

Customer Care Policy
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Index

Sr. No.	Particulars	Page No.
1	Introduction	4
2	Aims and Objectives	4
3	Scope	4
4	Policy Framework	5
5	Review of Policy Framework	8
6	Employee Recruitment/Training/Education around Customer Service	9
7	Customer Education	9
8	Safe Banking	10
9	Customer Protection	10
10	Customer Grievance Redressal	11

1. Introduction

The success of any organization, particularly of a service-oriented organization like a Bank depends on the quality of service offered to customers. Customers seek a Bank for the efficient, courteous and prompt service offered to them. As the customers are the biggest stakeholders for the Bank, the Vision Statement of the Bank “to be the most preferred and trusted Bank enhancing value for all stakeholders”, truly reflects the commitment of the Bank to enhance value to the customers by effective and efficient service delivery.

Towards this, the Mission statement of the Bank, inter alia, incorporates:

- Delighting customers with our excellent service and comprehensive suite of best-in-class financial solutions;
- Deploying world class technology, systems and processes to improve business efficiency, comply with regulatory norms and adopt best risk management and compliance practices;
- Encouraging a positive, dynamic and performance-driven work culture focused on holistic development of employees, to build a passionate, committed and future-ready workforce.

2. Aims and Objectives

In our endeavor to provide the best services to our customers, the Bank has formulated its Customer Care Policy. The policy guidelines aim to assist the staff in rendering high-quality customer service consistently and to continually improve its services.

The objective of this policy is to highlight the quality standards to be adopted by the Bank for rendering high-quality customer service.

3. Scope

This policy is applicable across all branches/businesses and customer segments of the Bank, and is to be read in tandem/ correlated with the changes/modifications that may be advised by RBI and/or by any regulator and/or by the Bank from time to time. This policy applies to all products and services offered by the Bank across all the channels. Complete information on the products and services offered by the

Bank are available at all the Bank's branches and hosted on the Bank's website www.idbibank.in.

4. Policy Framework

In line with the Master Circular on Customer Service issued by the Reserve Bank of India and various Model Policies issued by the Indian Banks' Association (IBA), from time to time our Bank has already formulated and adopted various policies, with a view to focus on providing appropriate and prompt customer care. Some of these policies are listed below.

- 1) **Cheque Collection Policy*** – This policy covers all relevant aspects of Cheque collection process. Further the policy clearly provides for liability of the Bank by way of payment of interest when there is a delay in collection of cheques as against the standards set by the Bank.
- 2) **Customer Compensation Policy*** – This policy details the guidelines whereby the Bank compensates a customer for any financial loss that the customer might incur on account of any deficiency in service/omission/commission directly attributable to the Bank.
- 3) **IDBI Bank Deposit Policy*** – The policy recognizes the rights of depositors and aims at dissemination of information with regard to various aspects of deposits viz. acceptance of deposits, conduct and operations of various deposits accounts, payment of interest on various deposit accounts, closure of deposit accounts etc. for the benefit of customers.
- 4) **Grievance Redressal Policy*** – This policy aims at providing prompt and efficient grievance redressal across Bank's Customer touch points and minimizing instances of customer complaints through proper service delivery and review mechanism.
- 5) **Customer Rights Policy*** – The policy aims to enable the Customer to know before or during a relationship, his/her rights and responsibilities in his/her dealings with the Bank, ensure that the staff at all levels in the Bank are aware

of the policy of the Bank in this regard, so that dealings with the Customers are uniform across geography and types of customers and are based on transparent standards/procedures and educate customers about their rights.

- 6) **Customer Severance Policy** – This policy indicates the rights and responsibilities of the Customer and Bank, should there be a situation requiring severance of relationship between the Bank and the Customer.
- 7) **In-operative accounts and unclaimed deposits policy** – Provides framework for Classification of Unclaimed Deposits, finding whereabouts of the customer, Grievance Redressal Mechanism for quick resolution of Complaints, Monitoring of transactions in such accounts, record keeping and Periodic Review of such accounts, guidelines with regards to transfer of unclaimed deposit amount to Depositor Education & Awareness Fund (DEAF) of RBI etc.
- 8) **Policy on Settlement of Claims of deceased depositors & Return of Article in Safe deposit Locker/ Safe Custody** - This operating procedure aims at providing a speedy resolution to the claimants/legal heir(s) of a deceased Depositor/Locker Hirer/Safe custody holder.
- 9) **Unauthorized Electronic Banking transaction policy*** – This policy aims at having a system whereby the Bank compensates a customer for any Unauthorized Electronic Banking transactions in line with the instructions of RBI. It also enables the Customer to know before or during a relationship, his rights and responsibilities in matters relating to ‘Electronic Banking Transactions’ so that the customer can take informed decision in this regard.
- 10) **Policy on Collection of Dues and Repossession of Security*** – This policy aims at recovery of dues in the event of default and is not aimed at whimsical deprivation of the property. The policy recognizes fairness and transparency in repossession, valuation and realization of security. All the practices adopted by the Bank for follow up and recovery of dues and repossession of security will be in consonance with the law.

- 11) **Door-Step Banking Policy for Senior Citizens and Differently-abled Persons*** – This policy details the various services offered to Senior Citizens & Differently abled customer at their door-step and the guidelines and processes related to the same.
- 12) **Know Your Customer (KYC) Policy** – The policy aims at laying down a framework to prevent the Bank from being used intentionally or unintentionally, by criminal elements for money laundering or financing of terrorist activities by opening accounts in anonymous/fictitious/benami names. It also lays down process and controls for detecting and reporting suspicious activities and enables the Bank to understand financial dealings of customers to enable prudent risk management.
- 13) **Fair Practices Code for Lending*** – This Code is a voluntary code adopted by our Bank, with a view to setting out Fair Lending Practices in a transparent manner.
- 14) **Citizen’s Charter*** – This charter highlights IDBI Bank's commitments towards customer satisfaction, thus ensuring accountability and responsibility amongst its officials. It promotes fair Banking practices and gives information in respect of various activities relating to customer service.
- 15) **Coverage of deposits under the insurance scheme offered by Deposit Insurance and Credit Guarantee Corporation of India (DICGC)** – This scheme outlines that depositors in a bank are insured up to a certain amount for both principal and interest amount held by them in the same right and same capacity as on the date of liquidation/cancellation of bank's license or the date on which the scheme of amalgamation/merger/reconstruction comes into force.
- 16) **Internal Ombudsman Scheme** - The ‘Internal Ombudsman Scheme 2018’ introduced by Reserve Bank of India, was adopted by the Bank with the objective of enabling and ensuring a proper and speedy resolution of complaints of Bank customers at the Bank level by an independent apex level authority within the Bank.

17) Policy on Safe Deposit lockers and safe custody of Article facility – This policy provides the details of operational guidelines related to the facility of hiring of Safe Deposit Lockers and Safe Custody of Article as an ancillary service to the customers.

** These policies/documents are available for customers on the Bank's website www.idbibank.in at Customer Care > Customer Education > Regulatory Disclosures. The policies are also available at all the branches of the Bank.*

These policies detail the guidelines for dealing with the customer service requirements under relevant situations and towards ensuring fair treatment to all the segments of customers (including the needs of special sections like senior citizens, differentially-abled customers etc.) in all dealings/interactions with the Bank. All such policies are being reviewed periodically.

The Bank shall ensure that these policies are further detailed in the form of operational guidelines/procedures, as applicable, and communicated to all the staff to facilitate superior service to customers.

5. Review of Policy Framework

The Bank has constituted Customer Service Committee of the Board (CSCB), which reviews major areas of customer grievances and measures taken to improve customer service. The Standing Committee on Customer Service (SCCS) has been constituted which evaluates the feedback on quality of customer service and would be responsible to ensure that all regulatory instructions regarding customer service are followed by the Bank.

Branch Level Customer Service Committee (BLCSC) has also been constituted at all branches and provides a forum for direct interaction with a cross section of branch customers. Accordingly, BLCSC meetings are held on 15th of every month (on next working day, if 15th happens to be a holiday). The internal inspection/audit of the Bank will address attributes on customer service and complaints management to give due representation to these elements in the final audit report.

The Bank conducts a triennial audit of customer service by thoroughly reviewing its customer service practices every three years to identify discrepancies, errors and areas for improvement, ensuring compliance in line with the guidelines issued by the Reserve Bank of India.

6. Employee Recruitment/Training/Education around Customer Service

- a) The Bank ensures that during the personal interview conducted for the recruitment, the interview panel assesses the candidates on general attitude, behaviour, communication skills, customer orientation skills and relationship management skill, in addition to subject matter knowledge.
- b) The Bank takes steps to ensure that the staff manning positions in the Customer Service Departments/Public Dealings in the Bank receive training so that customer's expectation from the Bank are met and efforts are made to provide best customer service. The customer complaints and service related issues are professionally handled so that there is no cause for customer dissatisfaction.
- c) The Bank has been providing dedicated customer service excellence programmes for its employees handling customer service in branches, besides training all officers in customer care/service.
- d) The Bank also has developed online training modules on Customer Service for training its staff.

7. Customer Education

The Bank shall strive to create awareness among customers on financial education through different mediums and technology and shall cover key segments of customers across geographies. The Bank shall adopt various approaches to proliferate financial literacy as part of a larger corporate strategy. The Bank shall give special impetus to educate customers in the use of technology in banking especially with regard to not sharing account credentials to third party and not to fall prey to unwanted SMS or Tele-Calls or mails from third parties. In compliance to the RBI directions, the Bank has allocated suitable budget for the activities planned for awareness initiatives. Further, a quarterly status report will be placed before the

Customer Service Committee of the Board, to review the awareness initiatives and assess their impact.

8. Safe Banking

The Bank is committed to provide the customers safe and secure online-banking as well as traditional-banking. The Bank has adopted several measures to enhance the security of customers' funds and protection of their account.

IDBI Bank's "Do's and Don'ts of Banking", hosted on the Bank's website www.idbibank.in, sets out simple steps the customers can take to ensure that their money and personal details are safe and secure. Further, Bank also periodically sends SMS's and e-mails to the registered mobile number/e-mail ids of the customers for Safe Banking.

9. Customer Protection

The Bank has embraced the following measures for Customer Protection:

- Formulated Customers Right Policy which spells out the rights of the customer and the responsibilities of the Bank.
- Adopted Fair Practices Codes for Lending, which inter-alia covers general principles on adequate disclosures on the terms and conditions of a loan.

Apart from the above, the Bank regularly sends informative mails and advisories to the customers for protection of their account against unauthorized transactions. Further, in case of any unauthorized transaction, the same may be reported to the Bank through any one of the channels viz. Phone Banking, Branch, Website, Email etc.

It may be noted that, the rights and obligations of the customer for reporting unauthorized transactions to determine customer's liability and the compensation payable by the Bank thereof would be governed by the Policy on "Unauthorized Electronic Banking Transactions" which would be in consonance with the RBI circular on Customer Protection - Limiting Liability of Customers in unauthorized Electronic Banking transactions.

10.Customer Grievance Redressal

The Bank clearly recognizes grievance redressal as a vital component to customer service and has in place a well-defined Board approved Grievance Redressal Policy. The Bank has also implemented Standardized Public Grievance Redressal System (SPGRS) so as to ensure timely & qualitative redressal of complaints received from the customers and also to maintain escalation of complaints to Office of Reserve Bank of India Ombudsman (ORBIO), RBI/regulatory level to a bare minimum.

Deputy Zonal Heads at all zones are designated as Quality Assurance Officers to ensure that the intent of policy is translated into the content and its eventual translation into proper procedures.

The Bank has also put in place a system whereby in case the Bank decides to reject a complaint and/or decides to provide only partial relief to the complainant, it would invariably forward such cases to the Internal Ombudsman (IO) for further examination. In case the customer is still not satisfied with the reply received from the Bank or has not received a reply within a period of one month of lodging the complaint with the Bank, the customer can approach the Office of the RBI Ombudsman under the Integrated Ombudsman Scheme, 2021 formulated by RBI.

The Policy would be reviewed on annual basis.
