

AKME STAR HOUSING FINANCE LIMITED

FAIR PRATICE CODE

2015

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## FAIR PRATICE CODE

### 1. OBJECTIVES & APPLICATION

#### 1.1 Objectives of the Code

AKME Star Housing Finance Limited Company (ASHFL) which is a part of the financial system contribute to the economic growth by increasing the outreach of the housing credit delivery mechanism. To provide for transparency in transactions between the institutions and the end users and also to provide for well informed business relationships on the basis of some broad guidelines issued by the National Housing Bank, the Company has framed the Guidelines on Fair Practices Code to serve as a part of best corporate practices and to provide transparency in business practices. The Code has been developed to:

- a) **promote good and fair practices** by setting minimum standards in dealing with customers;
- b) **increase transparency** so that the customer can have a better understanding of what he/she can reasonably expect of the services;
- c) **encourage market forces**, through competition, to achieve higher operating standards;
- d) **promote a fair and cordial relationship** between customer and company; and
- e) **foster confidence** in the housing finance system.

#### 1.2. Application of the Code

All parts of this Code apply to all the products and services provided by the company over the phone, by post, through interactive electronic devices, on the internet or by any other method.

### 2. ASHFL TO ACT FAIRLY AND IN A TRANSPARENT MANNER

Company will act fairly and reasonably in all dealings with customers, by ensuring that:

- a) We Shall meet the commitments and standards in this Code for the products and services offered by us and in the procedures and practices our staff follows.
- b) Our products and services will meet relevant laws and regulations in letter and spirit.

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- c) Our dealings with customers shall rest on ethical principles of integrity and transparency.

*2A. Company shall transparently disclose to the borrower all information about fees / charges payable for processing the loan application, the amount of fees refundable if loan amount is not sanctioned / disbursed, pre-payment options and charges, if any, penalty for delayed repayment if any, conversion charges for switching loan from fixed to floating rates or vice-versa, existence of any interest reset clause and any other matter which affects the interest of the borrower. In other words, Company shall disclose 'all in cost' inclusive of all charges involved in processing / sanction of loan application in a transparent manner. It shall also be ensured that such changes / fees are non-discriminatory.*

### **3. ADVERTISING, MARKETING AND SALES**

#### **3.1 Company;**

- a) Ensures that all advertising and promotional material is clear, and are not misleading.
- b) In any advertising in any media and promotional literature that draws attention to a service or product and includes a reference to an interest rate, Company shall also indicate whether other fees and charges will apply and that full details of the relevant terms and conditions are available on request.
- c) Company has provided information on interest rates, common fees and charges and has put them on notices in all the branches; through telephone or help-lines; on the company's website; through designated staff / helps desk; or providing service guide / tariff schedule.
- d) If company avails the services of third parties for providing support services, Then it shall require that such third parties handle customer's personal information (if any available to such third parties) with the same degree of confidentiality and security as the it would.
- e) It may, from time to time, communicate to customers various features of their products availed by them. Information about their other products or promotional offers in respect of products / services, may be conveyed to customers only if he / she has given his / her consent to receive such information / service either by mail or by registering for the same on the website or on customer service number.
- f) Prescribed a code of conduct for the Direct Selling Agencies (DSAs) whose services are availed to market products / services which amongst other matters require them to identify themselves when they approach the customer for selling products personally or through phone.

- g) In the event of receipt of any complaint from the customer that Company's representative / courier or DSA has engaged in any improper conduct or acted in violation of this Code, appropriate steps shall be initiated to investigate and to handle the complaint and to make good the loss.

#### **4. LOANS**

##### ***4.1 (i) Applications for loans and their processing***

- a) Loan application forms has included necessary information which affects the interest of the borrower, so that a meaningful comparison with the terms and conditions offered by other HFCs can be made and informed decision can be taken by the borrower. The loan application form has indicated the list of documents required to be submitted with the application form.
- b) The Company has a system of giving acknowledgement for receipt of all loan applications. Preferably, the time frame within which loan applications will be disposed of is mentioned in the acknowledgement and a separate copy is provided to the customer.

##### ***(ii) Loan appraisal and terms/conditions***

- a) Normally all particulars required for processing the loan application is collected by the Company at the time of application. In case it needs any additional information, the company will inform the customer to contact immediately again.
- b) Company conveys in writing to the borrower by means of sanction letter or otherwise, the amount of loan sanctioned along with all terms and conditions including annualized rate of interest, method of application, EMI Structure, prepayment charges and keep the written acceptance of these terms and conditions by the borrower on its record.
- c) Company furnishes a copy of the loan agreement along with a copy each of all enclosures quoted in the loan agreement to every borrower at the time of sanction / disbursement of loans.

##### ***(iii) Communication of rejection of Loan Application***

If Company cannot provide the loan to the customer, it communicates them in writing the reason(s) for rejection.

##### ***(iv) Disbursement of loans including changes in terms and conditions***

- a) Disbursement is made in accordance with the disbursement schedule given in the Loan Agreement/ Sanction Letter.

- b) The Company gives notice to the borrower of any change in the terms and conditions including disbursement schedule, interest rates, service charges, prepayment charges, other applicable fee/ charges etc. Company also ensures that changes in interest rates and charges are affected only prospectively. A suitable condition in this regard should be incorporated in the loan agreement.
- c) If such change is to the disadvantage of the customer, he/she may within 60 days and without notice close his / her account or switch it without having to pay any extra charges or interest.
- d) Decision to recall / accelerate payment or performance under the agreement or seeking additional securities, should be in consonance with the loan agreement.
- e) Company releases all securities on repayment of all dues or on realization of the outstanding amount of loan subject to any legitimate right or lien for any other claim, Company may have against borrower. If such right of set off is to be exercised, the borrower shall be given notice about the same with full particulars about the remaining claims and the conditions under which Company is entitled to retain the securities till the relevant claim is settled /paid.

#### **4.2 Guarantors**

When a person is considering to be a guarantor to a loan, company inform about

- a) his/her liability as guarantor;
- b) the amount of liability he/she will be committing him/herself to the company;
- c) circumstances in which company will call on him/her to pay up his/her liability;
- d) whether company has recourse to his/her other monies in the company if he/she fail to pay up as a guarantor;
- e) whether his/her liabilities as a guarantor are limited to a specific quantum or are they unlimited; and
- f) time and circumstances in which his/her liabilities as a guarantor will be discharged as also the manner in which company will notify him/her about this

Company keep him/her inform of any material adverse change/s in the financial position of the borrower to whom he/she stands as a guarantor.

#### **4.3. Privacy and Confidentiality**

All personal information of customers shall be treated as private and confidential [even when the customers are no longer customers], and shall be guided by the

following principles and policies. Company shall not reveal information or data relating to customer accounts, whether provided by the customers or otherwise, to anyone, including other companies/entities in their group, other than in the following exceptional cases:

- a) If the information is to be given by law.
- b) If there is a duty towards the public to reveal the information.
- c) If the Company interests require them to give the information (for example, to prevent fraud) but it should not be used as a reason for giving information about customer or customer accounts (including customer name and address) to anyone else, including other companies in the group, for marketing purposes.
- d) If the customer asks the Company to reveal the information, or with the customer's permission.
- e) If Company is asked to give a reference about customers, they shall obtain his / her written permission before giving it.
- f) The customer shall be informed the extent of his / her rights under the existing legal framework for accessing the personal records that an Company holds about him /her.
- g) Company not uses customer's personal information for marketing purposes by anyone including Company unless the customer specifically authorizes them to do so.

#### **4.4. Credit reference agencies**

- a) When a customer opens an account, Company informs him / her when they may pass his / her account details to credit reference agencies and the checks Company may make with them.
- b) Company can give information to credit reference agencies about the personal debts the customer owes them if:
  - i. The customer has fallen behind with his / her payments;
  - ii. The amount owed is not in dispute; and
  - iii. The customer has not made proposals that the Company are satisfied with, for repaying his / her debt, following Company formal demand
- c) In these cases, Company intimates the customer in writing that they plan to give information about the debts the customer owes them to credit reference agencies. At the same time, Company explains to the customer the role of credit reference agencies and the effect the information they provide can have on customer's ability to get credit.

- d) Company can give credit reference agencies other information about the customer's account if the customer has given them his / her permission to do so.
- e) A copy of the information given to the credit reference agencies shall be provided by the Company to a customer, if so demanded.

#### **4.5. Collection of Dues**

4.5.1 Whenever loans are given, Company explains to the customer the repayment process by way of amount, tenure and periodicity of repayment. However if the customer does not adhere to repayment schedule, a defined process in accordance with the laws of the land shall be followed for recovery of dues. The process will involve reminding the customer by sending him / her notice or by making personal visits and / or repossession of security if any.

4.5.2 The Company's collection policy is built on courtesy, fair treatment and persuasion. Company believes in fostering customer confidence and long-term relationship. Company's staff or any person authorized to represent them in collection of dues or / and security repossession shall identify himself / herself and display the authority letter issued by the Company and upon request, display his / her identity card issued by the Company or under authority of the company. Company provides customer with all the information regarding dues and shall endeavor to give sufficient notice for payment of dues.

4.5.3 All the members of the staff or any person authorized to represent the Company in collection or / and security repossession follows the guidelines set out below:

- a) Customer would be contacted ordinarily at the place of his / her choice and in the absence of any specified place at the place of his / her residence and if unavailable at his / her residence, at the place of business / occupation.
- b) Identity and authority to represent the Company should be made known to the customer at the first instance.
- c) Customer's privacy should be respected.
- d) Interaction with the customer shall be in a civil manner
- e) Company's representatives shall contact the customers between 0700 hrs and 1900 hrs, unless the special circumstances of the customer's business or occupation require otherwise.
- f) Customer's request to avoid calls at a particular time or at a particular place shall be honored as far as possible.
- g) Time and number of calls and contents of conversation would be documented.
- h) All assistance should be given to resolve disputes or differences regarding dues in a mutually acceptable and in an orderly manner.

- i) During visits to customer's place for dues collection, decency and decorum should be maintained.
- j) Inappropriate occasions such as bereavement in the family or such other calamitous occasions should be avoided for making calls/visits to collect dues.

#### **4.6. Complaints and Grievances**

- a) Company is having a system and a procedure for receiving, registering and disposing of complaints and grievances in each of its offices.
- b) The Board of Directors of Company has laid down the appropriate grievance redressal mechanism within the organization to resolve complaints and grievances. It ensures that all disputes arising out of the decisions of lending institution's functionaries are heard and disposed of at least at the next higher level.
- c) Customer has been told where to find details of Company's procedure for handling complaints fairly and quickly.
- d) If the customer wants to make a complaint, he/she has been already informed that:
  - I. How to do this
  - II. Where a complaint can be made
  - III. How a complaint can be made
  - IV. When to expect a reply
  - V. Whom to approach for redressal
  - VI. What to do if the customer is not happy about the outcome.
  - VII. Company's staff helps the customer with any questions the customer has & a separate customer grievance redressal policy has been provided to the customer.
- e) If a complaint has been received in writing from a customer, Company is endeavoring to send him/her an acknowledgement / response within a week. The acknowledgement should contain the name & designation of the official who will deal with the grievance. If the complaint is relayed over phone at Company's designated telephone helpdesk or customer service number, the customer is provided with a complaint reference number and is kept informed of the progress within a reasonable period of time.
- f) After examining the matter, Company sends the customer its final response or explain why it needs more time to respond and it endeavors to do so within six weeks of receipt of a complaint and he/she should be informed how to take his/her complaint further if he/she is still not satisfied.
- g) Company has publicized its grievance redressal procedure in Customer grievance redressal policy and ensures that it is specifically made available on its website. Company clearly displays in all its offices / branches and on the website that in case the complaint does not

receive response from the company within reasonable time or is dissatisfied with the response received, the complainant may approach the National Housing Bank at the following address:-

National Housing Bank,  
Department of Regulation and Supervision,  
(Complaint Redressal Cell),  
4<sup>th</sup> Floor, Core 5A, India Habitat Centre,  
Lodhi Road,  
New Delhi – 110 003.

The complaint can also be e-mailed at [crcell@nhb.org.in](mailto:crcell@nhb.org.in)]

## **5. GENERAL**

5.1. Company verifies the details mentioned by him/her in the loan application by contacting him/her at his/her residence and / or on business telephone numbers and / or physically visiting his/her residence and/or business addresses through agencies appointed for this purpose, if deemed necessary by the Company.

5.2. The customer has informed to co-operate if the Company needs to investigate a transaction on the customer's account and with the police/ other investigative agencies, if the Company needs to involve them.

5.3. Company advises the customer that if the customer acts fraudulently, he / she will be responsible for all losses on his/her account and that if the customer acts without reasonable care and this causes losses, the customer may be responsible for the same.

5.4. Company displays about their products and services in one or more of the following languages:

Hindi, English or the appropriate local language.

5.5. Company does not discriminate on grounds of sex, caste and religion in the matter of lending. However, this does not preclude Company from instituting or participating in schemes framed for different sections of the society.

5.6. Company accept requests for transfer of a loan account, either from the borrower or from a bank/financial institution, in the normal course.

5.7. To publicize the code, Company:

- a) provide existing and new customers with a copy of the Code

- b) makes this Code available on request either over the counter or by electronic communication or mail;
- c) makes available this Code at every branch and on their website; and
- d) ensure that the staff are trained to provide relevant information about the Code and to put the Code into practice.

5.8. The Board of Directors of Company provides for periodical review of the compliance of the Fair Practices Code and the functioning of the grievances redressal mechanism at various levels of management. A consolidated report of such reviews is submitted to the Board at regular intervals, as may be prescribed by it.

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