

**POLICY ON GRIEVANCE REDRESSAL MECHANISM**

**OF**

**DMI FINANCE PRIVATE LIMITED**

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## 1. Introduction

DMI Finance Private Limited (**hereinafter referred as the “Company” or “DMI”**) is registered as a Non-Deposit Taking Non-Banking Financial Company (**‘NBFC’**) and categorized as a NBFC – Middle Layer as per the Master Direction – Reserve Bank of India (Non-Banking Financial Company – Scale Based Regulation) Directions, 2023 (as amended from time to time) (**“Master Direction”**) with the Reserve Bank of India (RBI) vide NBFC Certificate of Registration No. N-14.03176.

In accordance with para 2 (A) (vi) of the RBI Master Circular on Fair Practices Code dated July 1, 2025 (as amended from time to time), DMI has formulated this Policy, hereinafter referred to as “Policy on Grievance Redressal Mechanism” (the “Policy”).

A Customer complaint is an expression of dissatisfaction from a customer, requiring a response, about business activities performed by the Company of its employees or performed on their behalf by any third

party/service provider. Complaints escalated to grievance channels are termed as Grievance/escalations. Our Grievance Redressal Mechanism is designed to ensure that all customer complaints and concerns are addressed promptly and effectively. We encourage our customers to raise grievances through designated channels, and we commit to resolving issues within a specified timeframe. Our dedicated grievance redressal team will investigate each complaint thoroughly and provide feedback to the complainant. We aim to foster transparency and trust, ensuring that our clients feel heard and valued in their interactions with us.

## 2. Applicability

This Mechanism applies to all customers, stakeholders, and employees of the Company. It encompasses all services and products offered by the company, including but not limited to loans and ancillary products such as Insurance,. This Mechanism is intended for use in all customer interactions, including face-to-face communications, telephonic conversations, and electronic correspondences. Additionally, it applies to any third-party service providers engaged by the Company in delivering services to customers. All parties involved are encouraged to familiarize themselves with the Mechanism to ensure effective communication and resolution of grievances.

## 3. Objective of the Mechanism

- (i) All customers are always treated fairly and without bias.
- (ii) All issues raised by customers are dealt with courtesy and resolved on time.
- (iii) Customers are made completely aware of their rights so that they can opt for alternative remedies, if they are not fully satisfied with our response or resolution to their complaint

This Mechanism is applicable to all customers of DMI and all the matters brought to the notice of DMI through its recognised correspondence and interaction channels. This excludes the cases which are sub-judice.

## 4. Key Parameters

Following are some of the key parameters of the Grievance Redressal Mechanism (**“GRM”**) adopted by the Company:

- (i) Resolution of customer complaints/ disputes/ queries within a prescribed time frame.
- (ii) Ensuring that all complaints/ disputes/ queries of customers are heard and disposed of at least at the next higher level.
- (iii) The Company shall take-up the complaint/ grievance promptly and resolve the matters expeditiously within a period of 30 days.
- (iv) If any complaint lodged by the customer against the Company is rejected wholly or partly, or the customer

is not satisfied with the reply; or the customer has not received any reply within 30 days of receipt of complaint by the Company, the said customer can lodge a complaint over the Complaint Management System (CMS) portal or send a physical complaint to “Centralised Receipt and Processing Centre, 4th Floor, Reserve Bank of India, Sector-17, Central Vista, Chandigarh - 160017” as per the grievance redressal mechanism prescribed by RBI.

- (v) All communications shall be in vernacular language/ language understood by the borrower.

## 5. Overview of Customer Service

Customer interactions are categorized as under:

- i. Queries (Q) - Customer requirements which can be attended to and closed immediately, without requirement of further processing.
- ii. Requests (R) - Customer requirements which need further processing and are not in the nature of complaint.
- iii. Complaints (C) – Complaints should be raised which are broadly covered in the following scenarios:
  - a. Non-closure of request within promised timeframe (TAT);
  - b. Deficiency in promised action and services provided to the customers in writing;
  - c. Breach of agreed terms and conditions of the loan contract;
  - d. Wrong commitment and non-disclosure of material terms as required under the Fair Practices Code;
  - e. Action and behavior of the company employee and partner resulting in customer dissatisfaction/wrongful financial loss/ and where customers have cited facts of incident.

## 6. Channels, Escalation Matrix and Timelines for Grievance Redressal within DMI:

DMI operates into various business segments namely Consumption Loans, Personal Loans, Vehicle Loans, MSME Loans including Term loans, Loan Against Property, EPM (Equipment, Plant and Machinery) Loans, Supply Chain Finance (SCF), Loan against Shares etc. Since the customer segment and queries/enquiries/complaints would vary therefore the Company has decided to have separate escalation matrix and timelines for each business segment.

- (1) Channels for registering Customer Grievances: Consumer/ Retail Loans/e-KYC (UIDAI):** The customers can register their complaints/ queries/ enquiries through the following channels:
- (a) Voice Support-** The customer can call us at Consumer Credit Customer care at [02268539500](tel:02268539500)/ [08064-807- 777](tel:0806480777) between **9:00 am to 8:00 pm** from Monday to Saturday.
  - (b) Email Support-** Please write to us at [customercare@dmifinance.in](mailto:customercare@dmifinance.in) (***Please ensure to mention your loan account number and contact number in the email***). The customer will receive an automated acknowledgement immediately and will receive a response from the team **within 3 business days** but there would be instances wherein the team may even take longer to respond/reply as per the timelines mentioned above in para 4.
  - (c) Mobile App:** Customers can login onto the DMI Finance Mobile App to avail self-service for various requirements, as well as to raise service requests, which get updated into the CRM system for resolution. .
  - (d) Website:** Customers can also login onto the Customer Portal on DMI Website and avail self-service to register their complaints/ queries/ enquiries.
  - (e) Other Digital platforms (Chat Bot, WhatsApp, Social Media Network/Platform etc.):** Any customer complaints/queries/enquiries received through digital channels are raised as service requests and updated into the system for resolution.
  - (f) Acknowledgement:** Acknowledgement shall be shared with all the customers with the

expected Turn Around Time.

**(2) Escalations within the Company:**

- (a) **Level 1:** A customer can escalate the matter to [grievance@dmifinance.in](mailto:grievance@dmifinance.in) in case he/she is not satisfied with the response received on the query /request/complaints or doesn't receive any response from the Customer Care team. Depending on the grievance, a written reply/resolution will be sent to the customer within **5 business days** at his/her registered email id with the Company.
- (b) **Level 2:** A customer not satisfied with the response received or doesn't receive any response from Level 1, can further escalate the matter/ query/ complaint to the below:

<b>Name of Grievance Redressal Officer/Principal Nodal Officer</b>	Mr. Ashish Sarin Chief of Customer Experience & Success Express Building, 3 <sup>rd</sup> Floor, 9-10, Bahadur Shah Zafar Marg, New Delhi- 110002
<b>Contact No.</b>	011-41204444
<b>Email Address</b>	<a href="mailto:head.services@dmifinance.in">head.services@dmifinance.in</a>

The Grievance Handling mechanism shall be governed as per the Reserve Bank - Integrated Ombudsman Scheme, 2021 read in conjunction with Master Direction - Reserve Bank of India (Internal Ombudsman for Regulated Entities) Directions, 2023 (as amended from time to time). The Grievance handling will also take into account the relevant guidelines under the Fair Practices Code prescribed by RBI.

- (3) If the customer is not satisfied with the resolution received or if the customer does not hear from DMI within the prescribed timelines, then he/she may lodge their complaint on RBI CMS portal - <https://cms.rbi.org.in> Or send your complaint form ( format) to the below mentioned address:

Centralized Receipt and Processing Centre,  
Reserve Bank of India, 4th Floor,  
Sector 17, Chandigarh – 160017  
Toll free No. – 14448

**7. Display of GRM:**

For the benefit of the customers, the Company has displayed the GRM prominently, in all the office premises of the Company including the name and contact details of the Grievance Redressal Officer/Principal Nodal Officer. The customers can also access the GRM on the website of the Company through the link <https://www.dmifinance.in/grievance-redressal.html>.

**8. Process for Filing a Complaint with the Principal Nodal Officer**

For any queries or concerns customers can reach us through multiple service channels by clicking on - <https://www.dmifinance.in/customer-zone/customer-assistance/>

In case customers are not satisfied with the resolution provided by our customer care executive, the details of the Principal Nodal Officer are given below:

**a) PRINCIPAL NODAL OFFICER OF THE COMPANY:**

The Principal Nodal Officer of the Company may be contacted at:

Name of the Principal Nodal Officer	Ashish Sarin Chief of Customer Experience & Success Express Building, 3 <sup>rd</sup> Floor, 9-10, Bahadur Shah Zafar Marg, New Delhi- 110002
Contact Number	<u>011-41204444</u>
Email Address	<u><a href="mailto:grievance@dmifinance.in">grievance@dmifinance.in</a></u> <u><a href="mailto:head.services@dmifinance.in">head.services@dmifinance.in</a></u>

#### **b) Process for Filing a Complaint with the Principal Nodal Officer & RBI Ombudsman**

Step 1. If the complaint is rejected wholly or partly and customer is not satisfied with the given resolution or no reply is received within specified timelines for complaint resolution, customer can escalate same to PNO through the above-mentioned channels.

Step 2. If the complaint is rejected wholly or partly, customer remains dissatisfied with response OR no reply is received from the company within 30 days after lodgment of the complaint and if customer has not approached any other forum. Customer can escalate the complaint to RBI through below mentioned channels.

- Online on CMS Portal of RBI at <https://cms.rbi.org.in> OR
- Email at [CRPC@rbi.org.in](mailto:CRPC@rbi.org.in); OR
- Physically complaints to Centralized Receipt & Processing Centre (CRPC), Reserve Bank of India, 4th Floor, Sector 17, Chandigarh-160 017. Contact Centre with toll free no – 14448 (). is available 24x7, while the facility to connect to Contact Centre personnel is available from 8:00 AM to 10:00 PM (Monday through Saturday, except National Holidays).

#### **9. Grievance Redressal for Digital Lending:**

- The Principal Nodal Officer, as per the escalation mechanism as mentioned above, shall also deal with the digital lending and other company partners-related complaints/ issues raised by the customers. This includes the complaints raised against Digital Lending Applications (mobile and web-based applications with user interface that facilitate borrowing by a borrower, including the Company's apps as well as those operated by lending service providers engaged by the Company for extension of any credit facilitation services).
- The facility of lodging complaints shall also be made available on the Digital Lending Application and on the website of Lending Service Provider.
- Contact details of grievance redressal officer shall be prominently displayed on the websites of DMI, its Lending Service Providers (LSPs) and on Digital Lending Apps (DLAs) and also in the Key Fact Sheet (KFS) provided to the borrower.

#### **10. Internal Ombudsman**

With reference to the Master Direction - Reserve Bank of India (Internal Ombudsman for Regulated Entities) Directions dated December 29, 2023 (as amended from time to time), Company has appointed an Internal Ombudsman (IO) and the Company refers all complaints to IO which have been partly or wholly rejected. Basis the decision of IO to uphold or overrule the decision of the Company to reject/partly reject the complaint, the reply

sent to the customer shall explicitly state the same. In case of complaints that are fully or partly rejected even after examination by the IO, the Company shall advise the complainant accordingly and state as part of the reply that he/she can approach the RBI Ombudsman for redressal.

Based on the findings and validation of complaints handled by the IO, a thorough root cause analysis is conducted on the top categories of complaints to identify any significant gaps and lapses in existing processes. The insights and feedback gathered from this analysis are systematically shared with all relevant teams. This collaborative approach ensures that corrective actions are implemented effectively to enhance our service quality and minimize the recurrence of similar issues in the future.

#### **11. Review of the GRM**

The Board of Directors shall review this Policy at least on a yearly basis. In case, there are any regulatory changes requiring modifications to the Policy, the Policy shall be reviewed and amended accordingly.

Any other conditions/ procedure which may not be covered under this Policy shall be read as per the Scale Based Regulation (SBR) Framework and related guidelines / circulars issued by the RBI.

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