

fRAAS Housing Finance (India) Pvt Ltd
Model Code of Conduct for Direct Selling Agents (DSAs)

1. Preamble

The Model Code of Conduct for Direct Selling Agents (DSAs) is a code of conduct formulated by NHB for adoption and implementation by DSAs while operating as Agents of HFC's.

2. Applicability

Upon adoption and inclusion as part of agreement between RAAS Housing Finance (India) Pvt Ltd ("Company" or RHF IPL) and the DSA, this code will apply to all persons involved in marketing and distribution of any loan or other financial product of the RHF IPL. The Direct Selling Agent (DSA) and its Tele-Marketing Executives (TMEs) & field sales personnel, namely, Direct Marketing Executives (DMEs) must agree to abide by this code prior to undertaking any direct marketing operation on behalf of RHF IPL. Any TME/ DME found to be violating this code may be blacklisted and such action taken be reported to RHF IPL from time to time by the DSA. Failure to comply with this requirement may result in permanent termination of business of the DSA with RHF IPL and may even lead to permanent blacklisting by the industry.

A declaration to be obtained from TMEs and DMEs by the DSAs before assigning them their duties is annexed to this Code.

3. Tele-calling a Prospect

A prospect is to be contacted for sourcing RHF IPL product or RHF IPL related product only under the following circumstances:

- When prospect has expressed a desire to acquire a product through the RHF IPL internet site/call centre/Branch or through the Relationship Manager at RHF IPL or has been referred to by another prospect/customer or is an existing customer of the RHF IPL who has given consent for accepting calls on other products of RHF IPL.
- When the prospect's name/telephone number/ address is available & has been taken from one of the lists/directories/databases approved by the DSA Manager/Team leader, after taking his/ her consent.
- The DSA's TME/ DME should not call a person whose name/number is flagged in any "do not disturb" list made available to him/her.

4. When you may contact a Prospect on Telephone

- Telephonic contact must normally be limited between 0700 Hrs and 1900 hours. However, it may be ensured that a prospect is contacted only when the call is not expected to inconvenience him/her.
- Calls earlier or later than the prescribed time period may be placed only when the prospect has expressly authorized DSA's TME/ DME to do so either in writing or orally.

5. **Respect prospective customer's privacy**

DSA's TME/ DME should respect a prospect's privacy. The prospect's interest may normally be discussed only with the prospect and any other individual/family member such as prospect's accountant/secretary /spouse, authorized by the prospect.

6. **Leaving Messages**

Calls must first be placed to the prospect. In the event the prospect is not available, a message may be left for him/her. The aim of the message should be to get the prospect to return the call or to check for a convenient time to call again. Ordinarily, such messages may be restricted to:

"Please leave a message that XXXXX (Name of officer) representing RHFIPPL called and requested to call back at ZZZZZZ (phone number)".

As a general rule, the message must indicate that the purpose of the call is regarding selling or distributing a product of RHFIPPL

7. **No Misleading Statements/Misrepresentations permitted**

DSA's TME/ DME should not:

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

8. **Telemarketing Etiquettes**

Pre Call:

- No calling on lists unless list is cleared by team leader
- No calls prior to 0700 Hrs or post 1900 Hrs unless specifically requested.
- No serial dialing

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 call is made to a cell number;
- Never interrupt or argue;
- To the extent possible, 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. customer if he plans to buy the product;
- Reconfirm next call or next visit details
- Provide your telephone no, your supervisor's name or RHFIPPL officer contact details if

- asked for by the customer;
- Thank the customer for his/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 RHFIPPL on customers who have expressed their desire to be flagged "Do Not Disturb";
- Never call or entertain calls from customers regarding products already sold;
- Advise them to contact the Customer Service Staff of RHFIPPL.

9. Gifts or Bribes

DSA's TME/ DME must not accept gifts from prospects or bribes of any kind. Any DSA's TME/ DME offered a bribe or payment of any kind by a customer must report the offer to his/her management.

10. Precautions to be taken on Visits/ Contacts

DSA's TME/ DME should:

- Respect personal space – maintain adequate distance from the prospect.
- Not enter the prospect's residence/office against his/her wishes;
- Not visit in large numbers – 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 RHFIPPL officer's contact details, if asked for by the customer.
- Limit discussions with the prospect to the business – Maintain a professional distance.

11. Appearance & Dress Code

DSA's TME/ DME must be appropriately dressed. For men this means well ironed trousers, well ironed shirt, shirt sleeves preferable buttoned down. For women this means well ironed formal attire and a well groomed appearance, Jeans and / or T-shirt open sandals are not considered appropriate.

12. Handling of Letters & Other Communication

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

13. Grievance Redressal

If at any stage, if a customer is not satisfied with the service given to him/ her, he/ she can to contact the Company. The customer's first point of contact for redressal of any complaint will be the Company's local office. If no reply is received by the customer within 7 working

days from the local office, or if he/ she is not satisfied with the reply received him/her, the customer can write to the Corporate Office, as under:

The Manager
Customer Services Department
RAAS Housing Finance (India) Pvt Ltd,
1249, Aruna Asaf Ali Marg, Opp Fortis Hospital,
Vasant Kunj, New Delhi-110070
Email: customerservices@raashfc.com
Web-site: www.raashfc.com
Contact: 011- 41016135

If the customer does not hear from the Company within a fortnight, or if he/she is not satisfied with the response, the customer may write to the National Housing Bank to look into the provision of satisfactory service, if so desired.

14. **General**

- Company will review the financial and operational condition, on an annual basis, of the service providers to assess their ability to continue to meet their outsourcing obligations. Such due diligence reviews, which can be based on all available information about the service provider should highlight any deterioration or breach in performance standards, confidentiality and security, and in business continuity preparedness.
- Company will have a management structure in place to monitor and control its outsourcing activities.
- Company will have a system in place for review where internal or external auditors of the Company can assess the adequacy of the risk management practices adopted in overseeing and managing the outsourcing arrangement, the HFC's compliance with its risk management framework and the requirements of these guidelines.
- The details of the service providers engaged by Company will be posted on the Company's website and updated periodically. Any termination of the agreement for any reason will be timely updated on website so as to ensure that the customers do not continue to deal with that service provider.

Declaration–Cum-Undertaking to be obtained by the DSA from TMEs/ DMEs employed by them

Re: Code of Conduct

Dear Sir,

I am working in your company as a _____. My job profile, inter-alia, includes offering, explaining, sourcing, and assisting documentation of products and linked services to prospects of RAAS Housing Finance (India) Pvt Ltd.

In the discharge of my duties, I am obligated to follow the Code of Conduct attached to this document.

I confirm that I have read and understood and agree to abide by the Code of Conduct. I further confirm that the trainer mentioned below has explained the contents in full, to me.

In case of any violation, non-adherence to the said Code of Conduct, you shall be entitled to take such action against me as you may deem appropriate.

Signed on this _____ day of _____ 20____

Signature _____ Name _____ Agency _____

Signature of Trainer

Name

Company