

# G U FINANCIAL SERVICES (P) LIMITED

## POLICY ON GRIEVANCE REDRESSAL

### 1. INTRODUCTION:-

This policy on Grievance Redressal of G U Financial Services Private Limited (“GUFSP”), is set out as a mechanism available within the organization to enable the customers of GUFSP to lodge their complaints / grievances or give their feedback / suggestions to GUFSP in relation to their dealings with GUFSP including financial assistance, if any, being considered for them and for addressing the same in a time bound manner, by following the provisions as provided herein (the Grievance Redressal Policy).

Customer Service is a key focus area of the Company. Customer Service for the Company is a holistic approach targeting consistent improvement in customer experience and quality of operations. We strongly believe that a satisfied customer is the most important factor in developing our business. The Customer Grievance Redressal Policy outlines the framework for addressing the customer grievances. The Company shall ensure that the policy is made available in public domain (website and branches).

### 2. DEFINITIONS:-

The following terms are used in this policy with the meaning specified herein:

- a. **“The Company”** means G U Financial Services Private Limited (GUFSP).
- b. **“Board”** shall mean the Board of Directors of GUFSP.
- c. **“Customers”**, means a person who avails the financial services from the company.
- d. **“Grievances”** shall mean complaint, resentment, dispute, and disagreement etc. arising out of the practices, procedures and codes, followed by GUFSP in its customer dealings.
- e. **“Loans”** means the financial facilities provided by GUFSP to its customers.
- f. **“Services”** means services, financial assistance, for the time being provided by GUFSP from time to time, to its Customers.
- g. **“Working Days”** shall mean any day on which the company is open for usual business transaction.

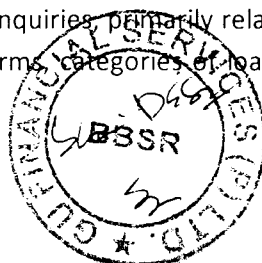
### 3. OBJECTIVES:-

The objective of the policy is to ensure that:

- All customers are treated fairly and without bias at all times;
- All issues raised by customers are dealt with courtesy and resolved on promptly;
- GUFSP’s employees shall act in good faith and without prejudice to the interests of the customer and within the laid down policies and guidelines of GUFSP;
- Customers are made completely aware of their rights so that they can opt for alternative remedies if they are not fully satisfied with our response or resolution to their complaint.

### 4. CATEGORIES OF CUSTOMER’S COMMUNICATIONS WITH GUFSP:-

- **Query** - These may be general inquiries, primarily relating to GUFSP loans, interest rates, repayment terms, eligibility norms, categories of loans, eligibility criteria for enrolment, terms of financing etc.



- **Request** - Requests for obtaining any valid services including financial support by the customers directly by GUFSP.
- **Grievance** - A communication by prospective / existing Customers of GUFSP that expresses dissatisfaction because of lack of action, inadequate quality of services by GUFSP.
- **Grave / urgent Grievance** - Related to staff misbehaviour, cheating / fraud, false commitments, mis-conduct with the customers.
- **Suggestion / Feedback** – related to improvement the quality of services offered by the company.

## 5. CHANNEL OF CUSTOMER COMPLAINT:-

**Phone** - Customer can call our dedicated Helpline number no. 1800-345-7113 between 09:30 to 17:30 Monday to Saturday, except public holidays.

**Email** - Customers can write to us at emails Ids mentioned below for complaints related to respective products: E-mail id – [gufspl@gmail.com](mailto:gufspl@gmail.com)

**Letter** - A customer can write a letter directly to the Company Head Office at the Following address:-

*To Grievance Redressal Officer  
Kalyani Bhavan, Plot - 606/2112, Bharat Villa,  
At - Rudrapur, Post - Naharakanta, Via – Balianata,  
Bhubaneswar, Khordha, Odisha - 752101*

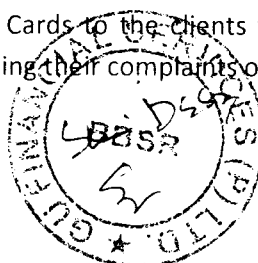
**Suggestion/Complaint Box** – Suggestion/Complaint boxes are put up at all GUFSP branches & HO. Customer may drop their suggestions and/or complaints in these boxes.

**Complaints Register at Branch** – Complaint registers is available at all GUFSP branches. Customer may write down their complaint or concern in the register. The complaint register is checked by the Area Manager on a periodic basis and forwarded to the Customer Service team for action/resolution.

## 6. CUSTOMER GRIEVANCE REDRESSAL MECHANISM :-

### a. AT BRANCH:-

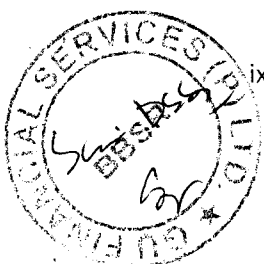
- Complaint Registers are provided in all the branches. Any written complaint is instantly and promptly noted and acknowledged by the BM by giving a complaint number.
- Suggestion and Complaint Drop Box fixed at branches is locked with Keys with AM, if any client has any serious complaint against Branch or Branch Manager, she has an option of dropping her written complaint in the Box and AM during his weekly branch visit unlock the box and access the complaints/grievances, register it in the complaint register of the branch and will instruct BM to inform client about acknowledgement of her complaint/grievance and the same is in process. Further AMs will ensure that all necessary steps are taken to resolve the complaints/grievances of the clients in timely and efficient manner.
- Branches provide only those Loan Cards to the Clients that contain the H.O. Grievance Redressal Toll Free number for lodging their complaints or grievances, if any.



- iv. BM during his centre visits carries Complaint Book and record all complaints/Grievances notified by the client during his centre visits in the complaint register and take steps to resolve the same timely and efficiently.
- v. AMs during their the Weekly Branch Monitoring checks the branch complaint/grievance book and complaint/grievance drop box and take suitable steps to timely resolve all grievances and complaints.
- vi. Clients' Day is observed by the branch on 15<sup>th</sup> of every month. On this day branch managers make themselves available at the branch between 4.00 p.m. and 5.30 p.m. to meet Clients/their spouses without any prior appointment.
- vii. All our Branches display the name and telephone numbers of their AM and "Head Office Client Service and Support Cell" for client complaints and grievances and educate the clients about our elaborate client grievance redressal mechanism and system.

**b. AT HEAD OFFICE:-**

- i. A Suggestion cum Complaint Drop Box is also maintained at the Head Office of the Company.
- ii. On a daily basis the Customer Care Executive at Head Office will get the current status report of customer grievances from branch office. In case, any grievance remains pending in the given time, then Customer Grievance Redressal Executive at Head Office and Respective Concerned Higher authority would intervene and will give direction to the concerned person in branch to resolve them as early as possible.
- iii. A full-fledged "Client Service and Support Cell" is functioning at Head Office, overseen by Operation Head. A dedicated phone line and complaint Register is maintained at HO for receiving and recording client's complaints and grievances. A complaint number is issued to client for all complaints/grievances submitted through telephone or through suggestion cum complaint drop box, for future reference and follow up.
- iv. An acknowledgement is sent or communicated to the Client immediately on receipt of the complaint till final redressal letter/telephonic message.
- v. Operation Head and H.O. Operations Team as mentioned in (ii) above is responsible that thorough analysis of the complaints is done and necessary instructions are given to Branches for speedy redressal and follow up till final redressal letter is sent to the complainant duly explaining the decision taken on the complaint.
- vi. Monitoring and Review of Clients' Grievances and Complaints at HO is done during quarterly meeting of HO Operations team under the Chairmanship of MD/Chairman.
- vii. Submission of Quarterly Report on Clients' Grievances and Complaints to Board of the company for review and monitoring during quarterly Board Meetings takes place.
- viii. Client Satisfaction and Client Feed-back Surveys is conducted by HO from time to time through In-house as well as by External agencies to assess the level of Client satisfaction.
- ix. If customers have grievances with regard to loan facility services provided by the organization, it will be resolved at branch office level as early as possible. In case, it is not resolved at branch office level, then appropriate action will be taken to resolve them at higher level based on their severity, and also with regard to loan facility, organization will resolve the customer grievances within 30 days from the date of complaints lodged.
- x. In case, if the problems or issues occur due to an external factor, or if the issues are



complaints and based on its severity later on it will be decided. The amount of time that may be taken for resolving will be conveyed to member customers.

Further, all supervisors (from BM to MD) during their centre visits will ask the clients if they have any complaints/grievances pertaining to the products services offered by the Company or they have any kind of dissatisfaction/complaint against the behaviour of any staff. They will also ensure and check that all the above laid down mechanisms and procedures are followed by all concerned.

The grievance Redressal Officers classifies the complaint in the following categories/priority:-

Types of Complains/Grievances	Priority Level
<b>• Product:-</b>	
• Change in Repayment cycle	Medium
• Inquiry of loan products/ service points	Medium
<b>• Transaction:-</b>	
• Record keeping	High
• Commission charged by lender	High
• Acknowledgement receipt not provided/loan card not issued	High
• Insurance settlement	High
<b>• Staff Behaviour:-</b>	
• Ethical Behaviour Bribe and other issues	Medium/ High
• Poor Customer handling	Medium/ High
<b>• Over Indebtedness</b>	
• Exclusion due to credit bureau	Low/ Medium
• Credit bureau report showing due	Low/ Medium
<b>• Pricing and cost of loan</b>	
• Interest rate	High
• Initial amount required	High
<b>• Collection practices</b>	
• Forced collection	High
• Demand for change in meeting location	Medium
<b>• Sharing of personal and financial information</b>	
• Return documents from branch of cancellation	Medium

### Appeal to the Reserve Bank of India:-

If the complaint is not redressed within 30 days, the customer may appeal to the Officer-in-Charge of the Department of Non-Banking Supervision (DNBS) of the Reserve Bank of India, Bhubaneshwar at the following address.

Reserve Bank of India  
Department of Non-Banking Supervision,  
Pandit J.N. Marg, Bhubaneshwar – 751001

E-mail: dnbsbhubaneswar@rbi.org.in

