requirements under relevant situations and towards ensuring fair treatment to customers in all aspects with the Bank.

The policy document shall include the regulatory requirements and leading market practices to enhance the customer experience and have better customer retention. This policy document shall cover all the provisions to be followed by the Bank branches and its employees with respect to the Citizen’s Charter, Code of Commitment to customers and Fair Practice Code for Lenders.

The Bank shall evaluate the senior officers by formulating a matrix which consists of three parameters i.e. customer retention, complaint redressal and grievance redressal TAT.

2. Objectives

The key objectives of the Committee are as under:

- Ensure courteousness, fairness and reasonableness in all the dealings with the customers
- Ensure transparent communication of information pertaining to products, services and related procedures
- Ensure privacy and confidentiality of customer information
- Handle customer complaints quickly and empathetically
- Review product approval process with respect to suitability and appropriateness for the customers
- Formulate mechanism for implementation and adherence to the Fair Practices Code including matters such as transparent communication regarding the service charges, processing fees and interest rates, non-discrimination between customers and redressal of customer complaints
- Facilitate continuous improvement in quality of the customer service in the Bank
- Take steps proactively to protect customer’s interests.

3. Applicability

The Policy applies to all the employees of the Bank whether directly or indirectly interacting with the Bank's customers. The policy shall cover all products and services offered, whether they are provided by bank branches or Business Correspondents/ agents acting on behalf of the Bank, whether across the counter, over the phone, by post, through interactive electronic devices, on the internet or by any other method.

4. Governance Structure

In line with RBI guidelines, the Bank will have a customer service mechanism at three levels i.e. the Board, Senior Management and Branches. The Customer Service Committee at the Board level shall assess and review the overall implementation of customer service policies and initiatives. The Standing Committee on Customer Service at Senior Management level shall serve as an executive committee for driving the implementation of customer service policies and initiatives and shall act as a bridge between the various units of the Bank and Customer Service Committee of the Board. The Branch Level Customer Service Committee shall act as a formal channel of communication between the customers and the Bank at the branch level. The detailed responsibilities of each of the aforesaid Committees are elaborated as under:

4.1 Customer Service Committee of the Board

The Committee shall be chaired by the designated independent director of the Board and will report to the Board of the Bank and shall comprise of the Heads of following areas as its permanent members:

- Compliance & Risk
- Operations
- IT
- Customer Grievance Redressal
- Internal Audit
- Products
- Business teams (as applicable depending on agenda of meeting)

The Committee shall include experts and representatives of customers as invitees and may also invite the Managing Director (MD) and the Chairman of the Board to attend the meetings as and when such need arises. The Committee shall meet at least four times in a year to review customer service/ customer care aspects, and to understand difficulties faced by the customers and to get feedback on ways to improve customer service.

The primary responsibilities of the Committee, inter alia, are as under:

- Review implementation of the code of conduct, discuss loopholes in such implementation and recommend changes required in the code of conduct to the senior management in order to ensure superior customer service at all times
- Ensure that appropriate procedures are in place to communicate to the borrowers, information relating to changes in charges / fees levied from borrowers
- Review recovery time objectives of key processes and systems which would impact customer servicing

- Review and approve Comprehensive Deposit Policy, (including matters such as treatment of death of a depositor for operations in such accounts) Customer Grievance Redressal Policy and the Advances Policy of the Bank
- Take regular inputs on customer experience and service delivery from the Standing Committees on Customer Service, which in turn shall obtain inputs from Branch Level Customer Service Committees and give suitable recommendations on key areas of improvement
- Review product approval process with respect to suitability and appropriateness for the customers
- Review the audit findings on quarterly basis of the services rendered to the customers
- Review results of on-going survey of customer satisfaction and provide improvements in quality of customer service
- Review the details of the number of claims received pertaining to deceased depositors/ locker-hirers/ depositors of safe custody article accounts and those pending beyond the stipulated period, giving reasons
- Review the consolidated report on the implementation of this code and the Grievance Redressal Mechanism

4.2 Standing Committee on Customer Service

The Committee on Procedures and Performance Audit of Public Services (CPPAPS) examined the issues relating to the continuance or otherwise of the Ad hoc Committees and observed that there should be a dedicated focal point for customer service in banks, which should have sufficient powers to evaluate the functioning in various departments. The CPPAPS therefore recommended that the Ad hoc Committees should be converted into Standing Committees on Customer Service.

The Standing Committee on Customer Service may be chaired by the MD and will include two to three executives from the Senior Management and invited customers, if any as its members. The Standing Committee on Customer Service shall meet at least on a bi-monthly basis to review the implementation of customer service initiatives across the Bank.

The primary responsibilities of the Committee shall be as under:

- Ensure timely and effective compliance of the RBI instructions on customer service
- Obtain independent feedback on the quality of customer service to ascertain if the action taken by the other departments are in tune with the spirit and intent of such instructions
- Review existing practices and procedures which may lead to frequent customer complaints, and initiate necessary corrective action on an ongoing basis to improve these procedures
- Submit a report on the areas reviewed, procedures/ practices identified and simplified to the Customer Service Committee of the Board on a periodic basis
- Examine the quarterly reports submitted by the Branch Level Customer Service Committees and provide relevant feedback to the Customer Service Committee of the Board.
- Review periodically the implementation of this Policy
- Provide inputs on the Comprehensive Deposit Policy (including matters such as treatment of death of a depositor for operations in such accounts) and Customer Grievance Redressal Policy of the Bank to the Customer Service Committee

- Consolidate recommendations from the Branch Level Customer Service Committees and recommend suggestions to be approved by the Customer Service Committee
- Implement the mechanism by which customer service and delivery experience is being consistently measured at the ground level and report the results to the Customer Service Committee
- Provide inputs on product approval process with respect to suitability and appropriateness for the customers including third party products to the Customer Service Committee
- Report the audit findings on quarterly basis of the services rendered to the customers to Customer Service Committee
- Report results of on-going survey of customer satisfaction and provide improvements in quality of customer service to Customer Service Committee
- Report the details of the number of claims received pertaining to deceased depositors/ locker-hirers/ depositors of safe custody article accounts and those pending beyond the stipulated period, giving reasons to the Customer Service Committee
- Report borrower complaints emanating out of improper behaviour of recovery agents, non-availability of recovery agents (leading to penalties for borrowers, etc., address challenges faced by recovery agents in high risk areas and report corrective action plans taken to the Customer Service Committee
- Report to the Customer Service Committee on Banking Ombudsman (BO) awards on a periodic basis, address systemic deficiencies brought out by these awards and report cases with delayed implementation of more than 3 months to the Board with reasons for delay to facilitate necessary remedial action on priority
- Report, on a quarterly basis, the position of the complaints against the Bank with the BO offices/ Consumer Courts/ Courts and analyse the reasons for these complaints not getting resolved by the Bank itself to the Customer Service Committee.

4.3 Branch Level Customer Service Committees

The Branch Level Customer Service Committee will be responsible for strengthening of customer service at branch level through interaction with diverse set of customers. This committee will conduct monthly meetings with customers including depositors and borrowers, at the branch level to study customer grievances, cases of delay and other difficulties faced by the customers. It will also provide a forum for the customers to provide their feedback/ suggestions and help the Bank in evolving ways to improve customer service. Further, as senior citizens usually form an important constituent in banks, a senior citizen may preferably be included therein.

The Branch Level Customer Service Committees may also submit quarterly reports giving inputs/ suggestions to the Standing Committee on Customer Service thus enabling the Standing Committee to examine them and provide relevant feedback to the Customer Service Committee of the Board for necessary policy/ procedural action.

4.4 Grievance Redressal Division & Principal Nodal Officer

The Bank shall form a Grievance Redressal Division (GRD) at its Head Office to oversee the implementation of the customer complaint handling mechanism for the entire bank. This cell shall be headed by a Head –Customer Grievance Redressal who serves as a Principal Nodal Officer (PNO). The Bank shall also appoint an Officer -Customer Service to ensure smooth resolution of customer grievances. The Head-Customer Grievance Redressal and

Officer - Customer Service/ Zonal Compliance Officers at Head Office shall be the point of contact with whom the Banking Ombudsman (BO), Indian Banks' Association (IBA) and RBI can liaise for resolution of customer complaints. The Officer – Customer Service shall liaise with the Zonal Compliance Officers across each zone for the customer grievance redressal. The Grievance redressal policy shall detail out the redressal mechanism of the Bank.

The GRD shall ensure that following details are displayed in the branch and on the website of the Bank.

- Names of officials who can be contacted for redressal of complaints along with direct telephone number, fax number, complete address and email address
- Details of Officer - Customer Service/ Zonal Compliance Officers, Zonal Heads and Head –Customer Grievance Redressal
- Names and other contact details of MD and other business heads to enable customers to approach them if required
- Contact details of the BO Offices of the respective areas
- Code of Bank's Commitment to Customers framed by Banking Code and Standards Board of India (BCSBI)
- Detailed Grievance Redressal Mechanism

5. Key commitments to customers

5.1 Fair treatment to customers

The Bank shall meet its commitments and standards set in this Code, for the products and services it offers, and in the procedures and practices it follows. The Bank shall make sure its products and services meet relevant laws and regulations in letter and spirit and are appropriate to customer needs. The Bank shall ensure that dealings with the customer rest on ethical principles of integrity and transparency.

5.2 Transparent and honest dealing with customers

The Bank shall ensure that its advertising and promotional literature is clear and not misleading. The Bank shall ensure that the customer is given clear information about its products and services, the terms and conditions and the interest rates/service charges, which apply to them. The Bank shall provide information on the facilities provided to the customer and how the customer can avail of these and whom and how they may contact for addressing their queries.

5.3 Providing customers necessary information

The Bank shall provide its customer with regular appropriate updates and display the following at its branches, for customer information

- Services the Bank provides.
- Minimum balance requirement, if any, for savings Bank accounts and current accounts and the charges for non- maintenance thereof.
- Name of the official at the branch whom the customer shall approach in case of any grievance.

The Bank shall keep its customers informed about changes in the interest rates, charges or terms and conditions.

5.4 Privacy of customer information

The Bank shall maintain secrecy that arises out of the contractual relationship between the Bank and the customer, and as such no information should be divulged to third parties except under circumstances as given below:

- Where disclosure is under compulsion of law or if required by the statutory/regulatory authorities
- Where there is duty to the public to disclose
- Where interest of Bank requires disclosure and
- Where the disclosure is made with the express or implied consent of the customer.

The Bank shall treat all customer personal information as private and confidential (even when customer relation ceases to exist) and shall not use customer information for marketing/ cross selling purposes by anyone including the Bank itself unless the customer specifically authorizes the Bank to do so.

5.5 Customer compensation and grievance redressal

The Bank shall correct its mistakes promptly and cancel any Bank charges that it may have applied by mistake and compensate the customer for any financial loss the customer may have incurred due to the Bank's mistake, in terms of its compensation policy. The Bank shall handle customer complaints promptly and guide the customer on the procedure for taking the complaint forward in case the customer is not satisfied. The Bank shall provide suitable alternative avenues to alleviate problems arising out of technological failures. The Bank will also have a Customer grievance redressal policy duly approved by the Board.

5.6 Non - Discrimination policy

The Bank shall not discriminate between its customers on the basis of age, race, gender, group, marital status, religion, disability or financial status except in case of products designed for specific sectors or groups.

6. Customer service aspects in respect of deposits

6.1. Account Opening

The Bank shall make available 'Basic Savings Bank Deposit Account' (BSBDA) to all customers, without the requirement of any minimum balance and minimum common facilities without any charges.

The Bank shall provide the account opening forms containing details of essential information required to be furnished and documents to be produced for verification and meeting the KYC requirements. The Savings Bank Rules must be annexed as a tear-off portion to the account opening form so that the account holder can retain the rules. In case any gender classification is envisaged, the Bank shall include 'third gender' in all forms/applications etc. prescribed by the Reserve Bank. The Bank shall obtain the requisite documents from the customer at periodic intervals to update its records.

The Bank shall require the customer to furnish Permanent Account Number (PAN) for transactions above a specified amount. At the time of opening the account, the

Bank shall inform tell the customer how direct debits/ standing instructions work and how the customer may record/cancel them and the charges connected with them.

The Bank shall provide the customer Most Important Terms and Conditions (MITC) governing the deposit facility at the time of opening of the account. The Bank shall also inform the customer, the details of the insurance cover and applicable limits as offered by the Deposit Insurance and Credit Guarantee Corporation of India (DICGC).

The Bank shall allow the customer to switch to any other accounts if the customers are not happy about the choice of current / savings account within 14 days of making their first payment into the account, without any extra charges. The Bank shall allow the customer to ask for refund of the amount with the accrued interest on such deposit.

6.2. Settlement of deceased claims

The Bank shall incorporate a clause in the account opening form that premature termination of term deposits (without penalty) would be allowed in case of death of a customer.

The Bank shall provide claim forms for settlement of claims of the deceased accounts, to any person when required. The Bank shall transfer the payment of the balances in the deceased's account holder's account which have the nominee registered. The Bank shall obtain appropriate agreement from the nominee with regard to the treatment of pipeline flows in the name of the deceased account holder.

The Bank shall settle the claims in respect of deceased depositors and release payments to nominee within a period not exceeding 15 days from the date of receipt of the claim subject to the production of proof of death of the depositor and suitable identification of the claim.

The Bank shall adopt a simplified procedure for repayment to legal heir(s) of the depositor where the deceased depositor had not made any nomination. The details of settlement of deceased depositor claims have been elaborated in the Deposit Policy of the Bank.

6.3 Operations of Accounts

The Bank shall ensure that banking facilities such as cheque book facility include third party cheques, ATM facility, net banking facility; locker facility, retail loans, etc. are invariably offered to the visually challenged and minors without any discrimination.

The Bank shall ensure that minor accounts are not overdrawn and always remain in credit. The Bank shall instruct their branches to allow minors' accounts (fixed and savings only) with mothers as guardians to be opened, whenever such requests are received by them.

The Bank shall allow opening of accounts of persons with Autism, Cerebral Palsy, Mental Retardation, Mental Illness and Mental Disabilities after appointing guardian/managers and shall also take note of the legal position and orders/certificates issued by the competent authority, under the acts applicable to such account holders.

In case the Bank account is operated by sick/old/incapacitated account holder, his/her thumb or toe impression/any mark of such account holder shall be identified by two independent witnesses known to the bank, one of whom should be a responsible bank official. The Bank shall ask the customer to indicate who would withdraw the amount on the basis of cheque / withdrawal form as signed/marked above and that person shall be identified by two independent witnesses. The Bank shall seek the signature of the person who would actually be drawing the money.

In addition to the above, magnifying glasses should also be provided in all Bank branches for the use of persons with low vision, wherever they require for carrying out banking transactions with ease.

The Bank shall give an acknowledgment at the time of receipt of Form 15-G/15-H submitted by customers for non-deduction. The Bank shall put in place systems that will enable it to provide Form 16A to customers, pertaining to Tax Deducted at Source (TDS) as per time-frame prescribed under the Income Tax Rules.

6.4 Cheque Deposit/Demand Draft

The Bank shall provide its customers with both the drop box facility and regular counters for deposit of cheques. The Bank branch shall not refuse giving an acknowledgement if the customer tenders the cheques at the counters.

The Bank shall invariably display on the cheque drop-box itself that "Customers can also tender the cheques at the counter and obtain acknowledgment on the pay-in-slips" in English, Hindi and the concerned regional language of the State.

The Bank shall ensure that drafts of small amounts are issued by the branches against cash to all customers irrespective of the fact whether the customer has an account with the Bank. The counter staff of the Bank shall not refuse to accept small denomination notes from the customers (or non-customers for issuance of the drafts). The Bank shall ensure that drafts drawn on its branches are paid immediately. The Bank shall issue a duplicate draft, in lieu of lost draft, up to and including 5,000/- to the purchaser on the basis of adequate indemnity

6.5 Cash Transactions

The Bank shall ensure that its branches accept cash over the counters from all their customers. The Bank shall not insist on the presence of account holder for making cash withdrawals in case of 'self' or 'bearer' cheques unless the circumstances so warrant. The Bank shall pay 'self' or 'bearer' cheques taking appropriate precautions.

6.6 Passbook/ Statement of account

The Bank shall offer pass book facility or monthly statement of account at the option of its savings bank account holders (individuals) without any cost. The passbook/statement of accounts shall have full address / telephone number/MICR and IFSC codes of the branch.

The Bank shall regularly update the passbooks/monthly statement of account with brief, informative and intelligible entries. However if passbook is tendered for posting after a long interval or after very large number of transactions, a printed slip requesting the depositor to tender it periodically should be given. Branches shall

accept the pass books and return them against an acknowledgement in case they are kept overnight.

The Bank shall keep the passbooks in the custody of the named responsible official, under lock and key overnight for passbooks remaining at the branch.

6.7 Nomination

The Bank shall publicize the nomination facility by printing compatible message on cheque books, pass-book and any other literature reaching the customers as well as launching periodical drives.

The Bank shall generally insist that the person opening a deposit account makes a nomination. In case the person opening an account declines to fill in nomination, the Bank official shall explain the advantages of nomination facility. If the person opening the account still does not want to nominate, the Bank official shall ask the customer to give a specific letter to the effect that he/she does not want to make a nomination.

In case the person opening the account declines to give such a letter, the Bank shall record the fact on the account opening form and proceed with opening of the account if otherwise found eligible. The Bank shall not refuse to open an account solely on the ground that the person opening the account refused to nominate.

The Bank shall have a proper system of acknowledging the receipt of the duly completed form of nomination, cancellation and / or variation of the nomination, which shall be given to all the customers irrespective of whether the same is demanded by the customers.

The Bank shall indicate the name of the Nominee in the Pass Books / Statement of Accounts / FDRs, in case the customer agrees for the same, in addition to the legend "Nomination Registered".

6.8 Account Transfer/ Closure

The Bank shall transfer the customer's account to another branch on request of the customer. The Bank shall transfer the account to the transferee branch within 3 working days without insisting on fresh proof of address and on the basis of the customer's self-declaration giving his/her current address. The customer shall submit documentary proof of his/her current address within a period of six months.

The Bank shall close the current/savings account upon customer's request within three working days of receiving instructions, subject to the customer completing all formalities and submitting all required documents.

6.9. Other service requests

In case the address mentioned as per proof of address undergoes a change, the customer shall submit a fresh proof of address is to be submitted to the bank/FI within a period of six months. Changes in mobile numbers shall be done through a request in the Branch.

7. Customer service aspects in respect of advances

7.1 Loan application and agreement

The Bank shall ensure that the Loan application forms are comprehensive in respect of all categories of loans irrespective of the amount of loan sought by the borrower. The Bank shall provide a checklist of documents to be submitted (compliant with legal and regulatory requirements) along with the loan application form to enable the customer to submit the application complete in all respects.

In case the Bank offers / approves a credit facility over the telephone, the Bank shall credit the customer's account with the amount only after receiving customer's acceptance in writing or through any other mode and where their consent is obtained through authenticated electronic means / after necessary validation. The Bank shall not offer any unsolicited pre-approved credit facility in any form.

The Bank shall have a system of giving acknowledgement for receipt of all loan applications.

7.2 Loan assessment and appraisal

The Bank shall conduct proper assessment of credit application of the borrowers without using margin and security stipulation as a substitute for due diligence on credit worthiness of the borrower. The Bank shall convey to the borrower the credit limit along with the applicable terms and conditions. Terms and conditions and other caveats governing credit facilities given by the Bank arrived at, after negotiation with the borrower shall be reduced in writing and duly certified by the authorised official. The Bank shall keep the borrower's acceptance of these terms and conditions given with his full knowledge on record.

7.3 Information exchange with CICs with respect to loan applications

The Bank shall explain to the customer the role of Credit Information Companies (CICs), checks undertaken with the CICs and the effect that the information the CIC provides, can have on the customer's ability to avail credit.

The Bank may furnish a copy of the credit information report obtained from the CIC on request from the customer and on payment of the prescribed fee.

The Bank shall provide information about credit availed by the customers to the CIC at periodic intervals on any defaults in repayment and then update the regularisation of the loan account in the next report.

7.4 Timelines for Credit Decisions

The Bank shall have a defined procedure for disposal of loan proposals, with appropriate timelines (30 working days from the date of receipt of the loan application for loans up to Rs. 20 lakhs) and institute a suitable monitoring mechanism for reviewing applications pending beyond the specified period. The Bank shall make suitable disclosures on the timelines for conveying credit decisions through their websites, notice-boards, product literature, and such other modes.

The Bank shall verify the loan applications within a reasonable period of time and intimate the borrowers immediately in case of additional details/ documents are required.

In case of rejection of any category of loans irrespective of any threshold limits, the Bank shall convey in writing, the main reason/reasons for rejection of the loan applications within stipulated time.

All rejected applications along with their corresponding reasons shall be reported to the next reporting authority.

7.5 Procedure to be followed on sanction of loan

The Bank shall give a written receipt for all documents to title taken as security/collateral for any loan. The Bank shall not insist on collateral security for credit limits up to Rs. 1 lakh (excludes loans to MSE customers where higher collateral free limit of Rs. 10 lakhs is applicable).

The Bank shall explain the repayment schedule, viz. amount, tenure and periodicity of repayment at the time of sanction of loans and shall have a defined process for collection of dues. The Bank shall give the customer the option to let equated monthly instalments (EMIs) stay constant and changed tenure or vice-versa when the interest rate changes. The Bank shall explain the methodology for calculation of interest on loans.

The Bank shall furnish a copy of the loan agreement above the limit of 1 lakh along with a copy each of all enclosures quoted in the loan agreement to the borrower at the time of sanction/disbursement of loans. The loan agreement shall clearly stipulate credit facilities are solely at the discretion of the Bank without having any obligation to meet the further credit requirements of the borrowers on account of growth in business. The Bank shall provide the customer with an annual statement of account of their term / demand.

The Bank shall not interfere in the affairs of the borrowers except for what is provided in the terms and conditions of the loan sanction documents (unless new information, not earlier disclosed by the borrower, has come to the notice of the Bank).

7.6 Disbursement and recovery of loans

The Bank shall ensure timely disbursement of loans sanctioned in conformity with the applicable terms and conditions. The Bank shall give notice of any change in the terms and conditions including interest rates and such other service charges, which shall be effected only prospectively.

The Bank shall have a constructive post disbursement supervision mechanism particularly in respect of loans up to Rs 2 lakhs to take care of any genuine difficulties faced by the borrower. The Bank shall take a decision to recall / accelerate payment or performance under the agreement or seek additional securities after giving due notice to borrowers. In the matter of recovery of loans, the Bank shall not resort to undue harassment viz. persistently bothering the borrowers at odd hours, use of muscle power for recovery of loans, etc.

The Bank shall release all securities on receiving payment of loan or realisation of loan subject to any legitimate right or lien for any other claim the Bank may have against such borrowers. The Bank shall return to its customers all the securities/documents/ title deeds to mortgaged property within 15 days of the repayment of all dues agreed to or contracted. The Bank shall give notice to borrowers if it decides

to exercise the right of set off. The notice shall have full particulars about the remaining claims and the documents under which the Bank is entitled to retain the securities till the relevant claim is settled/ paid. The Bank shall convey any objection in respect of borrowa accounts which are being taken over by banks/ financial institutions within 21 days from the date of receipt of request.

7.7 Fees and charges in respect of loans

The Bank shall disclose in its loan application form all information about fees / charges payable for processing the loan application, the amount of fees refundable if loan amount is not sanctioned / disbursed, pre-payment options and charges, if any, penalty for delayed repayments if any, conversion charges for switching loan from fixed to floating rates or vice versa, existence of any interest reset clause and any other matter which affects the interest of the borrower.

The Bank shall display information on rates of interest, service charges and other fees on its website for all categories of loan products. The branches of the Bank shall have a copy of the Tariff Schedule, the availability of which shall be notified by way of a notice on the Comprehensive Notice Board.

The Bank shall inform 'all-in-cost' to enable customers to compare the rates charges with other sources of finance. The Bank shall ensure that such charges/ fees are non-discriminatory. The Bank shall inform its customers of changes in interest rates on its loan products and changes in the reference rate to which the floating rate of interest is linked within a fortnight of the decision by means such as letter, email or SMS.

The Bank shall publicise this Code on its website.

8. Customer service aspects in respect to branches

8.1 Branch Timings

The Bank branches in rural areas can fix the business hours (i.e. number of hours, as well as timings) and the weekly holidays to suit local requirements. The Bank shall inform the customers if the branch stays closed on a day other than a public holiday.

The Bank shall ensure that no counter is unattended during the business hours and uninterrupted service is rendered to the customers.

The Bank shall extend business hours for banking transactions other than cash, up till one hour before close of the working hours.

Time norms for specialised business transactions shall be displayed predominantly in the banking hall.

8.2 Branch Layout

The Bank shall take appropriate steps where ever possible, to make the branch and ATM approachable and conducive to use by all strata of customers

The Bank shall provide infrastructure facilities within branches by providing adequate space, proper furniture, drinking water facilities, with specific emphasis on pensioners, senior citizens, disabled persons and such other categories.

The Bank's large/ bigger branches shall have an entirely separate enquiry counters with May I help you in addition to a regular reception counter. The Bank branches shall display indicator boards at all the counters in English, Hindi as well as in the concerned regional language.

The Bank shall provide seating arrangements in the banking hall. The Bank shall endeavour to provide its customers services through a Single Window mechanism.

8.3 Branch Staff

The Bank branches shall have Assistant Branch Head/ Branch Head to ensure employees' response to customers and for helping out customers in putting in their transactions. The branch staff shall wear an identification badge displaying photo and name of the employee. The Assistant Branch Head/ Branch Head shall ensure that the intent of policy is translated into the content and its eventual translation into proper procedures. The branch staff shall use Hindi/English and other regional languages in transacting business with customers.

The senior officials from Business team shall visit branches at periodical intervals for observing the quality of service rendered by the branches. The Bank shall have rewards for the best branches from customer service point of view by annual awards/ running shield.

The Bank shall train staff in technical areas of banking at delivery points by adopting innovative ways of training / delivery ranging from job cards to roving faculty to video conferencing with focus on customer service. The Branch staff will not discriminate while offering service to any customers even if the customer is visiting a branch other than his base branch i.e. the branch to which his account is linked.

8.4 Improving Customer Relations

8.4.1 Complaint/ Suggestions Box

The Bank shall have a Complaints/suggestions box at all branches and notice requesting the customers to meet the Branch Head may be displayed regarding grievances, if the grievances remain un-redressed.

8.4.2 Complaint Book /Register

The Bank shall provide an acknowledgement to its customers in the form of perforated copies in each set which will form part of the complaint book/ register in all branches. The Branch Head shall send intimation to the Business team of the Bank along with the remark of the Branch Head within a time frame.

8.4.3 Complaint Form

The Bank shall ensure that its branches have adequate customer complaint forms. The Bank shall provide the details of the Head- Customer Grievance Redressal for complaint resolution in case if the customer grievance is unresolved. Further details with respect to Customer Grievance Redressal Mechanism have been covered in the Bank's Customer Grievance Redressal Policy.

9. Third Party Products

The Bank shall sell third party products like mutual funds or insurance subject to compliance with the extant rules and regulations. The Bank shall inform its customers if the Bank, as agents of any investment / Asset Management Company or insurance company, offers any type of investment product including mutual funds or insurance products. The Bank shall not compel the customer to purchase/ subscribe to any third party product when the customer avails a banking service or product from.

The Bank shall obtain the requisite application and documentation for a product offered only after the customer consents to subscribe/ avail of the product, in writing or through authenticated electronic means after necessary validation. The Bank shall ensure that the statement/ policy documents shall be delivered to its customers within 30 days from the completion of all the formalities.

The Bank shall disclose to the customers the details of all commissions / other fees received, if any, from mutual fund / insurance/ other financial companies for marketing their product. The Bank shall arrange to provide maximum possible 'After Sales Service' like reminder of SIP, latest NAV, date of maturity, due date of payment of premium, claim settlement information on the performance of the scheme/products the customer has availed.

10. Disclosure of Information

10.1 Branch Display

The Bank shall display all important information to its customer via notice board enabling customers to take informed decision regarding the products and services. The notice board shall specifically indicate wherever recent changes have been done. Information like service charges, interest rates, services offered, product information, time norms for various banking transactions along with cut-off time and grievance redressal mechanism along with contact person details shall be displayed on the notice board in the specified format given in Annexure 1.

The Bank shall provide its customers with booklets consisting of all details of service and facilities available at the Bank in Hindi, English and the concerned regional languages.

The Unbanked Rural Branches (UBRB) and Customer Service Points (CSP) shall display business posters in the concerned regional languages.

The branches shall display at a prominent place notice about the availability of magnifying glasses and other facilities available for persons with disabilities. The Bank shall display on the notice board in all branches the name and address of the Banking Ombudsman, name, address and telephone numbers of the officials handling the Grievance Redressal mechanism.

10.2 Website

The Bank shall display on their website the interest rate range of contracted loans for the past quarter for different categories of advances granted to individual borrowers along with mean interest rates for such loans. The total fees and charges applicable on various types of loans to individual borrower should be disclosed at the time of processing of loan as well as displayed on the website of the Bank for

transparency and comparability and to facilitate informed decision making by customers. The Bank shall display the information as specified in Annexure 2.

The Bank shall publish Annual Percentage Rate (APR) or such similar other arrangement of representing the total cost of credit on a loan to an individual borrower on their websites so as to allow customers to compare the costs associated with borrowing across products and/ or lenders.

The Bank shall place on its websites the instructions along with the policies / procedures put in place for giving access of the locker / safe custody articles to the nominee/ survivor/ Legal Heir of the deceased customer. Information like time norms for common transactions, complete service charges, including services rendered free of charge, Fair Practice Code design and security features of all the bank notes may be made available in various booklets / brochures and website.

10.3 Other

The Bank shall make sure that all its advertising and promotional material is clear, and not misleading. The Bank shall also indicate whether other fees and charges will apply and full details of the relevant terms and conditions shall be made available on request in any advertisement and promotional literature that draws attention to a banking service or product and includes a reference to an interest rate.

The Bank shall communicate from time to time to its customer various features of its products availed by the customer by e-mail, SMS or over the telephone. Information about other products or promotional offers in respect of its products/services shall be conveyed to the customer only if they are not registered for the 'Do Not Call' facility.

11. Reporting Requirements

The Bank shall ensure that the following reports are submitted to the Customer Service Committee:

- Monthly report consisting of agenda, minutes of Branch Level Customer Service Committee, list of feedback and opinion shared by customers to branch officials
- Customer complaint report on monthly basis covering below:
 - Details of customer complaints received including complaints received from Head Office/Zonal Office,
 - Details of customer complaint and date on which it received
 - Turnaround time of resolution
 - Brief details of resolution provided
 - Complaint unattended for more than 30 days with reason of unredressed
- Statement of complaints along with an analysis of the complaints received. The complaints should be analysed:
 - to identify customer service areas in which the complaints are frequently received;
 - to identify frequent sources of complaint;
 - to identify systemic deficiencies; and

to initiate appropriate action to make the grievance redressal mechanism more effective.

- A brief report on the performance of the Standing Committee during its tenure indicating the areas reviewed, procedures / practices identified and simplified / introduced
- Feedback submitted on the for necessary policy / procedural action after reviewing the quarterly reports of the Branch Level Committees
- progress made for providing ramps at the entrance of the bank branches
- Details of the number of claims received pertaining to deceased depositors/ locker-hirers/ depositors of safe custody article accounts at an ongoing interval
- Progress report on recommendations made by various groups/ committees on customer service

The following shall be reported to the Board:

- Detailed memorandum of customer service / customer care aspects in the bank once every six months
- All awards received from the Banking Ombudsmen to report delays in implementation without valid reasons and for initiating necessary remedial action

The Bank shall submit a copy of this Code to the RBI.

12. Record Keeping

The records pertaining to customer complaints shall be maintained for a minimum period of 5 years from the date of receipt. Further, the records shall be retained for at least 5 years after the end of the relationship of the customers so as to enable the reconstruction of the customer transactions/complaints for meeting any regulatory or statutory obligations.

13. Policy Review & Updates

This Board approved policy will be reviewed as and when required or at least on an annual basis for incorporating changes in handling Customer service policy and regulatory updates, if any.

14. Regulatory References

- RBI Master Circular on Customer Service in Banks dated July 01, 2015
- RBI Master Circular – Loans and Advances – Statutory and Other Restrictions dated July 1, 2015
- IBA Model Customer Rights Policy
- IBA Code of Banking Practice
- BCSBI Code of Commitment to Bank's Customers

Annexure 1- Format of Comprehensive Notice Board

(Updated up to _____)

A. CUSTOMER SERVICE INFORMATION:

- (i) We have separately displayed the key interest rates on deposits & forex rates in the branch.
- (ii) Nomination facility is available on all deposit accounts, articles in safe custody and safe deposit vaults.
- (iii) We exchange soiled notes and mutilated notes.
- (iv) We accept/exchange coins of all denominations.
- (v) Please refer to our cheque collection policy for the applicable timeframes for collection of local and outstation cheques.
- (vi) For satisfactory accounts, we offer immediate credit of outstation cheque up to ₹ _____ (Please refer cheque collection policy).
- (vii) Bank's BPLR (Benchmark Prime Lending Rate) & its effective date

B. SERVICE CHARGES:

Sr No	Type of account	Minimum Balance Requirement	Charges for non-maintenance thereof
1.	Savings Account		

C. GRIEVANCE REDRESSAL:

- (i) If you have any grievances/complaints, please approach:
- (ii) If your complaint is unresolved at the branch level, you may approach our Regional/Zonal Manager at: (Address)
- (iii) If you are not satisfied with our grievance redressal, you may approach the Banking Ombudsman at: (Name, address, telephone numbers and email address should be given)

D. OTHER SERVICES PROVIDED:

- i) We accept direct tax collection. (Please quote PAN/TAN on Challan. Do not drop the Challans in the Drop Boxes). (Authorised Branches only)
- ii) We open Public Provident Fund accounts. (Authorised Branches Only)
- iii) The Senior Citizens Savings Scheme, 2004 is operated here.
- iv) Prime Minister's Rozgar Yojana / other schemes sponsored by Government of India and State Government are operated here (if operated by the bank).
- v) We offer SSI loans/products.
- vi) We issue Kisan Credit Cards.
- vii) We open 'Basic Savings Bank Deposit Accounts'.
- viii) Donations for PM's relief fund are accepted here. (Authorised Branches Only)

E. INFORMATION AVAILABLE IN BOOKLET FORM

(Please approach 'MAY I HELP YOU' Counter)

- (i) All the items mentioned in (A) to (D) above.
- (ii) The Citizen's Charter for Currency Exchange facilities.
- (iii) Time norms for common transactions.

- (iv) Design and security features of all the bank notes.
- (v) Policy documents relating to Cheque Collection, Grievance Redressal Mechanism, Security repossession and Compensation.
- (vi) The complete service charges, including services rendered free of charge.
- (vii) Fair Practices Code/The Code of Bank's Commitment to Customers.

Information to be provided outside the premises:

- Name of the Bank / Branch:
- Weekly Holiday on:
- Weekly Branch Non-Banking Day:
- Branch Working Hours:

Annexure 2- Minimum requirements for display on website

I. Policy / Guidelines

1. Citizen's Charter
2. Deposit Policy
3. Deceased Depositors Policy along with Nomination Rules
4. Cheque Collection Policy
5. Fair Practices Code for Lenders
6. Fair Practices Code for Self- Regulation of Credit Card Business
7. Code of Conduct for Direct Selling Agents
8. Code for Collection of Dues and Repossession of Security

II. Complaints

1. Grievance Redressal Mechanism
2. Information relating to Banking Ombudsmen

III. Opening of Accounts

1. Account Opening Forms
2. Terms and Conditions
3. Service Charges for various types of services – Should cover typical common services including courier charges – What services are available without any charges.
4. Interest rates on Deposits
5. Minimum balances – along with corresponding facilities offered

IV. Loans and Advances

1. Application forms relating to loans and advances
2. Copy of blank agreement to be executed by the borrower
3. Terms and Conditions
4. Processing fee and other charges
5. Interest rates on Loans and Advances

V. Branches

1. Details of branches along with addresses and telephone numbers (with search engine for queries relating to branch location)
2. Details of ATMs along with addresses