

SCHEDULE –II

MODEL CODE OF CONDUCT FOR THE DIRECT SOURCING ASSOCIATES (DSAs)

1.0 Preamble

Model code of the conduct for the direct selling agents (DSAs) is the non-structural code issued by Indian Banks Association. A voluntary organisation of Banks in India for adopting and implementation by DSAs while operating as agent of bank and financial institution.

1. Applicability

Upon adoption and inclusion as per of the agreement between Equitas Small Finance Bank and the DSA, this code will apply to all persons involved in marketing and distribution of any loan or other financial product of the bank. The direct selling agents (DSA and its tele-marketing executive (TMEs) & field sales personnel, namely business development executives (BDEs) must agree to abide by this code prior to undertaking any direct marketing operation on behalf of the bank. Any TME/BDE found to be violating this code may be blacklisted and such action shall be reported to the bank from time to time by the DSA. Failure to comply with this requirement may result in termination of business of the direct sourcing associate (DSA) with the bank and may even lead to permanent blacklisting by the industry.

2.0 Tele-calling a prospect (a prospective customer)

A prospect is to be contacted for sourcing a bank product only under the following circumstance:

- When prospect has expressed a desire to acquire a product through the bank's internet site/call centre/branch or through the relationship manager at the bank or have been referred to by another / customer or is an existing customer of the bank who has given consent for accepting calls on other products of the bank.
- When the prospect's name/telephone number/address are available & has been taken from one of the listed/directories/database approved by the direct sourcing associate (DSA), the manager/team leader, after taking the consent of the prospect shall make a call. TME should not call a person whose name/number is flagged in any "do not disturb" listed made available to his /her.

3.0 When you may contact a prospect on telephone

Telephone contact must be normally made between 0930 hrs to 1900 hrs. However, it may be ensured that a prospect is contacted only when the call is not expected to inconvenience him/her.

Call earlier or later than the prescribed time period may be placed only under the following condition:

- When the prospect has authorized TME/BDE to do so either in writing or orally.

4.0 Can the prospect's interest be discussed with anybody else?

DSA should respect a prospect's privacy. The prospect's interest may normally be discussed only with the prospect and should not be discussed with any other individual/family member such as prospect's accountant/secretary/spouse without prospect's written authorisation .

I. Leaving message and contacting person other than the prospect.

Calls must first be placed to the prospect. In the event that prospect is not available; a message may be left for him/her. The intention of leaving the message for the prospect is to enable him/her to call back . Ordinarily such message may be restricted to:

"Please inform the prospect thatfrom Equitas Small Finance Bank called and he, if he so desires, may call back at (phone number).

5.0 No misleading statement / misrepresentative permitted

TME/BDE should not-

- Mislead the prospect on any service/ product offered.
- Mislead the prospect about their business or organization's name, or falsely represent themselves.
- Make any false/ unauthorized commitment on behalf of bank for any facility/service.

6.0 Telemarketing etiquettes

PRE CALL

No calls prior to 0930 hrs or post 1900 hrs unless required.

- No serial dialling
- No calling unless list is cleared by team leader.

DURING CALL

- Identify yourself, your company and your principal
- Request permission to proceed
- If denied permission, apologize and politely disconnect.
- State reason for your call.
- Always offer to call back on landline, if asked to call on a contact's mobile number
- Never interrupt or argue
- always talk in the language which is most comfortable to the prospect
- Keep the conversation limited to business matters
- Check for understanding of "Most Important Terms and Conditions" by the prospect if he/she expresses his interest in buying the product
- Reconfirm next call or next visit details.
- Provide your telephone no, your supervisor's name or your principals's contact details, if asked for the by the prospect
- Thank the customer for/her time

POST CALL

- Customers who have expressed their lack of interest for the offering should not be called for the next 3 months with the same offer
- Provide feedback to the bank on customers who have expressed their desire to be flagged "Do Not Disturb"
- Never call or entertain calls from customer regarding products already sold.

Advise them to contact the customer Service Staff of the bank.

7.0 Gifts or bribes

TME/BDE's must not accept gifts from prospects or bribes of any kind. Any TME/BDE' offered a bribe or payments of any kind by a prospect must report the incident to his/her management.

8.0 Precautions to be taken during visits/contacts

BDEs should :

Respect personal space-maintain adequate distance from the prospect.

- Not enter the prospect's residence/office against his/her wishes;
- No visit in group to be undertaken i.e. Not more than one BDE 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 prospect .
- Confine discussions with the prospect to the business- Maintain a professionalism.

9.0 Other important aspects-Appearance & Dress Code

BDE's must be appropriately dressed-

For men this means :

- Well ironed trousers;
- Well ironed shirt, shirt sleeves preferably buttoned down.

For women this means:

- Well ironed formal attire (Saree, Chudidhar etc);
- Well groomed appearance.

Jeans and/or T Shirt, open sandals are not considered appropriate for BDEs.

10.0 Handling of letters & other communication

Any communication sent to the prospect should be only in the mode and format approved by the Bank.