

MODEL CODE OF CONDUCT FOR DIRECT SELLING AGENTS

(DSA) / BUSINESS SOURCING ASSOCIATES (BSA)

(Applicable to DSA/BSA/Telemarketers & Field Sales Personnel)

1. Preamble

This model code of conduct for the Direct Selling Agents (DSAs)/Business Sourcing Associates (BSAs) is in tune with the non-statutory code issued by Indian Bank's Association, a voluntary association of Banks in India for adoption and implementation by BSAs/DSAs while operating as Agents of Banks and Financial Institutions.

2. Applicability

The code is and deemed to be adopted and included in the agreement between Bank of India and the DSA/BSA. This code will apply to all persons involved in marketing and distribution of any loan or financial product of the Bank of India. The Direct Selling Agent (DSA)/ Business Sourcing Associates (BSA)/Direct Selling Team (DST) and its Tele-Marketing Executives (TMEs) & field sales personnel, namely Business Development Executives (BDEs) must agree to abide by this code prior to undertaking any direct marketing operation on behalf of Bank of India. Any DSA/BSA/TME/BDE found to be violating this code may be blacklisted and such action taken be reported to the bank from time to time by the DSA/BSA with Bank of India and may even lead to permanent blacklisting by the Industry.

A declaration to be obtained from TMEs and BDEs by the BSAs/DSAs before assigning them their duties is annexed to this code.

3. Code of Conduct

- a) The DSA/BSA agrees to provide the services as per the terms and conditions set out in Standard Terms & Service Agreement.
- b) The DSA/BSA shall protect the interest of the Bank and ensure that the Bank shall not suffer any reputational risk or loss due to any acts, deeds or actions or lack of the same, undertaken/supposed to be undertaken by the DSA/BSA.
- c) The DSA/BSA shall not furnish any misleading/wrong information to any prospective customer on the policies and the terms and conditions of the product
- d) The DSA/BSA shall cooperate with the Bank officials in case of any investigation or inquiry.

- e) The DSA/BSA have an obligation to conduct themselves in an honest and ethical manner and act in the best interest of the Bank. The DSA/BSA shall ensure that the DSA/BSA, their employees and representatives shall avoid all situations that present a potential or actual conflict between their interest and the interest of the Bank.
- f) The DSA/BSA, their employees and representatives shall ensure that they deal fairly with customers at all times and in accordance with ethical business practice.
- g) The DSA/BSA shall collect only cheques for processing fees, favouring Bank of India wherever instructed specifically to do so. The DSA/BSA shall not collect any amount in cash or in any form or any other fee from the customer for providing services to the Bank.
- h) The DSA/BSA shall not share any internal communication received from Bank with the customer, whether in print, electronic or any other medium of communication. A separate mode of communication whether in print electronic or any other medium is permitted provided it does not refer/relate or annexed in any manner with the internal communication of Bank of India.
- i) The DSA/BSA shall not engage in discussing the customer interest with any other persons other than those authorized by the customer and/or Bank of India.
- j) The DSA/BSA shall submit all the documents received from the customers to the Branch/RBC and shall not keep any physical /electronic copy of documents received from the customers with them except Name & contact numbers. BSA will be reporting to Marketing Head at RBC or in his absence RBC head who will monitor his performance on regular basis. At Zonal office, Dy. Zonal Manager at Zonal Office will be monitoring the performance of BSA on a regular basis.

4. Tele-calling a prospect (a prospective customer)

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

- When prospect has expressed a desire to acquire a product through the bank's Internet site/call center/Branch or through the relationship Manager at the Bank or has been referred to by another prospect/customer or is an existing customer of the Bank who has given consent for accepting calls on other products of the Bank.
- 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.
- Should not call a person whose name/number is flagged in any "do not disturb" list made available to him/her.

5. When you may contact a prospect on telephone

Telephonic contact must normally be limited between 09.30 hrs. to 19.00 hrs. However, it may be ensured that a prospect is contacted when the call is not expected to inconvenience him/her.

Calls earlier or later than the prescribed time period may be placed only under the following conditions.

- When the prospect has expressly authorized BSA/TME/BDE to do so either in writing or orally.

6. Can the prospect's interest be discussed with anybody else?

DSA/BSA 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.

7. Leaving messages and contacting persons other than the prospect

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 (Name of the officer) representing Bank of India called and requested to call back at (phone number).
- As a general rule, the message must indicate that the purpose of the call is regarding selling or distributing a bank product of Bank of India.

8. No misleading statement/misrepresentation permitted

The BSA/TME/BDE should not —

- Mislead the prospect on any service/product offered
- Mislead the prospect about their business or organization's name, or falsely represent themselves
- Make any false/unauthorized commitment on behalf of Bank of India

9. Telemarketing Etiquettes

A) Pre Call

- No calls prior to 09.30 hrs and post 19.00 hrs unless specifically requested
- No serial dialing
- No calling on list unless list is cleared by team leader

B) During Call

- Identify yourself, your company and your principal
- Request permission to proceed
- If denied permission, apologise 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 & Conditions" by the customer if he plans to buy the product.
- Reconfirm next call or next visit details
- Provide your telephone number, your supervisor's name and your bank officer contact details if asked for by the customer.
- Thank the customer for his/her time.

C) Post Call

- Customers who have expressed their lack of interest for the offering should not be called for the next three months with the same offer
- Provide feedback to the bank 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 the Bank.

10. Gifts or Bribes

BSA/TMEs/BDEs must not accept gifts from prospects or bribes of any kind. Any BSA/TME/BDE offered a bribe or payment of any kind by a customer must report the offer to his/her management as well as the Bank.

11. Precaution to be taken on visits /contacts

BSAs/BDEs should:

- Request 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, supervisors name or the bank officers contact details, if asked for by the customer.

- Limit discussion with the prospect to the business - Maintain a professional distance

12. Other Important aspects - Appearance & Dress Code

BSAs/BDEs should must be appropriately dressed –

A)For men

- Well ironed trousers
- Well ironed shirt, shirt sleeves perfectly buttoned down

B)For women

- Well ironed formal attire (Saree, Suit etc.)
- Well-groomed appearance

Note- T-shirt, jeans, casual wear, open sandals are not considered appropriate

13. Handling of letters & other communication

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

14. If at any stage. if a prospect customer is not satisfied with the service given to him/her he/she can contact the Bank.

The first point of contact for redressal of any complaint will be the RBC Head. If he/she does not receive any reply within 7 working days or not satisfied about the reply from the RBC Head, he/she may take up the matter with the Zonal manager of the respective Zone under which the RBC falls. In case of unsatisfactory response, he/she may take up the matter with the General Manager, Retail Banking Department, Head Office, Star House, C-5, and G-Block Bandra Kurla Complex. Bandra (E), Mumbai 400 051.

Declaration-Cum-Undertaking

Dear Sir,

Re - Code of Conduct

(To be obtained by the BSA/DSA from TME/BDE employed by them)

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 Bank of India.

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

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, 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 _____