



Code of Conduct for Direct Selling Agents (“DSAs”), Connectors & Lending Service Providers (LSP)

The Bank shall adopt below Code of Conduct for DSAs and for Lending Service Providers and include the same in agreement with the concerned DSA & LSP respectively. As the Bank’s arrangement for lending, sourced through Digital Fintech Partnerships are also classified as DSA, and or Lending Service Providers, below Code of Conduct shall be applicable to the Bank’s Fintech partners for Digital Lending. The Bank had adopted the Model Code of Conduct for DSAs prepared by IBA aligning with the current business model. The other aspects of the model code of conduct shall be adopted whenever the Bank ventures into the respective Business models.

- A prospective customer is to be contacted for sourcing the product of the Bank only under the following circumstances:
 - When prospect has expressed his/her/its desire to acquire a product of the Bank through the Website or the call centre of the Bank or any Branch of the Bank or through Relationship Manager of the bank or has been referred to by another prospect or existing customer, or is an existing customer of the Bank who has given consent for accepting calls from or on behalf of the Bank on other products of the Bank.
 - When the prospect's name / telephone no / address is available with the Bank and has been taken from one of the lists / directories / databases approved by the DSA Manager / Team leader, after taking the consent from prospect.
 - When the prospect / customer on his/her own accord approaches the fintech through their app, website, physical presence, contact centre or any other such touch point as part of their acquisition strategy or model.
- DSA should not call any person/entity whose name / contact number is flagged in any "do not disturb" list available with the DSA.
- Telephonic contact must normally be limited between 09:30 Hrs and 19:00 Hrs. However, it may be ensured that a prospect is contacted only when the call is not expected to cause inconvenience him / her. Calls earlier or later than the prescribed time period (as above) may be placed only under the condition when the prospect has expressly authorized DSA to do so either in writing or orally.
- DSA should respect a prospect's privacy. The prospect's interest may normally be discussed only with the prospect and any other individual / family member such as prospect's accountant / secretary / spouse, authorized by the prospect.
- DSA must not accept bribes of any kind from prospects. Any BDE (Business Development Executive) offered a bribe or payment of any kind by a customer must report the offer to his / her management.
- DSA shall upfront disclose the Borrowers that they are interacting with them on behalf of the Bank and any loan if extended to them shall be extended by the Bank only.
- DSAs engaged for collection of dues for the Bank, must have internal policies and procedures, including training, that educate staff/agents on process of dealing with



customers at each stage of default and on how to behave with Customers to ensure that they are treated with high ethical standards

- The staff/agents involved in processing loan application, collection of dues and dealing with default customers shall sign a declaration on adherence to Code of Conduct prescribed by the DSA (similar to IBA's Code of Conduct), either at the time of joining formalities or as a separate exercise.
- Must ensure transparency in the maintenance of books of accounts and reporting / presentation and disclosure of financial statements to qualified auditor/s and the Bank.
- Must have thorough information about the product of the Bank.
- DSA should not -
 - Mislead the prospect on any service / product offered by the Bank;
 - Mislead the prospect about their business or organization's name, or falsely represent themselves.
 - Make any false / unauthorised commitment on behalf of the Bank for any facility / service. • Precautions to be taken on visits / contacts DSA should:
 - Respect personal space - maintain adequate distance from the prospect.
 - Not enter the prospect's residence / office against his / her wishes;
 - Not visit in large numbers - i.e. not more than one BD(Business Development Executive) and one supervisor, if required.
 - Respect the prospect's privacy.
 - If the prospect is not present and only family members / office persons are present at the time of the visit, he / she should end the visit with a request for the prospect to call back.
 - Provide his / her telephone number, supervisor's name or the concerned bank officer's contact details, if asked for by the customer.
 - Limit discussions with the prospect to the business - Maintain a professional distance.
- Any communication sent to the prospect by DSA should be only in the mode and format approved by the Bank.