

## **SECTION - C**

### **Citizen's Charter**

#### **1. INTRODUCTION**

This Charter has been prepared to promote fair banking practices and to provide information regarding various activities which are pertaining to customer service activities. At Unity Small Finance Bank Limited (“USFB/ the Bank”), we strongly believe in responsible banking in order to achieve the socio-economic objectives and also in the process bringing more and more customers into its fold. This document will seek to maintain transparency in various products and services offered by the Bank for an enriching banking experience. We at USFB strongly believe that the foremost factor in delivering an extraordinary banking experience is a satisfied customer. The document highlights the Bank's commitment towards customer satisfaction, thereby ensuring accountability and responsibility amongst the Bank's staff and officials.

This document not only explains the Bank's commitment and responsibilities but also specifies the obligations on part of the customers for maintaining an overall healthy banking relationship.

Please note that this document shall not be considered as a legal document creating rights and obligation but instead to be considered as a reference document to create a better understanding between the Bank and its customers. The information given in this document is as of May 1, 2023, which shall be subject to change/ revisions, if any. Only key information pertaining to various services/ facilities provided by the Bank are mentioned in this document. However, each service has its own detailed terms and conditions, which are separately displayed on the Bank's website or can be made available on request.

#### **2. GOVERNING PRINCIPLES**

This document is based on the following principles:

- To promote excellence in customer service.
- To encourage transparency and ethics in all dealings with customers.
- Innovate banking products and financial services to serve all the segments of the society.
- Contribute towards growth in economy through multiple activities /services.
- Contribute towards social banking.

We at USFB seek to maintain a continuous communication with the customers incorporating their feedback to evaluate, improve and widen the range of services provided. Customers are requested to share their feedback and experiences with the Bank in this regard.

#### **3. APPLICABILITY OF CHARTER**

This Charter shall apply to all products and services provided by the Bank whether provided by branches, other channels and agents acting on behalf of the Bank, across the counter, by post, by phone or through interactive electronic devices and through technology (electronic channels). However all the products mentioned in the document may not be offered by the Bank at all its branches, directly or through designated officials.

Products offered by the Bank:

- All deposit accounts e.g. savings account, current accounts, term deposits, recurring deposits.
- Fund based and non - fund based credit products.
- Third party products and investment products

Services offered by the Bank:

- Remittance facility to the customers by transfer through RTGS/ NEFT/ Issuance of Demand Drafts, etc.
- Collection of cheques.

- Safe deposit locker facility.
- Indian currency notes exchange facility

#### *Know Your Customer (KYC) Compliance*

In order to ensure compliance with the regulatory / statutory requirements and to protect itself against fraud or misuse, the Bank will adhere to its KYC / AML policy while opening and periodic review of an account.

#### **4. COMMON PRACTICES FOLLOWED BY OUR BRANCHES**

- Display of business hours of each of the branches at the respective branch
- To render courteous services and attend all customers present at the Branch at the earliest and before the close of business hours.
- To provide separate 'May I Help You' counter at all branches manned by Customer Care Representatives.
- Offer nomination facility to all deposit accounts (i.e. account opened in individual capacity) and deposits held in the name of a sole proprietary concern as well as safe deposit locker hirers (individual hirers)
- To keep the customers informed about prevailing interest rates for various deposit schemes and notify changes in interest rates for various deposit and advances, charges and terms and conditions through the Bank's website.
- To provide details of various deposit schemes/ services provided by the Bank.
- Issuance of demand drafts
- To display time-norms for various banking transactions at the branches.
- To provide complaint book/ register and suggestion box in the branch premises in order to improve customer services.
- To provide/ display address of Customer care representative/ Regional Nodal Officer and Principal Nodal Officer dealing with customer grievances/ complaints and details of the Banking Ombudsman.
- To insure deposits of all customers with Deposit Insurance and Credit Guarantee Corporation of India up to Rs.5 lakh

#### **5. DEALING WITH SPECIAL CUSTOMERS**

While dealing with special customers, the Bank will commit to the following:

##### Pensioners and Senior Citizens

- To provide prioritized service to pensioners and senior citizens by providing them special assistance at all branches.
- To provide automatic updation of age records and thereby conferring senior citizen benefits wherever applicable once a customer attains senior citizen status.

##### Customers in Rural and Semi-urban Areas

- To ensure proper currency exchange facilities in rural and semi-urban areas. Further, it will ensure that the quality of notes in circulation in such areas is acceptable.
- To ensure that the branches are opened as per the schedule and operated for full business hours on all working days applicable to that branch.

##### Self Help Groups (SHGs)

The Bank will grant loans to SHGs, which will take into account the business requirements of SHG along with the viability of the business and other lending norms as prescribed for SHGs in the Bank's

internal Credit Policy. Further, while lending to SHGs, the Bank will not compel them to buy other products like Insurance.

#### Visually impaired person/ Differently abled

- To ensure that all the banking facilities such as Cheque book facility/operation of ATM/ locker/ Internet Banking etc. is offered to the visually challenged/ differently abled without any discrimination.
- The Legal Guardianship Certificate issued under the National Trust Act, 1999 empowers the differently abled persons with autism, cerebral palsy, mental retardation and multiple disabilities to have accounts.
- The Bank will rely upon the Guardianship Certificate issued either by the District Court under Mental Health Act or by the Local Level Committees under the above act for the purposes of opening/operating Bank account.
- The Bank will provide due priority to such customers at various branches of the Bank. Further, the Bank will also provide staff assistance to visually impaired and differently abled customers in navigating within the branch.

## **6. BANK'S KEY COMMITMENTS**

The Bank will act fairly and reasonably in all dealings with the customer. Further, the Bank will adhere to its Board Approved Policies for dealing with its customers. The Bank will display all customer centric information on its website.

Key commitments:

- To act courteously, fairly and reasonably in all our dealings with customer.
- To ensure that documents and procedures are clear and not misleading and customers are given clear information about our products and services
- To give clear information in account or services, procedure, terms and conditions, interest rate, etc.
- To keep the customers informed about changes to the interest rates, charges or terms and conditions.
- To deal quickly and sympathetically with things that go wrong by correcting mistakes quickly, handling complaints quickly and reversing any bank charges applied in error.
- To treat all personal information as private and confidential, and operate secure and reliable banking and payment systems.
- To publicize our Citizens Charter, have copies available and make sure that our staff are trained to put the Citizens Charter into practice.

The Bank shall maintain secrecy that arises out of contractual relationship between the Bank and the customer, and as such no information shall be divulged to any third party except under the following circumstances:

- Where disclosure is under compulsion of law
- Where there is a duty to the public to disclose
- Where disclosure is in the interest of the Bank
- Where the disclosure is made with the express or implied consent of the customer.

**WE EXPECT OUR CUSTOMERS TO:**

- follow Know Your Customer (KYC) guidelines at the time of opening the account and at the time of updation/ review as per RBI/ IBA/ Government/ Statutory guidelines.
- undertake precautions that are indicated for protection of their accounts
- avail nomination facility for their accounts and safe deposit lockers.
- not introduce any person not known personally for the purpose of opening account.
- pay service charges for non-maintenance of minimum balances, return of cheques, remittances, collections etc. *The details of charges are available on the Banks website and also displayed at our branches.*
- provide valuable feedback on our services so as to enable us to correct our mistakes and improve our customer service.

## **7. COMMON AREAS OF CUSTOMER- BANKER RELATIONSHIP**

### **7.1. Savings Bank Account -**

Savings Account refers to an interest-bearing demand deposit primarily meant to encourage saving and to meet the future requirements of money. Customers can withdraw/ deposit from/to these accounts by way of cheques/withdrawal slips. The details regarding Savings Bank account is given in the "Deposit Policy" of the Bank.

### **7.2. Current Account -**

Current Account is a form of demand deposit which allows withdrawal for any number of times depending upon the balance in the account or up to a particular agreed amount. The detail regarding Current Account is given in the "Deposit Policy" of the Bank.

### **7.3. Term Deposit Account -**

A Term Deposit is a deposit received by the Bank, withdrawable only after the expiry of a fixed period. The details regarding Term Deposit accounts is given in the "Deposit Policy" of the Bank.

### **7.4. Nomination Facility -**

The Bank will provide nomination facilities for all deposit accounts, articles in safe custody and safe deposit vaults. This facility will be available for accounts opened in individual capacity (i.e., single/joint accounts as well as accounts of sole proprietary concern) only. The Bank will allow such facilities to be made in favour of minors also. The Bank will allow the account holders to make, cancel or vary the nomination during their lifetimes.

### **7.5. Safe Deposit Vaults (Lockers)**

The Bank will offer the facility of safe deposit lockers as an ancillary service in some of its branches. The allocation of locker facility will be a completely transparent process. The branches which offer this service shall be chosen at the discretion of the Bank based on its potential and commercial considerations. The Bank shall exercise due care and necessary precautions for the protection of the lockers provided to the customer. However, the Bank will not be responsible or liable for any damage or loss to lockers or its contents due to any reason(s) whatsoever.

### **7.6. Remittance Facilities**

Customers may remit funds from one location to another location by Demand Draft or NEFT/ RTGS /IMPS, etc., by paying specified charges as per the Bank's rules.

### **7.7 Cheque Collection Service**

The Bank has a "Cheque Collection Policy" in accordance with the guidelines provided by RBI. This policy provides the details regarding the collection services offered by the Bank. It also outlines the compensation that will be provided to the customer in case of delay in the collection of cheques by the Bank.

### **7.8. Loans and Advances**

- All terms and conditions of loans, pricing and others, will strictly adhere to the regulatory guidelines. The Bank will ensure that the pricing policies of the Bank is clearly understood by the prospective borrowers.
- The Bank will provide the list of documents required for processing the Credit Application Form to the prospective borrower at the time of application itself rather than on a piecemeal basis.
- The Bank will ensure that loan statements are issued to the borrowers periodically giving details regarding loan disbursed, demand and repayment schedule along with interest and charge details.

#### **7.9. Service charges/Interest on deposits**

- The Bank will pay interest on deposits as per various deposit schemes. These interest rates will be revised from time to time and any change will be made known to the public by displaying it on Bank's website and notice boards of branches. The revised interest rates will be applicable only for renewal and fresh deposits, whereas the existing deposits will continue to get interest at the original rate.
- The service charge levied for various services offered by the Bank will be subject to revision from time to time. Service charges will be levied for collection and remittance of funds, processing of loan proposals, issue of guarantees, safe custody, issue of duplicate instruments/statements etc. The Bank will make the details regarding various service charges available on request.

#### **7.10. Payment of Balance in Accounts of the Deceased Customers to Survivors/Claimants**

- The Bank will follow a simplified procedure for settlement of claims in case of deceased depositors regarding deposits, contents of lockers and articles kept in safe custody with the Bank. However, the Bank will exercise due care and caution for settlement of claims as appropriate including accepting an indemnity bond.
- The Bank offers nomination facility for expeditious settlement of claims in case of deceased depositors. The Bank will periodically communicate to its customers the need for making nomination in the accounts as mentioned in the provisions of Banking Regulation Act. The Bank has also laid down a policy for settlement of claims of Missing Persons.

#### **7.11. Exchange of soiled/slightly mutilated currency notes**

The branches of the Bank will exchange freely soiled and slightly mutilated/ cut notes of all denominations free of cost. The Bank will ensure that no essential feature of the note is missing. In case a branch, for any reason, is not able to immediately adjudicate the mutilated notes across the counter, it may accept such banknotes from the tenderers and send them to the currency chest branch to which it is linked, for adjudication and ensure that the tenderer receives the exchange value as per RBI norms (Note Refund Rules). Currency exchange facility is offered to the Bank's customers and others. In accordance with RBI guidelines, the Bank will exchange mutilated currency notes which are genuine and where mutilations are such as not to cause suspicion or fraud as per Note Refund Rules prescribed by RBI from time to time

#### **7.12. Other Products and Services**

Various other deposit schemes are made available to meet the requirements of individual depositors. Detailed information on these schemes is available at our branches and displayed on our website.

## 8. CUSTOMER GRIEVANCE REDRESSAL MECHANISM

Please refer to the Customer Grievance Redressal Policy and escalation matrix as available on our website at [www.theunitybank.com](http://www.theunitybank.com).

## 9. CUSTOMER AWARENESS

In order to safeguard the interests of the Bank and the customer, the Bank urges the customers to take the following precautions:

- Customers should check the Statement of Accounts and the passbook regularly and in case of any discrepancy they should report it to the Bank immediately.
- In case the passbook has been issued to the customers, they should get their passbooks updated from time to time.
- Customers should ensure safe and separate custody of cheque book/passbook/debit card/ATM cards. In case signature on the card is required, it should not be left unsigned.
- Issue crossed/account payee cheques as far as possible and if possible enter the account number and mobile number at the back of the cheque before dropping the cheque in the cheque drop box.
- While tendering the cheques at the branch for collection / dropping the cheques in drop box, acknowledgement can be obtained from the officials.
- To check the details of the cheque namely, date, amount in words and figures, crossing, etc. before issuing it. As far as possible, issue cheques after rounding off the amount to nearest rupee.
- To prevent any loss, the cheques should be issued without cutting/overwriting. No changes / corrections should be carried out on the cheques. For any change in the payee's name, courtesy amount (amount in figures) or legal amount (amount in words) etc. fresh cheques should be used by the customers. This would help banks to identify and control fraudulent alterations.
- Cutting in date, wherever required should be for re-validation of "Stale Cheque". Blanks in spaces meant for writing, Payee(s) Name/Amount in word and figure should be securely plugged by putting cross/drawing a line.
- Cheque(s) issued with cuttings is / are liable to be rejected if presented in clearing functioning under Cheque Truncation System (CTS), even though the cutting/s is / are authenticated.
- To send the cheques and other financial instruments by Registered post or by courier. Do not sign blank cheques. Also do not record your specimen signature either on pass book or on cheque book.
- Not to issue cheque without adequate balance;
- To maintain minimum balance as specified by the bank.
- To use nomination facility.
- To note down account numbers, details of FDR, locker number, etc. separately.
- Inform change in address, telephone number etc. to the branch.
- To memorize personal identification number (PIN) and change it on a regular basis.
- Not to respond to any unauthorized email/ email asking for password/ PIN.
- To use SMS alert facility and notify any change in mobile number.
- To update your correct mobile phone number and e-mail ID in Bank records.
- To ensure the security of your mobile phone and email ID.
- To keep your mobile phone and email ID active to avail electronic banking facility.

- To always keep track of the Alerts- Email/SMS that are sent by the bank as these will help you keep track the transactions in your account and that of funds held in the account to prevent any misuse.
- To intimate the bank on non- receipt of the Alerts / Account Information on your Mobile Number and / or E- mail provided to us for the purpose of receipt of Alerts / Account Information.
- If you suspect that the security on your Net Banking / Mobile Banking Password has been breached or the Debit Card is lost, please contact our Branch / 24 Hrs Customer Care immediately.
- To notify the Bank of any unauthorised electronic banking transaction at the earliest after the occurrence of such transaction. The longer the time taken to notify the Bank of any unauthorised electronic banking transaction, the higher will be the risk of loss.
- Avoid accessing bank's internet banking site through a link from another site or an email.
- Verify the domain name displayed to avoid spoof website.
- Not to use cyber cafés / shared PCs to access any internet banking site.
- As a matter of good practice, personal firewall software and antivirus software should be installed on desktop and latest available updates should be regularly downloaded. In case of doubt reconfirm by double checking the Padlock Symbol/Icon on webpage to ensure that the site is running in secure mode before any confidential/sensitive information is fed.
- To change internet banking password regularly. To keep password a combination of alphabet, special character and number.
- To always logout from internet banking before closing the window. Use virtual key board for entering internet banking Login ID and password especially when not using own PC. There might be a risk of capturing key strokes.
- To always logout from mobile banking before closing the application on your mobile.
- To cooperate with the Bank officials/ police / any other investigating agency, for any investigation on any transaction on your account.
- To bring any deficiency in services to the notice of the bank.
- To furnish the nominations for deposit and pension account separately.
- Correct PAN number/form 15G or 15H is to be furnished at the commencement of financial year enabling to deduct TDS correctly.
- Account holder is to ensure that account is not used for money laundering or for any fraudulent transaction.
- To inform loss of demand draft, fixed deposit receipt, cheque leave(s)/book, key of locker, etc. immediately to the Branch.
- To pay interest, instalments, locker rent and other dues on time.
- Not to introduce any person who is not personally known to you for the purpose of opening account.
- To ensure safe custody of the Delivery Book in the Demat Accounts and not to keep any blank signed slip in the Book.
- Complaints relating to deficiency of customer service should be reported within a reasonable time provided this is within the prescribed period of preservation of relevant record.
- To operate account regularly to maintain the status as operative / Active. Inform Bank if you intend not to operate the account for some time.
- To avail standing instructions facility for repeat transactions.
- To ensure safe custody of credit card, debit/ ATM card. Wherever signature on the card is mandatory, it should not be left unsigned.
- To ensure confidentiality of password for internet / mobile banking and PIN for Credit / Debit Card.

- In case of loss of ATM/ Debit card, notify your bank (Bank's contact centre) to take immediate steps to prevent the same from being misused. Customer shall be liable for any misuses until the time the bank has been notified.
- Never leave credit card unattended. Do not bend credit card.
- Do not give account details, password for any other security information to anyone

## 10. CUSTOMER LITERACY

Special efforts will be made to educate the customers in the use of technology in banking. Short Training programmes shall also be arranged for the customers at the branch level. Bank will ensure full transparency to the customer in levying of various fees/ service charges and penalties. The Bank will establish a proper Customer Grievance Center which will work in an integrated manner across various channels like - branches, call centres, internet.

The Bank will use various technology channels for the purpose of customer education and recording relevant feedbacks providing suggestions for improving its services.

## 11. TIME NORMS

The following time norms etc. are indicative only.

Sr. No.	Particulars	Time Taken
1	Cash Payments	8 to 15 minutes
2	Receipt of cash (Depending upon the denomination of notes)	10 to 15 minutes
3	Issue of Term Deposit Receipt	15to 25 minutes
4	Payment of Term Deposit receipts	15 to 20 minutes
5	Saving Account Opening (Form Filing)	20 to 25 minutes
6	Statement of accounts	5 to 10 minutes
7	Cheque Payments (Fund Transfer)	5 to 10 minutes