



## **Fincare Small Finance Bank**

**Code of conduct – DSA's /Agent partner's**

## Preamble:

Indian Bank's Association (IBA), a voluntary association of Banks in India has issued a Model Code of Conduct for the Direct Selling Agents (DSAs)/Agent partners. while operating as Agents of Banks and Financial Institutions. This Code of Conduct for DSA's/Agent partner's is based on the Model Code of Conduct of IBA as well as the provisions of the Code of Commitment to the Bank's Customers issued by the Banking Code And Standards Board of India (BCSBI) and voluntarily adopted by the Bank.

## Applicability:

The objective of this Code of Conduct (hereinafter referred to as "the Code") is to provide the Direct Selling Agents (DSA's) /Agent partner's with a clear understanding of the standards of conduct expected while marketing and distribution of any financial product(s) of the bank and that their conduct shall be governed by the Code. This Code is a protocol which lays down the guidelines and manner in which the representatives shall conduct themselves while marketing and distribution of any financial product(s) of the Bank. Direct Sales Agents (DSA's) /Agent partner's shall agree to abide by this Code prior to undertaking any direct marketing operations and distribution on behalf of the bank.

## Code of conduct:

- 1) DSA/Agent Partner shall refer customers for availing asset products from the Bank either in person or through electronic modes.
- 2) DSA/Agent Partner shall coordinate with the assigned branch to materialize the reference by either meeting the customer directly or by directing the customer to the branch (as per requirement).
- 3) DSA/Agent Partner shall not engage in mis-selling the products of the bank and clearly explain all the features of the products to the customer including Rate of Interest, Charges, Term, etc.
- 4) DSA/Agent Partner shall not represent themselves as employees of the bank when meeting prospective customers and clearly communicate the Principal-Agent relationship with the bank to their prospective customers.

5) DSA/Agent Partner shall not use the logo of the Bank except with the prior written consent of the bank by an employee not below the rank of General Manager.

6) DSA/Agent Partner shall treat as confidential all information and data received during the term of assignment.

7) Each Party shall hold harmless, and indemnify the other Party against any and all loss, liability, damage, or expense, including any direct, indirect or consequential loss, liability, damage, or expense including legal expenses ( Attorney, Advocates fee included) which either party may suffer or incur on account of any breach of terms and conditions.

8) Any dispute arising out of breach, the same shall be resolved mutually between the parties. In case the matter is not resolved, the same shall be referred to sole arbitrator appointed mutually for the arbitration in accordance with the provisions of arbitration and conciliation Act, 1996.

9) DSA/Agent partner should ensure that he/she is dressed in formal attire while meeting the prospects.