

**GRIEVANCE REDRESSAL POLICY  
SMBC GIFT CITY BRANCH**

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## 1. Introduction

SMBC Group is committed to putting customers first by providing quality and innovation through its products and services. We, SMBC Gift City branch ('the Bank'), value your views and feedback, both positive and negative. It is the experiences you have that you share with us that helps us to continuously improve and develop our products, services and processes.

The Grievance Redressal Mechanism articulates our objective to minimize the instances that give rise to customer complaints & create a review mechanism to ensure consistent & superior service behavior.

SMBC's policy on grievance redressal follows the following principles:

- Customers be 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 SMBC to their complaints
- SMBC employees work in good faith and without prejudice to the interests of the customer

This mechanism will ensure that the redressal sought is fair and is permissible within the given framework of rules and regulation. Every customer has full right to register his complaint if he/she is not satisfied with the services provided by the bank or its service providers. Customers can give their complaint in writing, orally or over telephone.

## 2. Internal Machinery to Handle Customer Complaints/Grievances

[Redressal Mechanism with Timeframe]

### Level 1:

Should you have any opinion as to how we can better serve you, you may contact your account manager in person, by telephone, or post; in providing your opinion. Alternatively, if you wish to choose other communication channel in relation to the handling of your complaint or need further assistance, you may write to:

[mailto:contact-us\\_gift@in.smbc.co.jp](mailto:contact-us_gift@in.smbc.co.jp); or

by post at the following correspondence address or visit us at:

### **Sumitomo Mitsui Banking Corporation – GIFT City Branch**

201B, Brigade International Financial Centre,

2nd Floor, Building No- 14A,

Block-14, Zone 1, Gift City, GIFT SEZ,

Gandhinagar- 382355

Or Call at:

91- (079) 6926-8600

**Working Hours**

Monday- Friday (9:30 AM to 5:30 PM)

**In the case of written customer feedback:**

Our staff will help the customer with any questions that the customer may have. Within two business days of the receipt of the feedback, we will send you an interim response / acknowledgement to the customer.

**In the case of customer feedback other than a written complaint:**

Our staff will help the customer with any questions that the customer may have. Within one week of the receipt of the feedback, we will send you an interim response / acknowledgement to the customer.

After examining the matter, we will send our response within 30 days of receipt of the feedback. We shall endeavor to provide a response to letters/ emails received through this channel within the given time frame and we shall keep the customer informed on progress either by phone or in writing.

**Level 2:**

In case the responses received through the above channels are not satisfactory, he/she can write to [IBU Compliance Officer](#) to examine your issues. The complaint will be responded within 15 working days from receipt of escalation.

**Level 3:**

If you feel that your concerns have not been fully addressed yet or if you do not hear from our officers, he /she can write to [IBU head](#).

In respect of grievance redressal and customer service, the Governing Body will govern the following:

- i. The formulation of the Customer Grievance Redressal policy and ensure effectiveness of this mechanism adopted by the bank.
- ii. Evaluate feedback on quality of customer service rendered.
- iii. Ensure that all regulatory instructions regarding customer service are followed by the bank.
- iv. Consider unresolved complaints/grievances referred to them for redressal and offer their advice.

The Governing Body would also examine any other issues having a bearing on the quality of customer service rendered and initiate prompt corrective action wherever service quality/skill gap have been noticed.

### **3. Resolution of Grievances and Timeframe**

The customers can highlight their complaints / issues with SMBC Gift as mentioned in point no. 2 of this policy. The officer in the concerned unit with whom the customer has raised the issue is responsible for the resolution of complaints/grievances. The Compliance Officer can also be contacted by the customers for lodging their complaints. It will also be ensured that the complaint is escalated to the appropriate levels in case it is not possible to resolve it at a branch level. Whilst the ultimate endeavor is to ensure resolution of the complaint at the earliest through proper communication with the customer, we also have a robust mechanism to handle these complaints, review them from a point of view of understanding reasons for the complaint and for the escalation and working on prevention of recurrence thereof.

Any complaint from any source against the dealers shall be promptly investigated including Serious complaints alleging acceptance of gifts and other favours (or any other gratification) by the dealers and shall be put up to the appropriate authorities for necessary action including Branch Head.

If any case needs additional time, the Bank will inform the customer why the resolution is being delayed and provide expected timelines for the resolution of the issue.

### **4. Sensitizing Operating Staff on Handling Complaints**

All staff of the Bank is educated on our complaint redressal mechanism. We endeavor to treat our customers respectfully and are confident that we have the mechanism to understand customer problems on a continuous basis.

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