

# CUSTOMER RIGHTS POLICY

## 1.00 Introduction

- 1.01 Customer is an integral part of our business. The progress of any Bank depends on how well he is treated in our premises. Apart from qualitative customer service, the Bank should adopt a policy of customer protection.
- 1.02 The Bank has variety of products to offer to the customer Deposits, Advances and host of services are offered to the Bank to its customers. Since, there are a plethora of Banks and they offer umpteen number of services it is quite natural that there will be competition among the banks. The customer expects a healthy competition and his interest is protected in all his business with the Banks.
- 1.03 In the light of the above, the interest and rights of the customers assume great importance and relationship between both the parties should be cordial, based on mutual trust and transparency. With a view to exhibiting transparency the Bank has drafted 'Customer Right Policy'. They are fully described in the following policy statements.

## 2.00 Objectives

- 2.01 The Bank aims at providing excellent service to the customer by adhering to the principles of non-discrimination, transparency and honest dealing to its customers. It will not be unfair and discriminate against on the grounds of gender, age, religion, caste, political affiliation and physical ability when offering or delivering financial products.
- 2.02 The Bank would give due importance for financial inclusion by offering products even to the common man and enhance customer protection.
- 2.03 Clearly spell out 'Rights of the customers and obligations of the Bank' thereby enhance customer satisfaction.

## 3.00 Scope of the Policy

- 3.01 The Policy covers all gamut of Banking viz., deposits, advances and other services of the Bank.
- 3.02 In other words it applied to all products offered by the Bank, whether it is offered by any branch of the Bank across the counter or through its Agents or through Internet and mobiles. It also covers services rendered in person or through post, telephone or electronic devices singly or in combination of any of them.

#### **4.00 Broad Spectrum**

The Policy comprises of the following basic rights of the customer

- (a) Right to Fair Treatment
- (b) Right to Transparency, Fair and Honest Dealing
- (c) Right to Suitability
- (d) Right to Privacy
- (e) Right to Grievance Redressal and Compensation.

Each one of the above spectrums of rights is described hereunder:

#### **4.01 Right to Fair Treatment:**

The Bank will -

- i. Act courteously, fairly and reasonably in all dealings with customers.
- ii. Promote good and fair banking practices by setting minimum standards in its dealings with customers;
- iii. Increase transparency so that customer can have a better understanding of what they can reasonably expect from bank;
- iv. Make sure that its documents & procedures are clear and not misleading and that customer are given clear information about the products and services.
- v. Train its staff attending to the customer adequately and appropriately periodically;
- vi. Ensure that staff members attend to the customers promptly and with courtesy. Unnecessary delay in rendering services will be cut down.
- vii. Ensure that the products and services offered are in accordance with the relevant laws & regulations and are in conformity to the directives of the Reserve Bank of India issued from time to time.
- viii. Endeavour to encourage its customers to approach the Bank's internal grievances machinery and approach alternate Fora after exhausting all his remedies under Bank's internal grievance mechanism.
- ix. Give them clear information about how it works, the terms & conditions and the information about applicable interest rates, when customers have chosen an account or service.
- x. Help customers to use their account or services by sending regular statements on demand / request (where appropriate) and will keep customers informed about changes in the interest rates, charges or terms & conditions.

- xi. Not discriminate unfairly against any customer on grounds such as gender, age, religion, caste and physical ability.
- xii. Have to design, under social necessity, certain special products and schemes, which are specifically designed for members of a target market group, which would not tantamount to unfair practice.

#### **4.02 Right to Transparency, Fair and Honest Dealing**

The Bank will -

- i. Ensure that the customers are provided terms & conditions in respect of product in simple language, easily understandable, and with sufficient information so that the customer reasonably makes an appropriate choice of product.
- ii. The key risks associated with the product as well as any features that may especially disadvantage the customer will be made known to him/her. Most Important Terms and Conditions (MITC) shall be clearly brought to the notice of the customer while offering the product.
- iii. Ensure full transparency to the customer in levying of various fees/service charges and penalties.
- iv. To educate the customers in the use of technology in banking Bank will make use of Print media, Television, All India Radio/local radio for this purpose.
- v. Display the charges schedule on website and copy of it shall also be made available at branches. The charges schedule shall be made available on digital notice board/signage at the branches.
- vi. Advise the customer at the time of selling the product of the rights & obligations embedded in law or regulation, as well as the need to report any critical incidents that they encounter, suspect or discover.
- vii. Provide advice consistent with the interests of the customer, if the bank is engaged by the customer for this purpose.
- viii. Not terminate a customer relationship without giving reasonable or contractual prior notice to the customer.
- ix. Assist the customer in managing their financial relationship by providing regular account statements and other related information, as and when demanded.
- x. Ensure that all marketing and promotional material sent to the customer is clear and not misleading to the target customer.

- xi. Not threaten the customers with physical harm, exert influence that is outside normal and reasonable business practice, or engage in behaviour that would reasonably be construed as unwarranted harassment.
- xii. Display the policies on Deposits, Cheque Collection, Grievance Redressal, Compensation & Collection of Dues and Security Repossession on website.
- xiii. 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.
- xiv. Inform the customer of any change in the terms and conditions through a letter or statement of account or SMS.
- xv. Communicate to the customer any changes in the terms and conditions, fees, service charges, discontinuation of particular products, relocation of provider offices, changes in working hours, change in telephone numbers, etc.
- xvi. Make appropriate arrangements for receiving complaints and suggestions – Complaint Register & Suggestion Box at all its Branches.
- xvii. Convey in writing the reason for non-acceptance of an application for loan when asked for.

#### **4.03 Right to Suitability**

##### **The Bank will -**

- i. Ensure that the products offered are appropriate to the needs of the customer and based on an assessment of the customer's financial circumstances and understanding.
- ii. Ensure that products offered to customer are assessed suitably and approved by the Management, Board or any other Competent Authority of the Bank.
- iii. Sell third party products only if it is authorized to do so.
- iv. Ensure that the products being sold or service being offered, including third party products, are in accordance with extant rules and regulations.
- v. Ensure to 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.
- vi. Examine the structure of fees/service charges/penalties to ensure that they are reasonable.

#### **4.04 Right to Privacy**

The Bank will –

- i. Treat all personal information of customers as private and confidential (even when the customer is no longer banking with our bank), and shall be guided by the following principles and policies.
- ii. Not reveal information or data relating to customer accounts, whether provided by customer or otherwise, to anyone, including other companies/entities in our group, other than in the following exceptional cases:
  - Give the information by law or if required by the banking regulator.
  - Give the information if required by Investigating Agency, Police, Court, Income Tax Department or any other State/Central Statutory Authority.
  - If there is a duty towards the public to reveal the information.
  - If interests of the bank requires to give the information, for example, to prevent fraud.
  - If customer authorizes the bank to reveal the information.
  - If bank is asked to give a reference about customer, bank will ensure to obtain the customer's written permission.
- iii. Not use personal information of customer for marketing purpose by anyone including ourselves unless the customer has specifically authorized it.
- iv. Ensure that their staffs is made aware of the Banker's obligation to maintain secrecy arising out of contractual relationship between the Banker and the Customer and that no information should be divulged to third parties except under special circumstances which are well defined.

#### **4.05 Right to Grievance Redressal and Compensation**

- i. The bank's policy on grievance redressal will be on the under noted principles.
  - Customers are treated fairly at all times.
  - Complaints raised by customers are dealt with courtesy and on time.
  - Customers are fully informed of avenues to escalate their complaints/grievances within the organization and their rights to alternative remedy, if they are not fully satisfied with the response of the bank to their complaints.
  - The bank employees will work in good faith and without prejudice to the interests of the customer.

- ii. The policy document will be made available at all Branches and shall also be displayed on the Bank's website. The Bank shall also ensure that all employees concerned are informed about the complaint handling process and its subsequent updates.
- iii. The Bank has laid down procedures for fair and expeditious handling of customer's grievances. In case of any difficulty in transactions, the customers may approach the officer concerned or the Branch Incharge, who will ensure that the customer's grievance is attended to. However, if this does not happen, customers may demand the complaint register, which is available in all branches and lodge written complaint. A copy of the complaint shall be returned to customer with acknowledgement. Banks' efforts will be to ensure that the redressal of the complaint takes place expeditiously and in any case within a maximum period of 21 days. If for any reason the branch is unable to redress the grievance within 21 days the customer will be informed of the reasons and the action taken for early redressal.
- iv. In case of difficulty with the Branch, or unsatisfactory reply in respect of complaint lodged with the Branch, the customer can approach the Regional Head of the Regional Office under who's administrative control the Branch functions. The contact particulars of the Regional Office can be obtained from the Branch or from Central Office.
- v. The customer is welcome to write to Branch Banking Department at the Central Office on following address:

Punjab & Maharashtra Co-operative Bank Ltd.  
Central Office - Branch Banking Department  
Office no. 4 & 5, 3<sup>rd</sup> Floor, Dreams Mall,  
L.B.S. Marg, Bhandup (W)  
Mumbai - 400078  
**E-mail ID: helpdesk@pmcbank.com**

- vi. The Branch, Regional Office or the Central Office as the case may be, will acknowledge the grievance within five days of receipt and initiate action to get the grievance resolved within a maximum period of three weeks. The customer will also be kept informed of the action taken, the reasons for delay, if any, in redressal and the progress in redressal of grievance.
- vii. In case the customer is unhappy with the service or redressal provided by the bank he/she can also approach the Banking Ombudsmen located in State Capitals for redressal. The details are also available at <http://www.bankingombudsman.rbi.org.in/>

- viii. This Policy will be valid for a period of 2 years i.e. 2015 – 16 and 2016 – 17. However, the Policy will be reviewed and modified based on guidelines and directives issued by the Reserve Bank of India from time to time, policies of the Bank and the change in the law. Any policy before implementation should be approved by the Board of Directors of the Bank.

#### **4.06 Customer Responsibility**

While the Bank is committed to render excellent customer service, to its clientele coupled with courtesy and hassle free manner, fair treatment and quick redressal of grievances, customer too has certain obligations to be performed on his part. Some of them are as under:

- i. The Bank is not responsible for any loss incurred by the customer if he acts fraudulently and/or does not take reasonable care on account of which he incurs loss.
- ii. The Bank also will not be responsible for any loss to him arising out of loss of cheque book, PIN, compromising of passwords and parting with confidential information, unless they are intimated to the Bank in time.
- iii. The Bank will also not be responsible for any loss caused by extraneous circumstances, which are beyond its reasonable control.
- iv. The Bank will expect customers to treat the employees of the Bank with dignity and respect.
- v. The Bank expects the customers to deal with it honestly and in fair manner. He would furnish correct personal details such as address, mobile number, and email address for speedy and effective communication, when required.

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