



## Policy on Customers Rights

OF

**HDB FINANCIAL SERVICES LIMITED**

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### Review

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### Distribution list

- Customer Support Unit
- Branches
- Central Operations Unit
- Sales

### Placement

Portal

## Introduction

HDB Financial Services (“HDBFS” or the “Company”) believes that protection of Customer’s interest is an integral aspect of financial inclusion and to substantiate that, the following comprehensive Customer Rights Policy (The Policy) has been put in place.

The Policy enshrines basic rights of the Customers of the Company. It spells out of the rights of the Customer and also the responsibilities of the Company. The Policy applies to all products and services offered by the Company or its agents, whether provided across the counter, over phone, by post, through interactive electronic devices, or internet or by any other method.

### 1. Right to Fair Treatment

HDBFS believes that a customer has a right to be treated with courtesy should not be discriminated against on grounds such as gender, age, religion, caste, race, marital status, financial status and physical disability when offering and delivering financial products.

In pursuance of the above principle, the Company has adapted the Fair Practices Code (the Code) in relation to its lending activities. The areas where the Code is applicable are:

- i. Application for loans and their processing -Lending (application, processing, sanction, disbursement, communication & acknowledgement)
- ii. Detailed appraisal of proposals cleared in principle and sanctioned/ rejected
- iii. Loan appraisals and terms /conditions
- iv. Applicability of Interest Rate and Other Charges
- v. Recovery of loans
- vi. Loan against gold Jewellery
- vii. Repossession of Security
- viii. Grievance Redressal process

The Code is uploaded on our website ([https://www.hdbfs.com/sites/default/files/customer-services/FPC\\_Grievance\\_Redressal\\_Policy\\_October\\_2024\\_06022025.pdf](https://www.hdbfs.com/sites/default/files/customer-services/FPC_Grievance_Redressal_Policy_October_2024_06022025.pdf)) for ready reference of the customers. The Code is also available at the branches and a copy of the same can be provided to customers on request. The copy the Code is also sent to the customers along with the welcome kit or through email on availing a product from the Company.

### 2. Right to Transparency, Fair and Honest Dealing

The Company has been making every effort to ensure that the contracts or agreements it frames are transparent, easily understood by and well communicated to the common person. The Product’s price, the associated risks, the terms, and conditions that govern the use over the product’s life cycle will be clearly disclosed to the customer. If during the course of relationship, the customer feels that the company has misled him/her or has subjected to unfair business or marketing practices, coercive contractual terms, negative confirmations, or the company has threatened with physical harm or

misleading representation, then he / she can exercise his rights of complaining to the company as per the process prescribed in the Grievance Redressal Policy.

In pursuance of the above Right, the Company will ensure complete transparency so that the customer can have a better understanding of what he or she can reasonably / fairly expect from the Company and its products and services.

In this regard, the Company shall provide any one or more of the following documents, detailing the terms and conditions and schedule of service charges of the Products and Services applied for and this will be ensured at the time of applying for a service / product of the Company. In case of any assistance required in translating the said documents in the regional language, customers can make a request on the same and the Company can facilitate the customer by providing the following documents in vernacular language.

- Application form
- Key Fact Statement
- Loan Agreement
- Schedule of charges
- Sanction letter /Delivery Order
- Product Brochures
- Welcome letter / kit post on-boarding the customer

The Company shall communicate the schedule of service charges and the important information / changes relating to the Products / service by way of an information display on the website or other mode of communication, as prescribed in the Code as part of Company's commitment to Customers. The customers are advised to review the product documents, records and also contact the Company (<https://www.hdbfs.com/customer-services/customer-support>) for any query / clarification regarding the products / service, being discussed / offered, before availing the products and services.

Further, the Company shall

- i. Ensure that the Company's dealings with the Customer rest on ethical principles of equity, integrity, and transparency.
- ii. All communications to the Customers/borrowers shall be made in English/ Vernacular Language or the language easily understandable by the borrower.
- iii. Provide information on interest rates, fees and charges either on the Notice Board in the branches or website or through SMS/Emails or through electronic or print media and where appropriate the Customer will be informed directly.
- iv. The website of the Company will be updated with any revisions in the Floating Reference Rate and in Service charges which will be effective only prospectively.
- v. The Company shall give notice to the borrower in such language as understood by the Customer of any change in the terms and conditions including disbursement schedule, interest rates, service charges, prepayment charges, cheque bounce charges, swap charges, late payment penalty etc. Changes in interest rates and charges will be effective only prospectively.
- vi. The company has code of conduct in use by staff and process in place for training staff to deal with customers appropriately and effectively, so that employees act in an honest and ethical manner when interacting with Customers.

- vii. The Company will issue written acknowledgement for each loan application in the prescribed format immediately on receipt of the application. Time frame within which loan applications will be processed would be indicated in the acknowledgement of such applications.
- viii. The Company would ensure that there is proper credit appraisal on all applications. The appraisal would be in line with the Company's credit policies and procedures and relevant regulatory guidelines.
- ix. The Company would convey to the borrower by means of a sanction letter, the same shall include amount of loan sanctioned along with the terms and conditions including annualised rate of interest and method of application thereof and all other upfront charges such as processing fees.
- x. Display on public domain the Company's Policies on Grievance Redressal, Interest Rate Policy, Joint lending policy  
The above Policies and other important information can be accessed by visiting Company's website(<https://www.hdbfs.com/policies>)

### **3. Right to Privacy**

Customers' personal information given to the Company would be kept confidential unless they have offered specific consent to share the information to any financial services provider or such information is required to be provided under the law or it is provided for a mandated business purpose (for example, to credit information companies). The Company believes that Customers have the right to protection from all kinds of communications, electronic or otherwise, which infringe upon their privacy.

In pursuance of the above Right, Company will –

Treat Customer's personal information as private and confidential (even though the customer is no longer associated 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 required by statutory/ regulatory bodies and authorities including but not limited to the Reserve Bank of India or the Securities and Exchange Board of India (including central and local government) and law enforcement authorities, etc..

The Company shall ensure to safeguard the security and confidentiality of any Personal Information shared with it. Any of the personally identifiable information obtained by us from customers shall not be used or shared other than for the purposes to which Customer provide consent.

The Company may also receive information about Customers from third-party social networking services or third-party application / websites, if they are already connected with those services. HDBFS shall, at all times, ensure to implement reasonable security practices and procedures (such as managerial, operational, physical and technical) for the purpose of protection and safeguarding our Customers personal data and information as the same is of vital importance to HDBFS.

#### 4. Right to Grievance Redressal

The Company will endeavour to provide clear and easy way to raise any valid grievances against the Company for speedy redressal as per Grievance Redressal Policy of the Company.

In case of non-compliance by the Company observed by a Customer on the above Policy, the customer may file a complaint on the same as per the process prescribed in the Grievance Redressal Policy of the Company (<https://www.hdbfs.com/customer-services/customer-support>).

We, at HDB Financial Services Limited (HDBFS), customer focus is a core value on which we base our business philosophy. Our personnel are committed to treat customers with politeness, courtesy, and respect at every interaction.

While the focus of our staff always is to go the extra mile to resolve customer issues, in exceptional situations, it's possible they may not be able to resolve customer complaints to full satisfaction of customers, despite the best efforts. This could be due to issues related to systems downtime, policy, compliance or expectations of the Customer that are not part of its product offerings and so on.

While most of our customers understand such compulsions, a few resort to provocative and un-parliamentary language, threats, or rude and disruptive behaviour. Such behaviour impacts the morale, dignity, and consequently, the efficiency of our staff. In case of any unsavoury incidences as mentioned herein, the Company reserves the right to act as per extant laws of the land.

In the event that the resolution to any complaint/query is not up to full satisfaction of customers, despite our best efforts, the customers will have the option for further escalation as per RBI Internal Ombudsman Scheme.

(For more information, customer can refer the link as <https://www.hdbfs.com/customer-services/customer-support> )