



POLICY ON GRIEVANCE REDRESSAL MECHANISM
OF
DMI FINANCE PRIVATE LIMITED

Summary of the Policy:

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Reviewed by	Customer Success
Owner / Contact	Compliance Department
Recommended By	Risk Management Committee
Approver	Board of Directors

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Review Frequency:

Once every year to include process changes and applicable regulatory updates.

Preamble:

This document describes the Grievance Redressal Mechanism to be followed by DMI Finance Private Limited.

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1. Introduction

DMI Finance Private Limited (**hereinafter referred as the “Company” or “DMI”**) is registered as a Non-Deposit Accepting Non-Banking Financial Company (**‘NBFC’**) and categorized as a NBFC – Middle Layer as per the Master Direction – Reserve Bank of India (Non-Banking Financial Company – Scale Based Regulation) Directions, 2023 (as amended from time to time) (**“Master Direction”**) with the Reserve Bank of India (RBI) vide NBFC Certificate of Registration No. N-14.03176.

In accordance with Chapter VII of the Master Direction on Fair Practices Code, DMI has formulated this Policy, hereinafter referred to as “Policy on Grievance Redressal Mechanism” (the “Policy”).

Our Grievance Redressal Mechanism is designed to ensure that all customer complaints and concerns are addressed promptly and effectively. We encourage our customers to raise grievances through designated channels, and we commit to resolving issues within a specified timeframe. Our dedicated grievance redressal team will investigate each complaint thoroughly and provide feedback to the complainant. We aim to foster transparency and trust, ensuring that our clients feel heard and valued in their interactions with us.

2. Applicability

This Mechanism applies to all customers, stakeholders, and employees of the Non-Banking Financial Company (NBFC). It encompasses all services and products offered by the company, including but not limited to loans, investments, and customer support. This Mechanism is intended for use in all customer interactions, including face-to-face communications, telephonic conversations, and electronic correspondences. Additionally, it applies to any third-party service providers engaged by the NBFC in delivering services to customers. All parties involved are encouraged to familiarize themselves with the Mechanism to ensure effective communication and resolution of grievances.

3. Objective of the Mechanism

- (i) All customers are always treated fairly and without bias.
- (ii) All issues raised by customers are dealt with courtesy and resolved on time.
- (iii) Customers are made completely aware of their rights so that they can opt for alternative remedies, if they are not fully satisfied with our response or resolution to their complaint

This Mechanism is applicable to all customers of DMI and all the matters brought to the notice of DMI through its recognised correspondence and interaction channels. This excludes the cases which are sub-judice.

4. Key Parameters

Following are some of the key parameters of the Grievance Redressal Mechanism (**“GRM”**) adopted by the Company:

- (i) Resolution of customer complaints/ disputes/ queries within a prescribed time frame.
- (ii) Ensuring that all complaints/ disputes/ queries of customers are heard and disposed of at least at the next higher level.
- (iii) The Company shall take-up the complaint/ grievance promptly and resolve the matters expeditiously within a period of 30 days. If the complaint/ grievance is not resolved within a period 30 days, the borrower can submit a complaint through the Complaint Management System (**“CMS”**) portal under the Reserve Bank-Integrated Ombudsman Scheme.

All communications shall be in vernacular language/ language understood by the borrower.

5. Overview of Customer Service

Customer interactions are categorized as under:

- i. Queries (Q) - Customer requirements which can be attended to and closed immediately, without requirement of further processing.
- ii. Requests (R) - Customer requirements which need further processing and are not in the nature of complaint.
- iii. Complaints (C) – Complaints should be raised in the following scenarios:
 - a. Non-closure of request within promised timeframe (TAT);
 - b. Deficiency in promised action and services provided to the customers in writing;
 - c. Breach of agreed terms and conditions of the loan contract;
 - d. Nondisclosure of material terms as required under the Fair Practices Code;
 - e. Action and behavior of the company employee and partner resulting in wrongful financial loss where customers have cited facts of incident.

6. Channels, Escalation Matrix and Timelines for Grievance Redressal within DMI:

DMI operates into various business segments namely Consumption Loans, Personal Loans, and MSME Loans including Term loans and Loan against Shares offered to High Net-Worth Individual (HNI)). Since the customer segment and queries/enquiries would vary therefore the Company has decided to have separate escalation matrix and timelines for each business segment.

(1) Channels for registering Customer Grievances: Consumer/ Retail Loans/e-KYC (UIDAI): For Consumer/ Retail Loans (*which includes Consumption Loans, Electric Vehicle loans, Loans Against Securities, Personal Loans and MSME Loans including Term loans and Loan against Shares*) and for Loans to Individual (*which includes Term loans and Loan Against Shares*) and e-KYC (UIDAI KUA) process, the customers can register their complaints/ queries/ enquiries through the following channels:

(a) Voice Support- The customer can call us at Consumer Credit Customer care at **08064-807- 777** between **9:00 am to 8:00 pm** from Monday to Saturday.

(b) Email Support- Please write to us at customercare@dmifinance.in (***Please ensure to mention your loan account number and contact number in the email***). The customer will receive an automated acknowledgement immediately and will receive a response from the team **within 3 business days** but there would be instances wherein the team may even take longer to respond/reply.

(2) Escalations within the Company:

(a) Level 1: A customer can escalate the matter to grievance@dmifinance.in in case he/she is not satisfied with the response received on the query /request or doesn't receive any response from the Customer Care team. Depending on the query/dispute/grievance, a written reply/resolution will be sent to the customer within **5 business days** at his/her registered email id with the Company.

(b) Level 2: A customer not satisfied with the response received or doesn't receive any response from Level 1, can further escalate the matter/ query/ complaint to the below:

Name of Grievance Redressal Officer	Mr. Ashish Sarin Senior Vice President - Customer Success Express Building, 3 rd Floor, 9-10, Bahadur Shah Zafar Marg, New Delhi- 110002
Contact No.	011-41204444
Email Address	head.services@dmifinance.in

The Grievance Handling mechanism shall be governed as per the Reserve Bank - Integrated Ombudsman Scheme, 2021 read in conjunction with Master Direction - Reserve Bank of India (Internal Ombudsman for Regulated Entities) Directions, 2023. The Grievance handling will also take into account the relevant guidelines under the Fair Practices Code prescribed by RBI.

- (3) If the customer is not satisfied with the resolution received or if the customer does not hear from DMI within the prescribed timelines, then he/she may lodge their complaint on RBI CMS portal - <https://cms.rbi.org.in> Or send your complaint form (format) to the below mentioned address:

Centralized Receipt and Processing Centre,
Reserve Bank of India, 4th Floor,
Sector 17, Chandigarh – 160017
Toll free No. – 14448

7. Display of GRM:

For the benefit of the customers, the Company has displayed the GRM prominently, in all the office premises of the Company. The customers can also access the GRM on the website of the Company through the link <https://www.dmifinance.in/grievance-redressal.html>.

8. Process for Filing a Complaint with the Principal Nodal Officer

For any queries or concerns customers can reach us through multiple service channels by clicking on - <https://www.dmifinance.in/customer-zone/customer-assistance/>

in case customers are not satisfied with the resolution provided by our customer care executive, the details of the Principal Nodal Officer are given below:

a) PRINCIPAL NODAL OFFICER OF THE COMPANY:

The Principal Nodal Officer of the Company may be contacted at:

Name of the Principal Nodal Officer	Ashish Sarin Senior Vice President - Customer Success Express Building, 3 rd Floor, 9-10, Bahadur Shah Zafar Marg, New Delhi- 110002
Contact Number	011-41204444
Email Address	grievance@dmifinance.in head.services@dmifinance.in

b) Process for Filing a Complaint with the Principal Nodal Officer:

Step 1. Written Complaint to Regulated Entity at the end of 30 days.

Step 2. If the complaint is rejected wholly or partly by Regulated Entity and customer remain dissatisfied with response OR No reply is received from Regulated Entity if customer has not approached any other forum.

Step 3. File Complaint with Ombudsman:

- Online on CMS Portal (<https://cms.rbi.org.in>) OR
- Email at CRPC@rbi.org.in; OR
- Physically to Centralized Receipt & Processing Centre (CRPC), Reserve Bank of India, 4th Floor, Sector 17, Chandigarh-160 017. Contact Centre with toll free no – 14448 (Timing - 9:30 am to 5:15 pm).

9. Process Improvements

Based on the findings and validation of complaints handled by the Internal Ombudsman, a thorough root cause analysis is conducted on the top categories of complaints to identify any significant gaps and lapses in existing processes. The insights and feedback gathered from this analysis are systematically shared with all relevant teams. This collaborative approach ensures that corrective actions are implemented effectively to enhance our service quality and minimize the recurrence of similar issues in the future.

10. Review of the GRM

The Board of Directors shall review this Policy at least on a yearly basis. In case, there are any regulatory changes requiring modifications to the Policy, the Policy shall be reviewed and amended accordingly.

Any other conditions/ procedure which may not be covered under this Policy shall be read as per the SBR Framework and related guidelines / circulars issued by the RBI.
