

**GRIEVANCE REDRESSAL POLICY****Introduction**

In the present scenario of competitive Capital Markets, excellence in customer service is the most important element for sustained business growth and increase in market share and improvement in brand value. Customer complaints are part of the business life of any corporate entity as every business has to deal with situations in which things go wrong from a customer's perspective. As a service organization, imparting good customer service and enhancing level of customer satisfaction is our prime concern. Providing prompt and efficient service is essential to attract new customers, as well as to retain existing ones. Increase in market share and building brand value is possible only by providing quality service in the shortest possible time.

This Dhani Stocks Limited (DSL) grievance redressal policy aims at ensuring prompt redressal of customer complaints and grievances. The review mechanism for grievance redressal should also help in identifying shortcomings in product features and service delivery.

Our policy on grievance redressal follows the under noted principles.

- ❖ Customers must be treated fairly at all times.
- ❖ Complaints raised by customers are dealt with courtesy and without undue delay.
- ❖ Grievances of pensioners physically challenged and senior citizens are dealt with on priority.
- ❖ 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 the DSL to their complaints.
- ❖ All complaints to be dealt with efficiently and fairly as otherwise they can damage our reputation and business.
- ❖ Our employees would work in good faith and without prejudice to the interests of the customer.

In order to make our Grievance Redressal Mechanism more meaningful and effective, a structured system has been built up towards such an end. This system would ensure that the redressal sought is just and fair and is permissible within the given frame-work of rules and regulation.

However, in relation to grievance redressal procedures, we have a dedicated mail id i.e. [grievances\\_dsl@dhani.com](mailto:grievances_dsl@dhani.com) displayed on our website to log on any grievance by any customer if he wants to do so.

This policy document would be made available at all branches and website <https://www.dhanistocks.com> .

The concerned employees would be made aware about the Complaint handling process.

**1.1** A complaint is an expression of dissatisfaction made to an organization, related to its products, or services, or the complaints" handling process itself, where a response or resolution is explicitly or implicitly expected.

The reason for customer complaint can be divided into three main categories:

- ❖ The behavioral aspects in dealing with customers

- ❖ Inadequacy of the working/operations or gaps in standards of services expected and actual services rendered.
- ❖ Dispute in transaction executed in client Trading and Demat accounts.

The customer has a right to register his complaint if he is not satisfied with the services provided. There are four main ways to complain - in person, by telephone, by mail/post or by e-mail/internet. Complaints received through all these channels must be handled efficiently and swiftly. If customer's complaint is not resolved within the prescribed time frame or if he is not satisfied with the solution provided by us, he can approach Exchanges / Depositories / SEBI with his complaint.

## **2 Internal Machinery to handle Customer complaints/ grievances**

### **2.1 Complaint Registration**

A customer may lodge a complaint on phone, in writing or through electronic means, if he/she is not satisfied with the services provided by DSL / dispute in any transaction. All complaints will be recorded by DSL in a database. Complaint received from the client through email is received on Customer Relationship Management (CRM) software.

Customer can also call through exclusive help line to register his/her complaint. Whenever a complaint call or mail is received, sender receives a response back immediately acknowledging his/her complaint.

Further whenever any complaint through telecom and/or in the form of a hardcopy i.e. through any letter etc., same is recorded in CRM.

In relation to all complaints received through regulators, we record all such complaints in a complaint register.

After receiving and recording such complaints our representatives find out the facts of the complaint to resolve them on urgent basis.

### **2.2 Complaints in Person**

The investor walks in at Branch and gets in touch with the Branch Official regarding his/her grievance. Branch official listens to the Investors issue/concern and guide him/her to lodge his Grievance by sending mail at [grievances\\_dsl@dhani.com](mailto:grievances_dsl@dhani.com). APs are also suggested to advise the clients, introduced by them, to lodge the complaint at [grievances\\_dsl@dhani.com](mailto:grievances_dsl@dhani.com) for the resolution, in case any client approaches to them.

A Complaint book is available at the branches. A customer can also obtain it from the branch and record his/her grievances therein.

Customer may use complaint/visitors book kept at branch for any feedback/ suggestions for improvement in our products and services.

### **2.3 Call Centre:**

Complaints can also be lodged at DSL Customer Care on 022-61446300.

Whenever a complaint call is received, sender receives a reply back confirming acknowledgement of his complaint.

## **2.4 Complaints through mail/e-mail**

Customer can also submit complaint by post or through e-mail. Complaints received by e-mail shall be acknowledged by e-mail. Whenever a complaint call is received, sender receives a reply back confirming acknowledgement of his complaint.

## **3. Resolution of Grievances**

Complaints be handled courteously, sympathetically and above all swiftly. Misbehavior/rude behavior with customers be treated at Zero tolerance level and immediate action is to be taken. DSL, under no circumstances, tolerate misbehavior of any degree by our staff members. After collating and analyzing the facts of the complaint, resolution/response is provided to the customer.

In case customer is unhappy with the service or redressal provided by the DSL, he can also approach Exchanges / Depositories / SEBI for redressal.

## **4. Time frame**

Complaints are to be seen in the right perspective because these indirectly reveal a weak spot in the working of the Company. Complaints received would be analyzed from all possible angles. Complaint should be resolved maximum within 30 working days from the date of receipt.

The escalation matrix for dealing complaint redress process has been given in **Annexure-A**. Departments/officials dealing with the customer complaints are required to strictly adhere to the same.

Periodical MIS on complaint is generated and circulated amongst the senior officials of the Company for their knowledge and further instructions, if any.

## **5. Review Mechanism**

There is a specific service committee consisting Compliance Officer and Senior Management which periodically reviews major areas of customer grievances and measures taken to improve customer service.

The committee would also consider unresolved complaints/grievances and may offer its advice.

## **6. Mandatory Display Requirements**

DSL provides:

- Appropriate arrangement for receiving complaints and suggestions.
- The name, address and contact number of Compliance Officer / Branch Heads.
- Contact details of NSE/BSE/SEBI/NSDL/CDSL
- Display of comprehensive notice board containing details relating customers in Branches. The following notice is to be displayed at all DSL Branches.

## Annexure A

Dear Investor,

In case of any grievance / complaint against the Stock Broker / Depository Participant:

- Please contact Compliance Officer, Ms. Sangeeta Dahiya email-id: [complianceofficer@dhani.com](mailto:complianceofficer@dhani.com) and Phone No. – 91-8368995035 of the Stock Broker and for Depository Participant Mr. Akshay Kumar Tiwary, email-id: [complianceofficer\\_dp@dhani.com](mailto:complianceofficer_dp@dhani.com) and Phone No. - 91-9654981072.
- You may also approach Whole Time Director, Mr. Ashu Khanna email-id: [akhanna@dhani.com](mailto:akhanna@dhani.com) and Phone No. - 0124-6685811
- If not satisfied with the response of the Stock Broker/ Depository Participant, you may contact the concerned Stock Exchange / Depository at the following-

	Web Address	Contact No	Email-id
BSE	<a href="http://www.bseindia.com">www.bseindia.com</a> <a href="https://bsecregs.bseindia.com/ecomplaint/frmlInvestorHome.aspx">https://bsecregs.bseindia.com/ecomplaint/frmlInvestorHome.aspx</a>	022-22728517	<a href="mailto:is@bseindia.com">is@bseindia.com</a>
NSE	<a href="http://www.nseindia.com">www.nseindia.com</a> <a href="https://investorhelpline.nseindia.com/NICEPLUS/">https://investorhelpline.nseindia.com/NICEPLUS/</a>	1800 266 0058	<a href="mailto:ignse@nse.co.in">ignse@nse.co.in</a>
MCX	<a href="http://www.mcxindia.com">www.mcxindia.com</a> <a href="https://www.mcxindia.com/Investor-Services">https://www.mcxindia.com/Investor-Services</a>	022-66494070	<a href="mailto:grievance@mcxindia.com">grievance@mcxindia.com</a>
NSDL	<a href="http://www.nsdl.co.in">www.nsdl.co.in</a> <a href="https://epass.nsdl.com">https://epass.nsdl.com</a>	022-24994200	<a href="mailto:relations@nsdl.com">relations@nsdl.com</a>
CDSL	<a href="https://cdslindia.com/Footer/grievances.aspx">https://cdslindia.com/Footer/grievances.aspx</a> <a href="http://www.cdslindia.com">www.cdslindia.com</a>	022-23058663 1800 200 5533	<a href="mailto:complaints@cdslindia.com">complaints@cdslindia.com</a>

You can also lodge your grievances with SEBI at <https://scores.sebi.gov.in/> For any queries, feedback or assistance, please contact SEBI Office on Toll Free Helpline at 1800 22 7575 / 1800 266 7575.

If you are dissatisfied with the resolution on SCORES, you can file the dispute on SMART ODR at <https://smartodr.in/login>.

Please quote your Service Ticket/Complaint Ref No. while raising your complaint at SEBI SCORES / Smart ODR / Exchange / Depository portal.