

## Grievance Redressal Policy

Annapurna Finance Pvt Ltd.  
Registered Office – 1215/1401,  
Khandagiri Bari, Khandagiri, Opposite  
of Jayadev Vatika, Bhubaneswar,  
Odisha- 751030

**Document Release Notice**

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## Overview

Annapurna Finance Private Limited (AFPL) follows a customer centric approach in all its operational processes, and believes that in addition to the increasing outreach, it is essential to retain the existing customer base for sustainable growth of the business. To ensure that the customers are aware of the available services, and to keep a check on the effectiveness of complaint resolution process, a standard policy needs to be defined. This Grievance Redressal Policy aims to define the scope, process, and levels of escalation of the customer complaints. This policy shall act as a guide to deal with complaints, disputes, and queries in more effective and efficient manner. Grievance Redressal Policy is framed confirming to Regulatory guidelines on Customer Service and it will act as standard operating procedure across organisation for redressal of the complaints.

## Purpose

The purpose of Grievance Redressal Policy is to explain the scope of received customer grievances, their resolution measures and required actions to be taken. It is a mechanism through which touch points are defined where customers can approach the company to get proper resolution of their grievances within a defined turnaround time. It defines the escalation of the grievances to the concerned personnel/s and seek their responses/feedback. Past grievance and feedbacks of the customers impact many of the strategic decisions of any company hence proper records of all the grievances must be maintained in a well-defined format.

## Policy Scope and Objectives

The Grievance Redressal Policy aims to deliver proper service to the customers and prompt redressal to their grievances. Following are the major objectives of this Grievance Redressal Mechanism:

- To ensure that the complaints raised by customers are dealt with expeditiously and resolved in a timely manner.
- To inform customers about the existence of avenues to escalate their complaints within the organization and their rights in cases when their complaints are not resolved in a timely manner or when they are not satisfied with the resolution of their complaints.
- To protect the customers against deception, misappropriation, or unethical practices
- To consistently assess the impact of services to serve the customers better
- To give all the necessary information to customers about all products and services of the company



- To ensure that process deficiencies, if any, are addressed to minimise the instances of customer complaints.
- To ensure process improvement, fair treatment, courtesy in services, working in good faith without any prejudice.

### Principles of Grievance Redressal

- **Accessibility:** The company provides the information regarding the tollfree and GRO numbers to the customers through various platforms such as at Branch, Website, Loan cards, etc., where they can lodge their complaint. Also, during the disbursement process, customers are explained in detail regarding the grievance redressal mechanism available in the organisation. In addition to above, in every branch and HO the information on redressal procedure is placed in the notice board or displayed in a flex banner.
- **Acknowledgment and Resolution:** For all the incoming grievance calls and complaints received through published channels, the company shall acknowledge and maintain its record and arrange to communicate the customer on the status of its resolution within the defined time frame.
- **Transparency:** Complaints must be handled professionally in a transparent manner to ensure its objectivity. The company shall also update the resolution status to the customers in a transparent manner.
- **Confidentiality:** Ensure confidentiality of Complainants' information unless required for addressing the complaint. Company should also ensure to adhere to all relevant Regulatory and Statutory requirements as mandated by RBI.
- **Escalation:** The company shall display the process of escalation of complaints to the next level in case the customer is not satisfied with the resolution provided by the current level. Same should also be available at all the branches and website.
- **Customer Education:** The company should always educate the customers against the possible online scams, frauds, proper product details, etc. to enable them to protect from such fraudsters and take informed choices while availing the product services.
- **Record and Review:** While addressing the grievances raised by the customer, the Company should take feedbacks from them so as to improve its business processes and systems where the gap persists. The reports of the grievances received must be presented to the Audit Committee of the Board for their review and guidance for enhancement of the quality of customer service.

### Customer and its Rights

Customer can be defined as to be an existing, prospective or a non-customer; an individual or an artificial person created by law having perpetual existence. Active Customers are the ones who have an



active Loan Account with the company. The Inactive or Non-Customers are defined as the individuals/groups who either had an Active Loan Account or do not maintain any loan account with the company.

While, dealing with the customer complaints, the Grievance Redressal personnel must be aware of the following Customer Rights

- Fair Treatment
- Transparency Fair and Honest Dealing,
- Suitability
- Privacy and
- Grievance Redressal and Compensation

### **Nature of the Grievances**

For an optimized Grievance Redressal, the inbound communications are categorized into Queries, Service Requests and Complaints. These are briefly described as below:

**Query:** In general, inbound communication received from the Active or Inactive customers (or any other person not related to AFPL) are related to the following:

- a) Information about the Organisation (AFPL)
  - b) Product Information
  - c) Availability of the Branch and related services viz a request for documents related to loan availed of.
  - d) Third Party Involvement in the Loan Life Cycle
- When an individual/group contacts the company with general questions on its products or services it comes under category of “Query”. All those cases may be responded by the branch or Grievance Cell then and there only with due curtsey to the satisfaction of the customer/non-customer.
  - **Service Request:** A request made by an individual/group for a specific service related to the product or to the service availed by the customer comes under category of “Service Request”. It is resolved through a process set by the company within definite timeline.
  - **Complaint:** A Complaint is a communication made by an individual/group to AFPL through one of its Customers Connect Points which convey a certain dissatisfaction on one or more than one aspects of the Products, Services, Employee behaviour/attitude, processes, systems etc.



### Grievance Redressal Staff Do's and Don'ts

All the staff must adhere to the below mentioned guidelines while dealing with the grievances

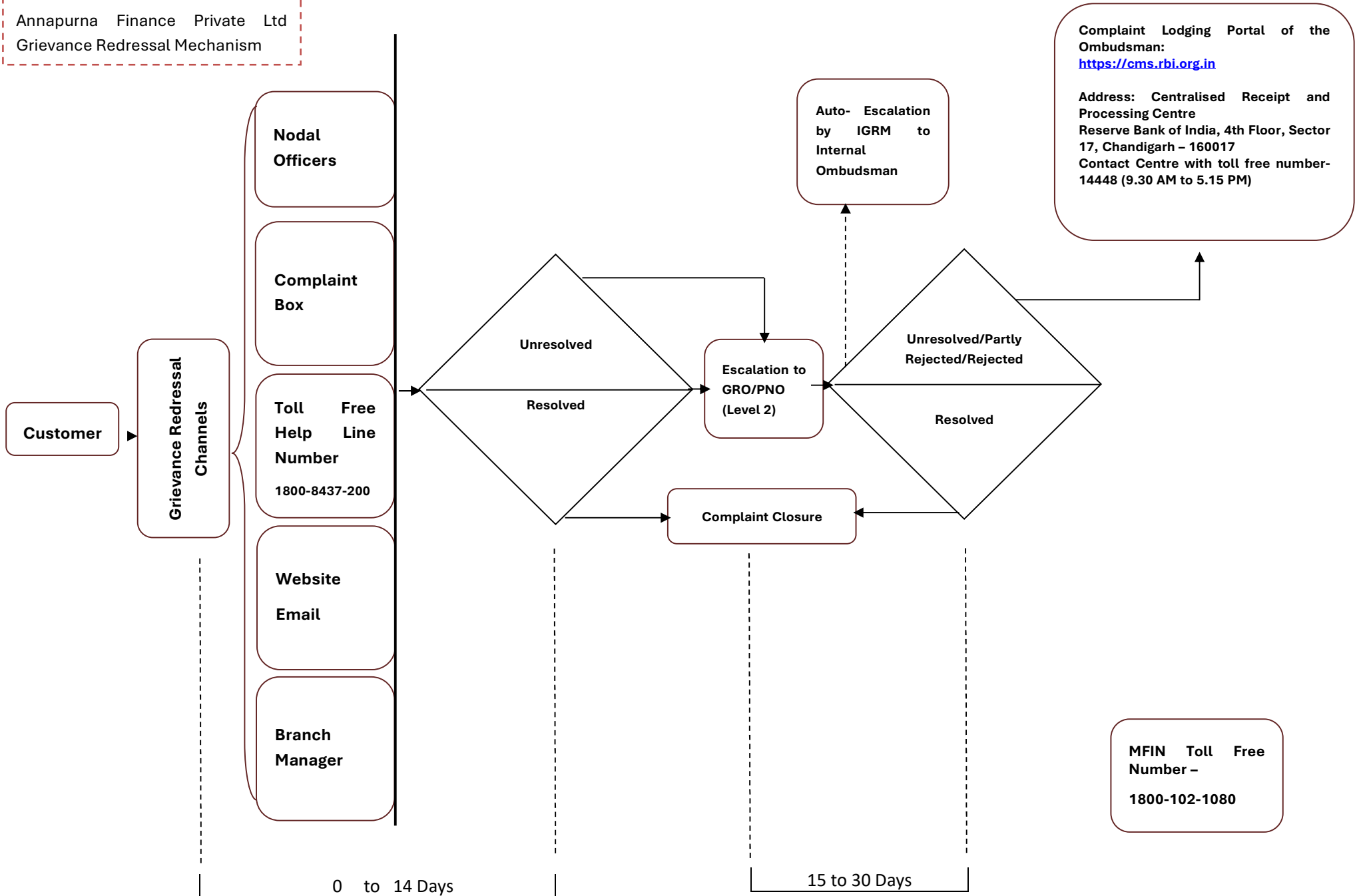
Sr. No.	Do's	Don'ts
1	Properly attend to all the complaints. communication should be lucid & soft.	Never be rude / harsh/offensive/reactive during the conversation with complainant.
2	Understand the concern of customer then evaluate resolution as per customer's requirements.	Never keep the complaint pending.
3	Escalate the complaint as per guidelines.	Timely shift/transfer the calls to another cells/department accordingly.
4	Demonstrate a spirit of ownership & assist customer in right spirit.	Never keep the complainant's call unattended/responded.
5	Treat complainant fairly and honestly.	Never annoy or disrespect the customers.
6	Be updated with the latest product details.	Never delay the follow up of the pending complaints

### Customer Relationship Management and Contact Points

There are different escalation levels available through which customer can contact the company's grievance cell officials to get clarifications and solutions. The clients can directly contact the company at any time between 09:30 AM to 06:30 PM on working days to register their complaint/grievance. Grievance Redressal Officer (GRO)/Principal Nodal Officer (PNO) of the organization monitors the entire process of Grievance Redressal Mechanism. Regular reviews of the grievance reports are taken to look at the efficiency and effectiveness of the grievance cell.



Annapurna Finance Private Ltd  
Grievance Redressal Mechanism



MFIN Toll Free  
Number –  
1800-102-1080





## Level 1

Customers can lodge their complain to the company through 6 different modes. At first level, customer can approach the company from any 5 of the touchpoints explained as under:

- **Branch Manager:** Client with his/her grievance can approach to branch manager directly at the branch. Grievance register is maintained at branch and all the complaints or feedbacks are updated in that register by the branch manager. BM should take necessary steps to resolve the grievance of the customers. If it could not be resolved by him within seven days, then he/she should escalate it to his/her senior/Grievance redressal cell. However, all non-resolved complaints received at the branch should be reported to Grievance Redressal Cell, HO within 2 weeks from the date of receipt of complaints. All the complaints registered at branch should be recorded in the Grievance Register maintained in the branch.
- **Complaint Box:** In every branch there should be a Customer Complaint Box. The customer who does not want to discuss his/her grievance with branch manager may drop grievance letter in the complaint box. Complaint box is to be locked always and the key should be with the designated authority of the concerned Branch. The concerned authority should open the box in a regular interval of seven days and take appropriate action for redressal of the complaint or escalate it to Grievance Redressal Cell within further period of seven days.
- **Toll Free Number:** AFPL has a dedicated toll-free number where customers can call and register their complaints. The number is 1800-8437-200 (IVRS). Grievance cell, located at the head office is designated to receive and register the queries / grievances from the borrowers. All the queries/complaints are then directed towards the concerned authority for proper resolution. The toll-free number is also printed in the passbook of all borrowers/customers of Annapurna.
- **Company's Website:** Grievance redressal mechanism is explained in the official website of the organization. The customer can e-mail at [info@ampl.net.in](mailto:info@ampl.net.in) and [grievance@ampl.net.in](mailto:grievance@ampl.net.in). The grievance cell will contact the customer regarding the resolution.
- **Nodal Officer:** Customer can also approach to the Nodal Officers of the company with their grievances. (Detailed in Part A, Annexure 1)

## Level 2

If the complaint is not resolved or remains unaddressed within 2 weeks from the date of lodging the complaint at the above touch points, the individual/group can contact the Grievance Redressal Officer/PNO by any of the means viz., Mail/Written/Call. The contact details of the Principal Nodal



Officer (PNO) of AFPL is provided below. The contact details of the Principal Nodal Officer is also provided in the Part B , Annexure 1 of the policy document

**Mr. Suraj Bali Painkra**

**(Grievance Redressal Officer and Principal Nodal Officer),  
Annapurna Finance Private Limited,**

**1215/1401, Infront of Jaydev Vatika, NH-5 Bypass Rd,**

**Khandagiri Bari, Khandagiri**

**Bhubaneswar, Odisha (751030)**

**Mobile: 08280336056**

**Email: [suraj@ampl.net.in](mailto:suraj@ampl.net.in)**

The Principal Nodal Officer will make arrangement to redress the grievances within 21 days from the date of the complaint is made. If the complaint/ dispute is partly or fully rejected by the company within a period of 21 days, the complaint should get auto escalated to the Internal Ombudsman of the Company by the IGRM. As per the Internal Ombudsman Guidelines issued by RBI, under no circumstances the complainant can directly contact or escalate the complaint to the Internal Ombudsman.

**Level 3**

If the complainant does not receive any reply within 30 days from the date of the complaint lodged or receives non satisfactory reply, then she/he can register her/his complaint with the RBI Ombudsman.

Complainant can write/Mail/Call to RBI Ombudsman for registering his/her complaint (under a centralized Complaint Management System). The complaint may be directly registered by the complainant in the complaint management portal (<https://cms.rbi.org.in>) developed by RBI.

The contact details and address for lodging a complaint with the RBI Ombudsman are provided below.

**Complaint Lodging Portal of the Ombudsman:**

<https://cms.rbi.org.in>

**Address: Centralized Receipt and Processing Centre**

**Reserve Bank of India, 4th Floor, Sector 17, Chandigarh – 160017**

**Contact Centre with toll free number 14448 (9.30 AM to 5.15 PM)**

**A. Annapurna Finance Private Limited: Nodal Officers list**

<b>Nodal Officer</b>	<b>E-Mail</b>	<b>Contact</b>	<b>Area of Operation</b>
Ashwani Kumar	ashwani@afpl.org.in	8093655012	Rajasthan, Gujarat
Asutosh Panda	asutosh@ampl.net.in	9644005666	Punjab, Haryana, Uttrakhand, Himachal Pradesh, Madhya Pradesh, Uttar Pradesh
Ranjit Kumar Swain	ranjit@ampl.net.in	8280336107	Bihar, West Bengal, Jharkhand, Maharashtra, Goa
Kunal Chowdhury	kunal@ampl.net.in	6900010068	Assam, Meghalaya, Tripura
Pramod Kumar Sahoo	pramodkumar@ampl.net.in	7682842293	Odisha, Chhattisgarh
Anish.S	anish.s@annapurnafinance.org	9124252510	Karnataka, Tamil Nadu, Andhra Pradesh

**B. Annapurna Finance Private Limited: Principal Nodal Officer Contact Details:****Name and Details of Principal Nodal Officer:****Mr. Suraj Bali Painkra****E mail id:**[suraj@ampl.org.in](mailto:suraj@ampl.org.in)**Contact:****8280336056****Address: 1203, Annapurna Finance Pvt. Ltd, Besides Naka Gate, Khandagiri Chandaka road, Khandagiri, Bhubaneswar. Odisha. (751030****C. Reserve Bank of India, Centralised Receipt and Processing Centre (CRPC) Contact Details:****Complaint Lodging Portal of the Ombudsman:**<https://cms.rbi.org.in>**Address: Centralised Receipt and Processing Centre  
Reserve Bank of India, 4th Floor, Sector 17, Chandigarh –  
160017****Contact Centre with toll free number 14448  
(9.30 AM to 5.15 PM)**