

Customer Rights Policy

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Background:

Customer centricity is one of the five core values of the bank. Bank truly believes that Customer Experience is the key to keeping customers happy and thereby ensuring a long lasting relationship with the Bank. Axis Bank's Customer Right Policy has been formulated in line with regulator guidelines on Customer Rights.

Objective:

The Customer Rights Policy of Axis Bank spells out the rights of the customer and the responsibilities of the Bank. The Policy applies to all products and services offered by Axis Bank or its agents, whether provided across the counter, over phone, by post, through interactive electronic devices, on internet or by any other method.

Coverage of the policy:**Right to Fair Treatment:**

In pursuance of the above Right, Axis Bank will -

- a. Promote good and fair banking practices by following minimum standards in all dealings with the customers
- b. Promote a fair and equitable relationship between the Bank and the customer
- c. Train Bank staff attending to the customers, adequately and appropriately
- d. Ensure that staff members attend to customers and their business promptly and courteously
- e. Treat all customers fairly and not discriminate against any customer on grounds such as gender, age, religion, caste, literacy, economic status physical ability, etc. Axis 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. The 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 the Bank wherever required
- f. Ensure that the above principle is applied while offering all products and services
- g. 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 its customers with hassle free and fair treatment, the Bank would expect its customers to behave courteously and honestly in their dealings with the Bank.

It shall also be the Bank's endeavour to encourage its customers to approach the Bank's internal grievance redressal machinery and approach alternate forums after exhausting all their remedies under the Bank's internal grievance mechanism.

Right to Transparency, Fair and Honest Dealing:

In pursuance of the above Right, Axis Bank will -

- a. Ensure complete transparency so that the customer can have a better understanding of what he or she can reasonably / fairly expect from the Bank
- b. Ensure that the Bank's dealings with the customer rest on ethical principles of equity, integrity and transparency
- c. Provide customers with clear information about its 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
- d. 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
- e. Make known the key risks associated with the product as well as any features that may especially disadvantage the customer to him/her. 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. In general, it will be ensured that such terms will not inhibit a customer's future choice
- f. Provide information on interest rates, fees and charges either on the Notice Board in the branches or website or through help-lines or help-desk and where appropriate the customer will be informed directly
- g. Display the tariff Schedule on the website www.axisbank.com and a copy of it will be made available at every branch for customer's perusal. Also the Bank will display in its branches a notice about the availability of the Tariff Schedule at the branch
- h. Give details, in their Tariff Schedule, of all charges, if any, applicable to the products and services chosen by customer

- i. Inform the customer of any change in the terms and conditions through any one or more of the following channels one month prior to the revised terms and conditions becoming effective:
 - Letter
 - Statements of account
 - SMSs
 - E-mail
- j. Ensure that such changes are usually made with prospective effect after giving notice of one month. If the Bank has made any change without giving such notice which is favourable to the customer, it will notify the change within 30 days of such change. If the change is adverse to the customer, prior notice of minimum 30 days will be provided and the customer may be provided options, to close the account or switch to any other eligible account without having to pay the revised charge or interest within 60 days of such notice. Post 60 days of the notice, the changes may be effected retrospectively wherever applicable
- k. Provide information about the penalties leviable in case of non-observance/ breach of any of the terms and conditions governing the product / services chosen by the customer
- l. Display on public domain/ notice Board the Bank's Policies on Deposits, Cheque Collection, Grievance Redressal, Compensation and Collection of Dues and Security Repossession, Customer Rights, Customer protection policy, facilities for disabled/senior citizens
- m. 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
- n. Ensure to communicate to the applicant within a reasonable time period as decided by the Bank about the acceptance / non-acceptance of applications submitted for availing a product / service and convey in writing the reasons for not accepting / declining the application. Such period will be notified in the Bank's website and also in the application of the particular product or service
- o. Communicate unambiguously to relevant customer segments the information about:
 - discontinuation of particular products
 - changes in products availed
 - relocation of their offices
 - changes in working hours
 - change in telephone numbers
 - closure of any office or branch with advance notice of at least 30 days

The Bank affirms that disclosure of information is an on-going process through the lifecycle of the product / relationship and will be diligently followed. The Bank will ensure to use all possible

channels of communication, including web-site, to ensure that information on all changes are made known to the customer upfront

- p. 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 suspects, discovers or encounters
- q. Ensure 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 and also provide direction to informational resources on similar products available in the market with a view to enable the customer to make an informed decision
- r. Not terminate a customer relationship without giving reasonable or contractual prior notice to customer
- s. Assist the customer in all available ways for managing his/her account, financial relationship by providing regular inputs in the Bank's realms such as account statements/ passbooks, alerts, timely information about the product's performance, term deposit maturity etc
- t. Ensure that all marketing and promotional material is clear and not misleading
- u. 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 practices
- v. Ensure that the fees and charges on products/services and its structure are not unreasonable to the customer

Right to Suitability:

In pursuance of the above Right, Axis Bank will -

- a. Sell third party products only if it is authorized to do so. The Bank will have a Board approved policy regarding marketing and distribution of third party financial products which will assess suitability of products for customers prior to sale
- b. Endeavour to make sure that the product or service sold or offered is appropriate to the customer's needs and not inappropriate to the customer's financial standing and understanding based on the assessment made by it. Such assessment will be appropriately documented in its records
- c. Not compel a customer to subscribe to any third party products as a quid-pro-quo for any service availed from the Bank

- d. Ensure that the products being sold or service being offered, including third party products, are in accordance with extant rules and regulations
- e. Inform the customer about his responsibility to promptly and honestly provide all relevant and reasonable information that is sought by the Bank to enable it to determine the suitability of the product to the customer

Right to Privacy:

In pursuance of the above Right, Axis Bank will -

- a. Treat customer's personal information as private and confidential (even when the customer is no longer banking with us), and, as a general rule, not disclose such information to any other individual/institutions including its subsidiaries / associates, tie-up institutions etc. for any purpose unless:
 - The customer has authorized such disclosure explicitly in writing
 - Disclosure is compelled by law / regulation
 - Bank has a duty to the public to disclose i.e. in public interest
 - Bank has to protect its interests through disclosure
 - It is for a regulatory mandated business purpose such disclosure of default to credit information companies or debt collection agencies
 - Sharing information with Credit companies about loans, credit card etc
- b. Not use or share customer's personal information for marketing purposes, unless the customer has specifically authorized it
- c. Adhere to Telecom Commercial Communications Customer Preference Regulations, 2010 (National Customer Preference Registry) issued by Telecom Regulatory Authority of India, while communicating with customers

Right to Grievance Redressal and Compensation:

In pursuance of the above Right, Axis Bank will ensure -

- Deal sympathetically and expeditiously with all things that go wrong
- Correct mistakes promptly
- Cancel any charge that has been applied wrongly and by mistake
- Compensate the customer for any direct financial loss that might have been incurred by the customer due to its lapses, as per the Bank's compensation policy

Axis Bank will also -

- a. Compensate the customer for any direct financial loss that might have been incurred by the customer due to its lapses, as per the Bank's compensation policy
- b. Place in public domain the compensation policy for delays / lapses in conducting / settling customer transactions within the stipulated time and in accordance with the agreed terms of contract
- c. Ensure to have a robust and responsive grievance redressal procedure and clearly indicate the grievance resolution authority who shall be approached by the customer
- d. Make grievance redressal mechanism easily accessible to customers.
- e. Advise the customer about how to make a complaint, to whom such a complaint is to be made, when to expect a reply and what to do if the customer is not satisfied with the outcome
- f. Display name, address and contact details of the Grievance Redressal Authority / Nodal Officer. The time limit for resolution of complaints will be clearly displayed / accessible at all service delivery locations
- g. Inform the complainant of the option to escalate his complaint to the Banking Ombudsman if the complaint is not redressed within the pre-set time
- h. Place in public domain information about Banking Ombudsman Scheme
- i. Display at customer contact points the name and contact details of the Banking Ombudsman under whose jurisdiction the Bank's branch falls

Aspects of Customer Rights policy:

Further, Axis Bank will ensure following:

- 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 (including the time for escalation and examination of the complaint by the highest ranking internal official responsible for grievance redressal). The 30 day period will be reckoned after all the necessary information sought from the customer is received
- Provide aggrieved customers with the details of the Banking Ombudsman Scheme for resolution of a complaint if the customer is not satisfied with the resolution of a dispute, or with the outcome of a dispute handling process

In addition, the Bank will ensure following:

- Clearly spell out, at the time of establishing a customer relationship, the liability for losses, as well as the rights and responsibilities of all parties, in the event of products not performing as per specifications or things going wrong. However, the Bank will not be liable for any losses caused by extraneous circumstances that are beyond its reasonable control (such as market changes, performance of the product due to market variables, etc.)
- Ensure the customer is refunded without delay and demur, if it cannot show beyond reasonable doubt to the customer on any disputed transaction (along with interest/charges) as per the Bank's compensation policy.

Last reviewed: June 2022