

## **ASIA ASSET FINANCE PLC**

If any of our customers are unhappy with the service they've received, we encourage them to reach out to us directly or submit their feedback in writing. We are dedicated to swiftly and effectively resolving any concerns to ensure our customers are satisfied. To support this, we have established multiple convenient channels for easy communication

### **Customer Complaint Handling Procedure**

1. The following methods are available to customers to lodge complaints
  - a) Complaint box – put the complaint in to the customer complaint box placed in the branch
  - b) Directly raised the complaint to the customer complaint handling officer in the branch
  - c) Call Centre : 0117699000
  - d) Contact the customer complaint handling officer in the head office – 0777999922
  - e) Sent an email to [info@asiaassetfinance.lk](mailto:info@asiaassetfinance.lk)
  - f) Through website - <https://www.asiaassetfinance.com/customer-complaints/>
  - g) Write to customer complaint handling officer – Mr.Sanjeev Balan,Senior Manager  
Communnications & Customer Complaint Handling Officer, No.76,Park Street, Colombo 02.
2. In the event a satisfactory solution is not provided by the finance company, customer can escalate his/her complain to the office of the Financial Ombudsman of Sri Lanka.

Write: -  
Financial Ombudsman,  
No.143A, Vajira Road,  
Colombo 05.

Call: -  
0112595624

Email:-  
[fosril@slt.net.lk](mailto:fosril@slt.net.lk)

Website:-  
[www.financialombudsman.lk](http://www.financialombudsman.lk)

### **Timeline for Complaint Resolution:**

1. Customer complaints through the complaint box shall handle by the Internal gold loan audit team and they attend to the complaints during the branch visits. If there is a complaint in the customer complaint box, the respective auditor is responsible to communicate it to the head office complaint handling officer through an email with copy to the key responsible person of the Financial Consumer Protection Regulations and the Head of Risk Management.

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The customer complaint handling officer should resolve any complaint from a financial consumer within 21 calendar days. If can't resolve it in that time, shall inform the customer before the 21 days are up, explaining the reason for the delay and outlining the steps taken so far. The resolution period can be extended for up to three months.

2. If a customer complaint to the branch directly, the branch complaint handling officer shall address the issue then and there. The complaints shall be recorded in the customer complaint register and if it is unable to resolve the matter in the branch level it should be communicated to the respective higher authority with copy to the head office customer complaint handling officer.

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3. The customer complaint directed through the call center, direct customer complaint handling officer of the head office, email, website or in writing, The customer complaint handling officer should resolve any complaint from a financial consumer within 21 calendar days. If can't resolve it in that time, shall inform the customer before the 21 days are up, explaining the reason for the delay and outlining the steps taken so far. The resolution period can be extended for up to three months.

### **Responsibilities of the Complainant:**

1. Provide detailed information about the issue together with the relevant documents or evidence if available
2. Provide the proper contact details

### **Obligations of the Institution:**

1. Acknowledge receipt of the complaint promptly.
2. Investigate the complaint thoroughly.
3. Communicate the resolution or progress within the timeline.