



## **CITIZEN'S CHARTER**

### **A CHARTER FOR CUSTOMER SERVICES**

#### **PREFACE**

The ability of the banking industry to achieve its socio-economic objectives and in the process bring in more customers into its fold will ultimately depend on the satisfaction of the customers. Axis Bank strongly believes that a satisfied customer is critical in building its business.

The document called "Citizen's Charter of Axis Bank" highlights commitment of the Bank towards customer satisfaction. It details key commitments and responsibilities and also specifies the obligations on the part of the customers for a healthy banker-customer relationship.

The charter has been prepared to promote fair banking practices and to provide information on various activities relating to customer service. This is not a legal document and does not intend to create any new rights or obligations either on the part of the Bank or on the part of the customer, other than those that accrue as per contractual/ regulatory obligations in the normal course of business.

Copies of the Citizens Charter will be available on request to all our customers at our branches, administrative offices and on our web site.

#### **Note**

- Information given in the Charter is updated on September 25, 2014 and is subject to change/revision.
- Only key information on various services/facilities has been provided in this document. Each service has its own detailed Terms and Conditions which are displayed on our website [www.axisbank.com](http://www.axisbank.com).

#### **1. Vision**

- To be the preferred financial solutions provider, excelling in service delivery through insights into customer needs, empowered employees and smart use of technology
- To promote fair banking practices by maintaining transparency in various products and services offered to make banking a fulfilling experience

#### **2. Mission**

- To make Banking simple
- To achieve excellence in customer service
- To provide prompt innovative solutions for banking products and financial services and serve all segments of the society
- To foster transparency and ethics in all dealings with customers

### 3. Applicability of the Charter

This Charter applies to all products and services provided by the bank whether provided by branches, subsidiaries and/or agents acting on behalf of the Bank, availed across the counter, by post, by phone or through interactive electronic devices and through technology (electronic channels).

All our products and services offerings can be viewed on our website [www.axisbank.com](http://www.axisbank.com).

### 4. Regulatory / Statutory Compliance

- In order to comply with regulatory/ statutory requirements, while opening an account, the Bank will adhere to the Know Your Customer (KYC) Norms and Anti Money Laundering (AML) norms as laid down by the regulator
- The Bank shall ensure that it is satisfied about the identity of the person seeking to open an account and conduct verification of the address of the applicant, thereby protecting prospective customer/s, members of the public, against fraud and other misuse of the banking system.
- The Bank will shall also ask both existing and prospective customers to furnish documents to verify the source of income.
- Customers must also provide relevant documents and information to the Bank for updating customer information periodically

### 5. Our Commitments

- A. To act fairly and reasonably in all dealings with customers in respect of the following:
- i. Providing minimum banking facilities such as **receipt** on payment/deposit of cash/cheques at the Bank's counters and opening basic savings bank deposit accounts for the purpose of financial inclusion
  - ii. Meeting the commitments and standards laid out in the Charter for products and services offered
  - i. Ensuring that products and services offered are in adherence to relevant laws and regulations in letter and spirit
  - ii. Ensuring that dealings with the customers rest on ethical principles of integrity and transparency
  - iii. Operating a secure and reliable banking service and payment system
  - iv. Dealing quickly and empathetically with customer grievances arising due to errors, delays in handling of customer related issues or on account of problems arising due to technological failures
  - v. Ensuring that customers are treated fairly at all times

- vi. Ensuring that customers are informed of the avenues to escalate their complaints/grievances within the Bank and their rights to alternative remedy, if they are not fully satisfied with the response of the Bank to their complaints
- vii. Ensuring that the Bank treats all complaints efficiently and fairly

**B. To display on the Bank's website**

- i. The Banking Ombudsman Scheme: Reserve Bank of India (RBI) and Banking Ombudsman (BO) offices propagate education of the public about the BO Scheme. The Scheme is displayed on the Bank's website and is also available at the branches.
- ii. The Bank's Customer Service policies which have been framed as per the IBA model policies and in accordance with the RBI guidelines contained in the Master Circular on Customer Service

**C. To maintain privacy and confidentiality of the customers' personal information:**

- i. The Bank shall not disclose details/particulars of the customer's account to a third person or party without the expressed or implied consent from the customer. However, there are exceptions in terms of circumstances mentioned in Paragraph No.25 of RBI Master circular on customer service dated 1.7.2014. , as listed below:
  - a. where disclosure is under compulsion of law
  - b. where there is duty to the public to disclose
  - c. where interest of the Bank requires disclosure
  - d. where the disclosure is made with the express or implied consent of the customer

Additionally, the Bank may use the Customer Information for, customer verification, provision of products and services, for personalization of products or services, marketing or promotion of our financial services or related products; for creation of Statistical Information, statistical analysis or credit scoring, enforcement of the customer's obligations, any other purpose that will help the Bank in providing customers with optimal and high quality services.

**D. To publicize the Charter:**

- a. Provide the customer a copy of the Charter on request
- b. Display the Charter on Bank's website
- c. Ensure training to the staff to put the provisions of Charter into practice

**E. To provide services to the customers as per standards laid down by BCSBI in the Code of Bank's Commitments to Customers:**

Banking Codes and Standards Board of India (BCSBI) is a self-regulatory body formed by Reserve Bank of India, with an objective of setting minimum standards of banking practices. As a member of BCSBI, the Bank has adopted the Codes and has launched various initiatives for implementation of the commitments on customer service as spelled out in the Code.

The Codes are available on the Banks website (<http://www.axisbank.com/codecommitment-customers.aspx>)

## **F. Special Customers**

The Bank commits to the following while dealing with special customers

### **i. Pensioners and Other Senior Citizens:**

- Prioritized services will be offered to Senior Citizen's in Branches
- The Bank will issue a pension slip to pensioners containing details of the pension credited to their account
- In special circumstances, the Bank will endeavour to arrange to disburse the pension at the doorstep
- The Bank will accept Life Certificates from pensioners at any of its branches
- The Bank will endeavour to provide 'Doorstep' banking (pick up of cash/ instruments for credit to the account or delivery of cash / demand drafts against issue of cheque / requisition in writing) in special circumstances such as ill health, differently abled etc

### **ii. Self Help Groups (SHGs):**

Bank will consider granting loans to SHGs and its members in tranches, on a case to case basis, based on the merits, viability of the business proposition and other lending norms as prescribed for SHGs in the Bank's extant credit policy.

## **G. Customers in Rural and Semi-Urban Areas**

Bank will ensure proper currency exchange facilities and also the quality of notes disbursed to customers, especially in rural areas. The Bank will also ensure that Branches remain open for public transactions during the prescribed business hours on all working days.

## **H. Providing banking facilities to the visually challenged/ / differently abled**

### **i. Making physical access to Branches and ATMs convenient:**

The Bank will endeavour to make changes at its flagship branches and ATMs, wherever possible, to make it easy for special customers to get physical access. It will ensure that customers can obtain information easily about branches / ATMs which are equipped with ramps. The Bank staff shall be sensitized to offer assistance to customers over the step, wherever stepped access cannot be avoided

### **ii. Making usage of ATM services friendly for the visually challenged:**

In order to ensure that the ATMs are user friendly for customers with special needs, the Bank shall install Braille enabled and talking ATMs

### **iii. Providing Account Opening and Banking facilities:**

The Bank will make its best efforts to make banking easy and convenient for senior citizens, differently abled and illiterate persons. The bank will ensure that all the banking facilities such as cheque book facility, ATM facility, Net banking facility, locker facility, retail loans, credit cards etc. are invariably offered to the visually challenged without any discrimination

iv. Providing Special Services at the branch:

The Bank recognizes the need to provide special services at the branch to the differently abled customers and will endeavour to:

- a. Accord due priority to these customers at branches
- b. Offering staff assistance to visually impaired and physically challenged customers in navigating the branch
- c. Provide services through a Single Window mechanism
- d. Provide seating arrangements in the banking hall
- e. Permit withdrawal of funds, up to limits set by them or by persons authorized by them on production of the authorization letter and passbook
- f. Provide 'Doorstep' banking (pick up of cash / instruments for credit to the account or delivery of cash / demand drafts against issue of cheque / requisition in writing) in special circumstances like ill health, differently abled etc
- g. Guide relatives / parents of differently abled on how to appoint a legal guardian, under the National Trust Act, 1999, for disabled persons with autism, cerebral palsy, mental retardation and multiple disabilities who can then open and operate accounts for such persons

v. Staff Sensitization:

The Bank shall endeavour to sensitize the staff to assist differently abled customers in carrying out their banking transactions

vi. Understanding needs of special customers:

The Bank will endeavour to arrange regular meetings so that the customers may voice their concerns and benefit from collective experience

**I. Payment of Balance in Accounts of the Deceased Customers to Survivors/ Claimants**

The Bank follows a simplified procedure for settlement of death claims without insisting on production of a succession certificate of deceased customers for deposit accounts, lockers and articles kept in safe custody within prescribed limits. The Bank will, however, adopt such safeguards in considering the settlement of claims as appropriate, including accepting an indemnity bond. Nomination facility is available to facilitate speedy settlement of balances in the accounts of deceased customers. Customers are also periodically made aware of the availability of the facility offered in terms of provisions of the Banking Regulation Act. The Bank has also laid down a Policy for Settlement of Claims in respect of Missing Persons.

**J. Exchange of Soiled/Slightly Mutilated Currency Notes**

All branches of the Bank will exchange soiled and slightly mutilated / cut notes of all denominations. Currency exchange facility will be offered free of cost and will be available to the Bank's customers as well as to the general public.

Reserve Bank of India has permitted Banks to exchange mutilated currency notes which are genuine and where mutilations are such as not to cause suspicion or fraud. Refund value of these notes is, however, paid as per RBI (Note Refund) Rules.

## **K. Safe Deposit Vaults (Lockers)**

The facility of safe deposit lockers is an ancillary service offered by the Bank. The facility shall be offered by the Bank at its discretion based on potential as well as commercial and other considerations. The Bank shall exercise due care and necessary precautions for the safety of lockers provided its customers. However, the Bank shall not be liable for any damage or loss to lockers or its contents, due to any reasons(s) whatsoever.

Major aspects governing these services are:

- i. A locker may be hired by an individual (not minor), firm, limited company, specified associations, societies, etc
- ii. Nomination facility is available to individual hirer of safe deposit locker
- iii. Loss of keys should be immediately informed to the branch. However, all the expenses incurred in repairing the lock and key shall be borne by the hirer(s)
- iv. Lessee may use his/her own padlock on the locker
- v. Locker holders are advised to get an insurance cover for the jewellery, valuables etc. kept in the locker
- vi. Lockers will be made available in different sizes
- vii. Lockers are rented out for a minimum period of one year. Rent is payable in advance. In case of overdue rent, the Bank will charge penalty as determined from time to time
- viii. The rent may be paid from the deposit (savings / current) account of the lessee through standing instruction
- ix. The Bank reserves its right to break open the locker, if the rent is not paid despite notices sent by it as per the rules, and recover charges thereof
- x. As per regulatory guidelines, branches would contact the locker-hirer, when the locker has remained inoperative for more than one year. This exercise would be carried out even if the hirer is paying the rent regularly. In case the hirer does not respond or operate the locker, the branch may consider breaking the locker, after giving due notice to the hirer

## **L. Articles in Safe Custody**

Articles like shares, securities, etc. can be kept in safe custody with the Bank at prescribed charges wherever such facility is offered.

The articles may be kept in sealed packages / boxes. Boxes must be locked by the customer(s) and particulars must be written / painted thereon. The lock should be covered by sturdy cloth and sealed with the customer's seal. Relationship of banker and customer shall be that of bailer and bailee.

## **M. Remittance Services**

- i. Customers may remit funds from one centre to another centre by RTGS, NEFT/EFT and Demand Drafts by paying specified charges
- ii. Customers may also make and receive foreign remittances subject to compliance with RBI, FEMA and any other regulations, as applicable
- iii. Demand Drafts for Rs 50,000/- and above will be issued by the Bank only by debit to the customer's account or against cheques or other instruments tendered by the purchaser and not against cash payment
- iv. Payment of a demand draft for Rs 20,000/- and above will be made only through banking channels and not in cash

- v. Before taking delivery of the drafts, customer shall verify that the instrument is complete in all respects including signature of the official(s) along with their specimen signature numbers at the place provided for
- vi. Bank will issue duplicate demand draft to the customer within a fortnight from the receipt of request
- vii. The validity period of Cheques, Demand Drafts/Pay Orders and Banker's Cheques is 3 months, from the date of issue of the instrument

#### **N. ATM/Debit Cards**

Axis Bank will endeavour to render service at its ATMs, 24 hours a day, 7 days a week. Customers will be provided with cash withdrawal facility at all locations and other facilities at select locations.

#### **O. Mobile Banking**

Mobile Banking provides a secure, anytime, anywhere banking experience from a mobile device by enabling services such as funds transfer to Axis or any other Bank account, payment of utility bills and prepaid recharges. Customers can also view the details of their banking relationship (Accounts, Credit Card and Fixed Deposits, Mutual Funds, Demat) and place service requests.

Axis Bank takes appropriate measures to ensure that the mobile applications are secure and regularly reviewed and updated for this purpose.

#### **P. Internet Banking**

The Bank provides internet banking facility to its retail and corporate customers which enables a host of services like statement enquiry, funds transfer, payment of bills, prepaid recharges, scheduling payments, creating fixed deposits, placing service requests etc. All transactions are built on the concept of two-factor authentication to make it secure. Bank also provides information on secure usage of internet banking facility to avoid any misuse/fraudulent use.

The Bank takes appropriate measures to ensure that Internet Banking system and technology are secure and are regularly reviewed and updated for this purpose.

#### **Q. SMS / E-Mail Alerts**

The Bank provides SMS /Email alerts to all subscribed customers for all financial transactions above a certain threshold limit. Alerts are also sent for certain non-financial transactions. Bank also sends SMS alerts for all type of transactions involving usage of Credit and Debit cards.

#### **R. Loans and Advances**

- All terms and conditions of loans, pricing and others, will be in strict conformity with the regulatory guidelines. It will be ensured that customers clearly understand the pricing policies of banks and that there is strict compliance with regulatory guidelines regarding pricing and non-pricing terms governing all loans
- The borrower will be made aware of various documents required for processing the loan application. For Home Loans, based on the requirement of the lawyer's report, additional documents may be called for from the borrower

- For retail loans, penal interest will be charged only for delay in repayments of scheduled instalments. Information pertaining to the penal charge is mentioned in the loan agreement and also displayed on the Bank's website
- Since Housing Loan Interest Certificates are required for Income Tax purposes, the Bank will issue such certificates to all home loan customers in the months of April/May and October/November
- Bank will provide you loan statement for your loan account on demand basis , either at your registered email id or physical as requested by you for free of cost once a financial year, giving details of loan amount disbursed, demands and repayments along with interest and details of charges. All subsequent request on Statement of accounts beyond 1 request will be chargeable
- The Bank has adopted the principles of Lender's Liability. As per the guidelines of lender's liability and the Code of Bank's Commitment for Home Loans, the title deeds/documents will be returned to the customers within a period of 15 days after the loan closure. For delayed return of title deeds or where there is a loss of title deeds in the custody of the bank, the customer will be suitably compensated as per the Compensation Policy of the Bank

### **S. Credit Cards**

- At the time of application, the Bank will explain relevant terms and conditions such as fees, interest & charges, billing and payment to credit card customers and provide them with a copy of Most Important Terms & Conditions (MITC)
- Interest & late payment charged to the customers are mentioned in the schedule of charges. The method of computing the interest in case of non-payment or delayed payment of credit card dues is explicitly mentioned in the MITC
- The Bank will ensure that a monthly statement, with details of transactions made on the credit card is sent to the registered email id of the customers. Customers who have not opted for e-statements will receive physical statements at their mailing address. The statement explicitly mentions the billing cycle, total amount due, minimum amount due and payment due date
- The Bank will enhance the credit limit assigned to a credit card only on the basis of consent expressed by the card holder. In case the limit on the card is reduced, the Bank will inform the card holder immediately by way of SMS/e-mail or written communication
- The bank will notify changes in schedule of fees and charges and Terms and conditions as and when they occur. A prior notice of 30 days will be issued before the change comes into effect

### **T. Channels of Service**

- Customers can access multiple channels to obtain services and information. They can transact at the branch, phone banking center or email channel. Customers can obtain information on services and/or place a request or lodge a complaint at any of the channels. Additionally, Self-service options are available via Internet banking, Mobile banking and IVRS.
- Customers can obtain the details of the products/services from the branch or download them from the Bank's website. The Bank reserves the right to change or amend the terms and conditions of any Scheme/services at any time.
- Indicative time-norms for various transactions are available in the customer Information booklet at branches. The timeline for each activity has been defined as per the norms for handling the activity and is subject to submission of required documents by customers.

## U. Customer Obligations for Qualitative and Efficient Services

The Bank suggests that customers take the following precautions in order to safeguard their interest and as well as that of the Bank:

- i. Statements of account should be checked regularly and in case of any discrepancy ,the same should be highlighted to the Bank within 15 days
- ii. Passbook, if issued, should be updated from time to time
- iii. Safe custody of cheque books, pass book, ATM card, debit card and credit card should be ensured and these should not be kept together. Wherever signature on the card is mandatory, it should not be left unsigned
- iv. Crossed/account payee cheques should be issued as far as possible
- v. On the reverse of the cheque, account and contact numbers should be mentioned, before dropping it in a cheque drop box for collection
- vi. Details on the cheque i.e date, amount in words and figures, crossing, etc should be verified before it is issued
- vii. Blank cheque/s should not be signed and customers should not record their specimen signature either on pass book or on cheque book
- viii. Cheques should not be issued without ensuring adequate balance at the time of issuance
- ix. The Nomination facility should be used. Account numbers, details of Term Deposits, locker number, etc., should be noted separately
- x. Change of address, telephone number, mobile number and email ids etc. should be communicated promptly to the Bank through available channels
- xi. .Loss of demand draft, term deposit receipt, cheque leave(s)/book, keys of locker, etc. should be immediately notified to the Bank
- xii. Interest, instalments, locker rent and other dues should be paid on time.
- xiii. Safe custody of the Delivery Book in Demat Accounts should be ensured and blank signed slips should not be kept in the Book
- xiv. Customers should report complaints relating to deficiency of customer service within a reasonable time as the Bank is committed to preserving relevant records only for the prescribed periods
- xv. Customers should operate their accounts regularly to maintain its status as operative/active
- xvi. Customers should avail standing instructions facility for transactions which are recurring in nature
- xvii. Confidentiality of password for internet banking and mobile banking and PIN for Credit/Debit Card should be ensured at all times. Passwords and PINs must not be recorded on any paper or accessible electronic devices to prevent frauds
- xviii. In case of loss of ATM/Debit card, the Bank (Bank's call center) should be notified to take immediate steps to prevent the same from being misused. Customer shall be liable for any misuse until the time the Bank has been notified
- xix. Account details, passwords, net secure code or any other security information should never be shared with anyone. Personal identification number (PIN) should be memorized and changed on regular basis
- xx. Customers should not respond to any phone calls or emails asking for password/ PIN
- xxi. Correct PAN number/ Form 15G or 15H, is to be furnished at the commencement of each financial year to the Bank to deduct TDS correctly

## V. Customer Education

- i. BCSBI codes are to be displayed on the website
- ii. Special efforts will be made to educate the customers in the use of technology in banking. To promote this, regular communications are sent using various channels available to the bank like emailers, SMS, website & other online portals, social media, offline media like newspapers, outdoors, etc. Media is also used on a case to case basis depending on the nature of the communication
- iii. The Bank will ensure complete transparency while levying of various fees/ service charges and penalties
- iv. Bank has established a proper Customer Grievance Mechanism which works in an integrated manner across channels such as branches, phone banking centres, emails, letters, the Bank's website and social networking sites to capture and track customer issues and complaints

## W. Grievance Redressal Mechanism

At any stage, if customers feel that the services or products are not up to their expectations; customers can register the concern via any of the following channels:

- i. Directly visit any of the branches / Loan centres
- ii. Phone Banking Centre numbers 1860-419-5555, 1860-500-5555
- iii. Email Channel : [www.axisbank.com/support](http://www.axisbank.com/support)

If the response provided by any one the above mentioned channels is unsatisfactory or inadequate or breaches defined timeline, the customer can escalate the matter to the Nodal Office, the complaint may be escalated to the Nodal officer of the Bank at the following details:

WRITE	EMAIL	CALL
Nodal Officer Axis Bank Ltd, NPC1, 5th Floor, "Gigaplex", Plot No I.T.5, MIDC, Airoli Knowledge Park, Airoli Navi Mumbai-400708.	<a href="mailto:nodal.officer@axisbank.com">nodal.officer@axisbank.com</a>	Ph. 91-080-61865200 (Monday to Friday) 9.30 AM to 5.30 PM (Excluding 2nd & 4th Saturday and Bank Holidays)

If customers are not satisfied with the resolution provided by Nodal Office, they may approach the Principal Nodal Office

WRITE	EMAIL	CALL
Principal Nodal Officer Axis Bank Ltd The Ruby House, 2 <sup>nd</sup> floor 9, Senapati Bapat Marg, Dadar Mumbai- 400028	<a href="mailto:pno@axisbank.com">pno@axisbank.com</a>	Ph. 91- 24252525/62300641/0621 (Monday to Friday)

The Bank will acknowledge the receipt of the complaint and will ensure that a response is provided within a period of 30 days

If the customer does not receive a response within one month from the date of lodgement of the initial complaint, or in case of dissatisfaction with the response given by the Bank, he may approach the Banking Ombudsman.

The details of the Banking Ombudsman are available on the Bank's website (<http://www.axisbank.com/bankingombudsman.aspx>) as well as on the website of RBI.

The Bank has also appointed Regional Nodal Officers, as mandated by the RBI under the Banking Ombudsman Scheme, 2006.

Details of Regional Nodal Officers are available on the Bank's website as provided in the below link: (<http://www.axisbank.com/bankingombudsman.aspx>) and are also prominently displayed in the branches.

**Remarks: Last updated in April 2019**