



CUSTOMER GRIEVANCE REDRESSAL POLICY



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PREAMBLE

Itz Cash Card Ltd, being a service organization strives hard to give excellent service to its customers for sustained business growth. Addressing grievances of customers is an inherent part of any service oriented corporate entity. For ItzCash, customer satisfaction is paramount and therefore the company believes in providing efficient service to its customers. In order to efficiently handle customer complaints, the company has three pronged strategy as mentioned below –

Proper and prompt service delivery

Prompt redressal of customer grievances.

Review mechanism in case of escalated complaints

ItzCash Business

Itz Cash Card Limited („the Company“) is engaged in the following three businesses :

1. Third Party Transaction processing and Logistic Support:

- A. Providing Technical Support Service to the entities which issue its own Closed prepaid instruments.
- B. Providing logistic support for use of Company“s Sales & Distribution channel for selling cards along with Technical Support Service

(This segment is not governed by the PSS Act and the RBI Guidelines).

2. Franchisee Business: Appointing Franchisees for collecting cash/payments from customers of various entities and government bodies which have tied up with ItzCash to facilitate payment of bills, booking rail and air tickets, payment of property tax, etc. by giving a Franchisee Account named as ICW Franchisee Business Account.

(The business of collecting cash through Franchisees on behalf of specific organisations and under authorisation from these organisations is not governed by the RBI Guidelines)

3. Semi-Closed prepaid payment instrument business: Issuance of multipurpose prepaid instruments as a payment option alternative to cash for large segment of population in the country that is unable to use e-payment facility since they do not have debit/credit cards.

(Semi-Closed prepaid instruments business is governed by the PSS Act and the RBI Guidelines).

The Company is India's first ever “Multi-purpose Prepaid Instruments Company” and the



leader in this segment. It offers safe and easy payment option to every customer for seamless transactions across M-Commerce and E-Commerce domains. The Company has introduced multi-purpose prepaid instruments of various denominations (known as “ItzCash Card”) which can be used to purchase various goods and services Online/On-mobile/IVRS from affiliated merchants based on “anywhere-anytime” concept which would result in increased sales for all affiliated merchants and safety and convenience for the customer. The Company is helping business organizations to expand markets by supporting sales channels convergence with its payments options.

As a service provider industry, customer service and customer satisfaction are the prime concerns of the Company and the object of this policy is to minimize instances of customer complaints through proper service delivery and review mechanism and prompt redressal of various types of customer complaints.

The Company is in the business of issuance of Semi-Closed prepaid instruments and is authorised by the Reserve Bank of India (RBI) to operate a Payment System. It is governed by the Payment and Settlement Systems Act, 2007 (“the PSS Act”), Regulations made thereunder and the Issuance and Operation of Prepaid Payment Instruments in India (Reserve Bank) Directions, 2009 (“the RBI Guidelines”) laid down by the RBI.

As required under the Clause 12.2 of the said RBI Guidelines, the Company has developed a procedure for promptly attending to grievances of the customers in respect of various issues pertaining to ItzCash prepaid instrument as online payment mode. This is done by setting up an internal three tier system in the form of “Customer Care Centre” and a grievance redressal mechanism in the form of “Customers Grievance Redressal Committee”, as hereinafter provided.

POLICY

- (i) This Policy is called the “Customers Grievance Redressal Policy”.
- (ii) It shall apply to the business of the Company in India.
- (iii) Policy comes into force from 1st day of April, 2010.
- (iv) It shall apply only to Semi-closed prepaid instrument business as mentioned under point 3 above.
- (v) It is available on the website of the Company www.itzcash.com / www.ebixcash.com
- (vi) This policy is applicable to customer complaint and is not applicable to general queries raised by customers

Section 1 – Definitions

- a. ‘Company’ shall mean Itz Cash Card Limited which is carrying on the business of issuance of Prepaid Payment Instruments, payment processing, payment collection and related services by facilitating payment solutions to the Customer for buying goods and services through any digital/electronic medium.
- b. ‘Complainant’ shall mean the Customer who has a Grievance.
- c. ‘Customer’ shall mean the holder and/or user of ItzCash Prepaid Instrument and/or any of the system participants of the Company.
- d. ‘Grievance’ shall mean communication in any form by a customer that expresses dissatisfaction about an action or lack of action by, or about the standard of service of the Company and/or its representative, in relation to use of ItzCash Prepaid Instrument.
. It excludes any general queries by the customer in the normal course of business
- e. ‘ItzCash Prepaid Instrument’ shall mean the activated and valid Semi-closed prepaid instrument of various denominations and all variants of the same issued by the Company.
- f. ‘Payment System’ means a system that enables payment to be effected between a payer and a beneficiary involving clearing, payment or settlement service or all of them but does not include a stock exchange.
- g. ‘Query’ means a question, especially one expressing doubt or requesting information related to ItzCash services
- h.. ‘Redressal’ shall mean the final disposal of the Grievance of the Complainant by the Company.
- h. ‘System Participant’ shall mean Bank or any other person participating in a payment system and includes the system provider as per the PSS Act.
- i. ‘System Provider’ shall mean a person who operates and authorises payment system.
- j. ‘Week’ shall mean consecutive seven Working Days.
- k. ‘Working Day’ shall mean any day (other than Sunday or Public Holiday) on which the Company’s Corporate Office is open for business.

Section 2 – Principles Governing Company’s policy

The Company’s policy on grievance redressal is governed by the following principles:

- a) Customer shall be treated fairly at all times.
- b) Complaints raised by customers shall be attended with courtesy and in time.
- c) Customers shall be fully informed of avenues for grievance redressal within the organization and their right to approach the Customers Grievance Redressal Committee in case they are not fully satisfied with the response of the Customer Care Centre.

The Company’s Officer-in-Charge of Customer Care Centre must work in good faith keeping in mind this policy of the Company.

Section 3 – Process to handle Customer Grievances

There are two types of complaint resolutions. First is FTR (First Time Resolution) and second is Non-FTR (Non First Time Resolution). , the calls are routed to an IVRS (Interactive Voice Response System), to an agent on duty, who responds to the complaint and tries to resolve the issue all by himself by giving the assistance on call. Such call are treated as FTR call. In alternative, if the complaint is received by an e-mail, telephonic call, a letter or any other similar mode of communication to any company official, such complaint will be routed to officer-in-charge of CCC, who will get such complaint registered and responded to, by the agent of CCC.

Even after agent’s intervention and assistance, if the complaint is not resolved, then the complaint is treated as Non-FTR and is treated as per its nature. The turnaround time for the Non-FTR complaint is as below -

Normal Cases: - In normal cases where the complaint can be resolved with the help of information available within the organization and can be used to resolve the issues, the turnaround time will be T+1 days.

Aggregator/Merchant’s involvement – In cases where response from aggregator or merchant or both of them is required to be obtained, then the turnaround time will be 48 hours or as soon as the reply is received from such merchant or aggregator

Exceptional Cases – In exceptional cases where the merchant is not able to find the information immediately related to a particular transaction due to very late bill payments such as bill payments made 10 days after the payment due date, then the turnaround time depends on the response time from the merchant. Itz Cash keeps escalating the issue with the merchant on continuous basis.

The various channels through which our customers can contact us for any assistance or redressal of their grievances are listed below:

Grievances by the holder and/or user of ItzCash Prepaid Instrument:

Three Tier Grievance Redressal System

The Company has established customer grievances redressal machinery functioning at three levels:

- a) Customer Care Centre and
- b) Customer Grievance Officer
- c) Customers Grievance Redressal Committee

a) **Customer Contact Centre**

The Company has an established Customer Care Centre at its Corporate Office which deals with all the operational issues and all the grievances referred to it. The Customer Care Centre is open on all working days(7:00am to 11:00pm).

For quick reference, the contact details are provided herein below:

Customer Care Contact Details

	Telephone	Email id	SMS
For Customer Queries	022-61125757	help@itzcash.com	Itzhelph <Your Query> 57575

The Customer Care Centre is responsible for the resolution of complaints of all customers. The Officer-in-Charge of Customer Care Centre is responsible for ensuring resolution of all complaints received at Customer Care Centre to the customer's satisfaction.

b) **Customer Grievance Officer**

Complaints can be escalated to Customer Grievance Officer, if the customer is not satisfied with the response given by the Customer care centre or is not satisfied with the resolution reached by the Customer Care Centre. Customer can send his complaint quoting the docket no of the grievance on following address or send an e-mail in respect of the same on then email id mentioned below –

Address	Contacts
Customer Grievance Officer: Ravi Singh, Wholetime Director, ItzCash Card Ltd., Top 14th Floor, Times Tower, Kamala City, Senapati Bapat Marg, Lower Parel, Mumbai - 400 013	Email: ravisingh@itzcash.com Tel: 022-61125656(Board line)

c) **Customers Grievance Redressal Committee**

The customers who are not satisfied with the resolution of their queries by the Customer Care Centre and the Customer Grievance Officer can approach the Customers Grievance Redressal Committee (“the Committee”) for redressing their grievances. The customer must quote the docket no of grievance and the reason for escalation to the Customer Grievance Redressal Committee post the resolution provided by the Customer Grievance Officer. The Committee shall consist of two members out of whom one will be designated by the Company and the other would be an independent person, who has fairly requisite knowledge of the Laws.

This committee, at present, consists of the following persons:

1. Mr. Ravi Singh
2. Mr. Sumit Khadria

Address	Contacts
Customer Grievance Committee ItzCash Card Ltd., Top 14th Floor, Times Tower, Kamala City, Senapati Bapat Marg, Lower Parel, Mumbai - 400 013	Email: grievance@ebixcash.com Tel: 022-61125656(Board line)

The Officer-in-charge of the Customer Care Centre acts as the Secretary and co- coordinator for the said Committee.

The functions of the Committee are as under:

- a) The Committee will address the grievance of the Customer if he/she is not satisfied with the decision of the Customer Care Centre and the Customer Grievance Officer
- b) The Committee shall have right to ask for all records from the Customer Care Centre, Customer Grievance Officer and the customer.
- c) The Committee will look into the simplification of procedures and practices prevailing in the Company with a view to safeguarding the interests of customers of the Company.
- d) The Committee will review the regulations and procedures prescribed by RBI for customer service and whether the same are adopted in spirit and intent by the Company and make suitable recommendations for rationalisation of the same.
- e) The Committee will review the practice and procedures prevalent in prepaid payment solutions industry and take necessary corrective action on an on- going basis.
- f) The Committee will endeavour to proactively advice the Customer Care Centre on pending complaints.

Grievance Redressal Procedure

- a) A grievance may be communicated by the Complainant to the Committee as per the convenience of the Complainant in physical or electronic mode, detailing the nature of complaint and quoting the docket id issued by the customer care team.
- b) Upon receipt of a grievance, the concerned officer shall enter the details thereof in the Grievance Redressal Register.
- c) All grievances received shall be acknowledged within three working days from the receipt of grievance by the Committee.
- d) The Committee shall resolve grievances escalated to the Committee within 21 working days from the date of receipt of the grievance.

Final Redressal and Closure of Grievance by the Review Committee

Grievance shall be treated as finally redressed and closed in any of the following circumstances:

- a) Where the Complainant has communicated his acceptance of the Company's decision on redressal of grievance communicated by Customer Care Centre or by any other means of communication or
- b) Where the Complainant has not communicated his acceptance of the Company's decision, within 3 (three) months from the date of communication of decision by the Customer Care Centre or the Committee, as the case may be.

Implementation of the decision

The Management shall take all necessary steps to implement the decision of the Committee.

Grievances by a person other than the holder and/or user of ItzCash Prepaid Instrument (System Participant):

Grievances between System Participants in respect of any matter connected with the operation of the payment system shall be resolved in accordance with the relevant provisions of the Payment and Settlement Systems Act, 2007, as may be amended from time to time.

Review of Policy

This policy is approved by the Customer Grievances Redressal Committee and by the Board of Directors. The policy will be reviewed as and when there is any material change required in the policy
