

**CUSTOMER GRIEVANCE REDRESSAL MECHANISM  
DEEVEE COMMERCIALS LIMITED**

## 1. OBJECTIVE

The Customer Grievance Redressal Mechanism is framed to provide best customer services and to comply with the Guidelines of Fair Practices Code prescribed by the Reserve Bank of India and the Fair Practices Code of the Company which *inter-alia* set out broad parameters for dealing with customers.

## 2. PRINCIPLES

Customer complaints constitute an important voice of a customer and following shall be guiding principles for dealing with customer complaints:

- Customers shall be treated fairly at all times
- Complaints raised by customers shall be dealt with courtesy and resolved in a timely manner
- Customers shall be informed of avenues to escalate their complaints within the organization, and their rights in cases when their complaints are not resolved in a timely manner or when they are not satisfied with the resolution of their complaints
- Employees and outsourced agencies shall work in good faith and without prejudice, with all customers

## 3. GRIEVANCE REDRESSAL MECHANISM

In case of any grievance, customers can intimate and record their complaints / grievances for a resolution in the manner detailed below:

### A. Registration of Complaints

- Registered Office - Customers can visit the Registered Office for registration of their grievances. Oral complaints, if any should be followed by submission of a written complaint;
- Email/ Letter - Customers can send their grievance through email at [deveecommercial@emamigroup.com](mailto:deveecommercial@emamigroup.com) or write to The Compliance Officer, Deevee Commercials Limited, 687, Anandapur, EM Bypass, 2<sup>nd</sup> Floor, Kolkata- 700107.

Customers shall ensure that they quote their application no. / sanction no. / loan account no. in every correspondence with the Company regarding their complaint.

Anonymous complaints will not be addressed in terms of this Customer Grievance Redressal Mechanism.

## **B. Time Frame for Resolution of Complaints, from date of receipt of complaint**

- (i) Normal cases (other than the one mentioned below): 10 working days
- (ii) Fraud cases, Legal cases and cases which need retrieval of documents and exceptionally old records: 20 working days
- (iii) If any case needs additional time, the Company will inform the customer the reasons of delay in resolution within the timelines specified above and provide expected timelines for resolution of the complaint.

## **C. Escalation Matrix**

If a customer is not satisfied with the resolution provided by the Company in the specified period of 10 / 20 working days, the customer can escalate the issue to:

**Grievance Redressal Officer:** Mr. Dhiraj Agarwal

**Tel. No.:** 033-6613 6264

**Email ID:** [panemamics@emamigroup.com](mailto:panemamics@emamigroup.com)

In case a grievance / complaint is not redressed within a period of one month, the customer may appeal to:

Dy. General Manager, Department of Non-Banking Supervision

Reserve Bank of India, Kolkata Regional Office

15, Netaji Subhas Road,

Kolkata-700 001

**Tel. No.:** Tel: +91 33 22312121

**Email ID:** [dnbskol@rbi.org.in](mailto:dnbskol@rbi.org.in)

## **4. REVIEW**

The Board of the Company shall periodically review the Customer Grievance Redressal Mechanism to ensure that process deficiencies, if any, are addressed. The Board shall also periodically review the Statement of Complaints received, resolved and pending, along with reasons for the same.