

ABHYUDAYA CO-OPERATIVE BANK LTD.

Customers Rights Policy

The Bank's Board has approved the following comprehensive Policy in the Board Meeting held on 17th June, 2015 to protect the Customer Rights.

The Customer Rights Policy enshrines basic rights of the customers of the Bank. The policy 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.

1. Right to Fair Treatment

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 tantamount 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.

2. Right to Transparency, Fair and Honest Dealing

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;
- 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 Bank's 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) 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. It will be ensured that such terms will not inhibit a customer's future choice;
- vi) Provide information on interest rates, fees and charges on the Notice Board/ website and where appropriate the customer will be informed directly;
- vii) Display the service charge manual for all products and services on Bank's website and a copy of it will be made available at every branch for customer's perusal on his/her demand;
- viii) Inform the customer of any change in the terms and conditions through a letter /SMS /email;
- ix) Display on public domain the Bank's Policies on Deposits, Cheque Collection, Grievance Redressal;
- x) 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;
- xi) Ensure to communicate in writing with reasons to the loan applicant received with all required papers/documents within a period not exceeding 23 working days about the sanction of loan or otherwise;
- xii) Communicate unambiguously the information about-
 - a. Discontinuation of particulars products
 - b. Relocation of their offices
 - c. Changes in working hours
 - d. Change in telephone numbers
 - e. Closure of any office or branch
 - With advances notice of at least 30 days. Ensure that information on all changes are made known to the customers upfront, through Notice board and/or publication in Bank's website;

- xiii) 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;
- xiv) The Bank's staff members shall, when approached by the customer for availing a product or service, provide all relevant information related to the product / service to make an informed decision;
- xv) Not terminate a customer relationship without giving reasonable or contractual prior notice to the customer;
- xvi) Assist the customer in all available ways for managing his/her account, such as account statements/passbooks, alerts, timely information about the product's performance, term deposits maturity etc.;
- xvii) Ensure that all marketing and promotional material is clear and not misleading;
- xviii) Not threaten the customer with physical harm, exert influence or engage in behaviour that would reasonably be construed as unwarranted harassment. Ensure adherence only to the normal appropriate business practice;
- xix) Ensure that the fees and charges on products/services and its structure are not unreasonable to the customer.

3. Right to Suitability

The Bank will -

- i) Ensure that it has a Board approved policy for assessing suitability of products for customers prior to sale;
- ii) Endeavour to make sure that the product or service sold or offered is appropriate to the customer's needs;
- iii) Sell third party products only if it is authorized to do so, after putting in place a Board approved policy for marketing and distributing third party financial products;
- iv) Not compel a customer to subscribe to any third party products as a quid-pro-quo for any service availed from the Bank;
- v) Ensure that the products being sold or service being offered, including third party products, are in accordance with extant rules and regulations;
- vi) Inform the customer about his responsibility to promptly and honestly provide all relevant and reasonable information that is sought by Bank to enable them to determine the suitability of the product to the customer.

4. Right to Privacy

In pursuance of the above Right, Bank will -

- i) Treat customer's personal information as private and confidential (even when the customer is no longer Banking with the Bank), and, as a general rule, not disclose such information to any other individual/institutions for any purpose unless:-
 - a. The customer has authorized such disclosure explicitly in writing;
 - b. Disclosure is compelled by law / regulation;
 - c. Bank has a duty to the public to disclose i.e. in public interest;
 - d. Bank has to protect its interests through disclosure;
 - e. It is for a regulatorily 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, other than for cross selling of our Banks products/services, unless the customer has specifically authorized it.

5. Right to Grievance Redress and Compensation

The 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.

Bank has placed in its website the Customer Grievance Redressal Policy and procedure including the information for approaching Ombudsman.

Further, the Bank will 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. The 30 days period will be reckoned after all the necessary information sought from the customer is received.
