

Grievance Redressal Policy

Version 4.0

DOCUMENT RELEASE NOTICE

Name	Grievance Redressal Policy
Classification	Internal
Document owner	Grievance Redressal Officer(GRO)
Version Number	4.0

DOCUMENT REVIEW HISTORY

No.	Version	Revision Date	Changed by (Name and Designation)	Reviewed by (Name and Designation)	Approved by (Name and Designation)
1.	1.0	23-06-2013			
2.	1.1	26-05-2015			
3.	2.0	21-06-2016			
4.	2.1	19-06-2018			
5.	2.2	21-06-2019			
6.	2.3	09-07-2020			
7.	2.4	29-06-2021			
8.	2.5	10-08-2022			
9.	3.0	10-11-2022			
10.	3.1	08-11-2023			
11.	4.0	21-05-2024	Subrat Sabyasachi Roy (GRO and PNO)	Board of AFPL	Board of AFPL

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1. 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 the 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 customer complaints. This policy shall act as a guide to deal with complaints, disputes, and queries in a more effective and efficient manner. Grievance Redressal Policy is framed conforming to Regulatory guidelines on Customer Service and it will act as standard operating procedure across organisation for redressal of the complaints.

2. 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 (TAT). It defines the escalation of the grievances to the concerned personnel/s and seek their responses/feedback. Past grievances and feedback 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.

3. 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 the 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 minimize the instances of customer complaints.

- To ensure process improvement, fair treatment, courtesy in services, working in good faith without any prejudice.

4. 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 organization. In addition to above, in every branch and Head-office 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 on the 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 themselves 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 feedback from them so as to improve its business processes and systems where the gaps persist. 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.

5. CUSTOMER AND ITS RIGHT

A 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
- Grievance Redressal and Compensation

6. NATURE OF THE COMMUNICATION TO GRIEVANCES CELL

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 organization (AFPL)
 - b. Product Information
 - c. Availability of the Branch and related services which are a request for documents related to loan application.
 - 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 the category of “Query”. All those cases may be responded to by the branch or Grievance Cell immediately with due courtesy to satisfy both customers and non-customers.

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 their 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.

7. GRIEVANCE REDRESSAL STAFF DO’S AND DON’TS

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

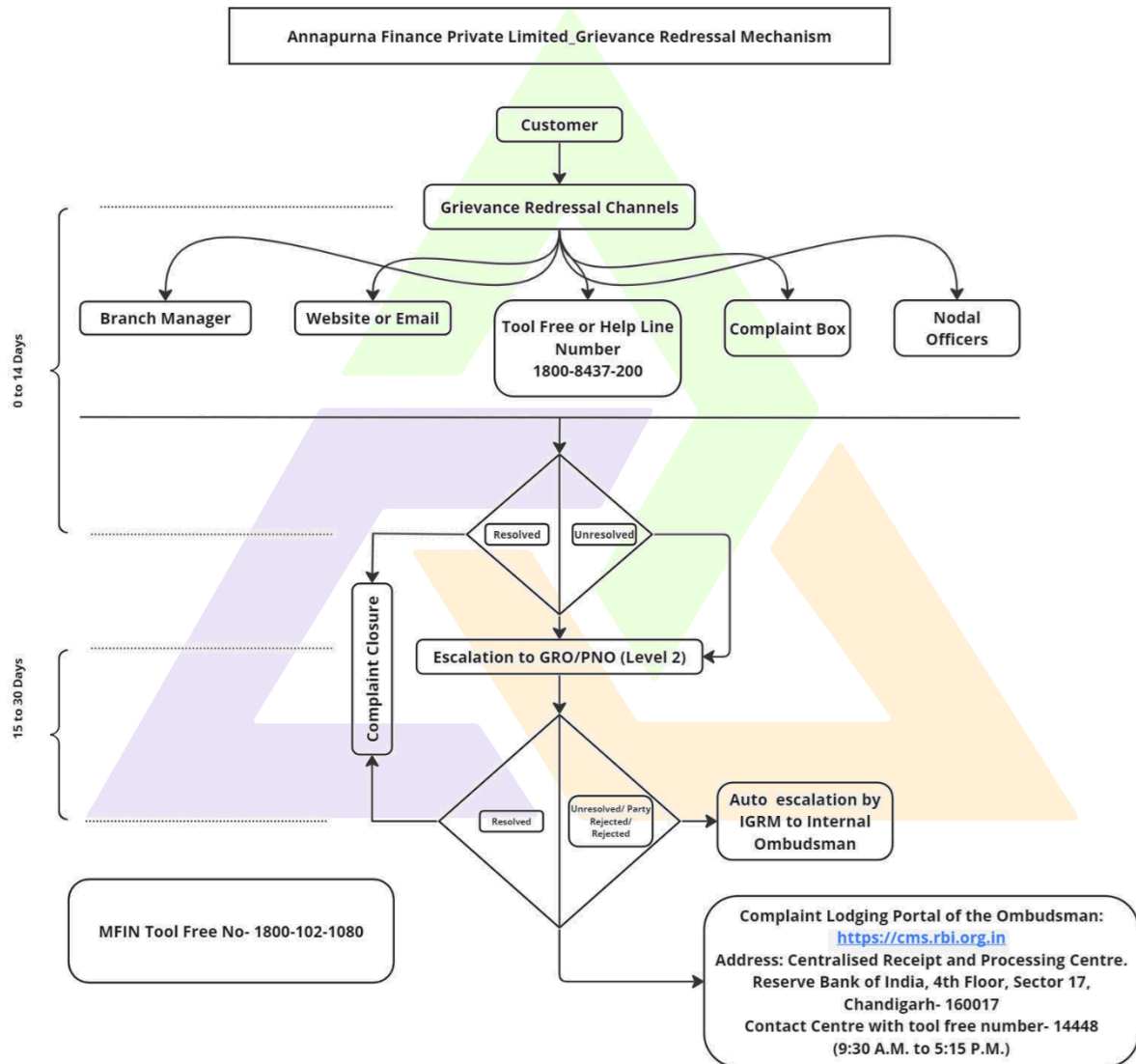
Sr. No.	Do's	Don'ts
1	Properly attend to all the complaints. Communication should be	Never be disrespectful/harsh / offensive/ reactive during the conversation with complainant.

	lucid & soft.	
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.	Never delay transferring calls/tickets to another cells/department.
4	Demonstrate a spirit of ownership & assist customer in right spirit.	Never keep the complainant's call unattended/ responded.

8. CUSTOMER RELATIONSHIP MANAGEMENT AND CONTACT POINTS

There are different escalation levels available through which customers can contact the company's grievance cell officials to get clarifications and resolutions. The clients can directly contact the company at any time between **09:30 AM to 06:00 PM** from Monday-Friday 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 LIMITED_ GRIEVANCE REDRESSAL MECHANISM



LEVEL 1

Customers can lodge their complain to the company through 5 touchpoints explained as under:

- Branch Manager (BM): 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 feedback are updated in that register by the branch manager. BM should take the 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 Grievance redressal cell. However, all non- resolved complaints received at the branch should be reported to Grievance Redressal Cell, Head-office within 2 weeks from the date of receipt of complaints. All the complaints registered at the 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 customers. All the queries/service requests/complaints are then directed towards the concerned authority for proper resolution. The toll- free number is also printed in the loan card of all customers of Annapurna.
- **Company's Website:** Grievance redressal mechanism is explained in the official website of the organization. The customer can e-mail at **gro@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., email/written letter/call. The contact details of the Principal Nodal officer (PNO) of AFPL are provided below.

The contact details of the Principal Nodal officer are also provided in the Part B, Annexure 1 of the policy document.

Mr. Subrat Sabyasachi Roy
(Grievance Redressal Officer cum Principal Nodal Officer)

Annapurna Finance Private Limited,
1215/1401, Infront of Jaydev Vatika,
NH-5 Bypass Rd, Khandagiri Bari, Khandagiri, Bhubaneswar,
Odisha (751030)

Mobile: 8280336056

Email: gro@ampl.net.in

The Principal Nodal officer will make arrangements 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 s/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)

ANNEXURE 1

A: Annapurna Finance Private Limited: Nodal officers list

Area of Operation	Nodal Officer	E-mail	CUG Contact No.
Rajasthan, Gujarat,Haryana	Ronak Sukhadiya	ronak@ampl.net.in	9644002545
Bihar, Jharkhand,	Ruchi Akanksha	ruchi@ampl.net.in	9065525385
Assam, Meghalaya, Tripura,West Bengal	Rosemeri Narzari	rosmeri@afpl.org.in	7637002407
Odisha	Supriya Pati	supriya@afplone.in	8093066366
Maharashtra	Rajib Lochan Nayak	rajib@afpltwo.in	9124253838
Uttar Pradesh, Uttarakhand	Suresh Sahoo	sureshkumar@ampl.net.in	8280336989
Telangana	Jabbu Shiva Prasad	Jabbu@annapurnafinance.org	9124252354
Tamil Nadu	Balaji Ramachandran	balaji@afpl.org.in	9894025677
Chhattisgarh	Golakh Bihari Pattanaik	golak@ampl.net.in	8280336126
Punjab, Himachal Pradesh	Kapil Verma	kapil@ampl.net.in	9078890210
Karnataka, Goa	Devaraj Shankarsa Niranjan	devaraj@afpltwo.in	8431563871
Madhya Pradesh	Kunal Deshmukh	kunal.deshmukh@afplone.in	9425962936

B: Annapurna Finance Private Limited: Principal Nodal officer Contact Details

Name and Details of Principal Nodal Officer: Mr. Subrat Sabyasachi Roy
mail id: gro@ampl.net.in
Contact: 8280336056

Address: Annapurna Finance Private Limited, 1215/1401, Infront of Jaydev Vatika, NH-5 Bypass Rd, Khandagiri Bari, Khandagiri Bhubaneswar, Odisha (751030)

C: Reserve Bank of India, Centralised Receipt and Processing Centre (CRPC) Contact

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

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