

USE OF UNPARLIAMENTARY LANGUAGE BY CUSTOMERS

We at SBICAP Securities, collectively focus our efforts towards 'Customer Experience' and are thoroughly committed to treat customers with politeness, courtesy and respect at every interaction.

While we aim to redefine convenience for our customers and are always willing to go the extra mile to resolve customer issues, at times, certain circumstances like systems downtime, external guidelines, policies, compliance aspect, etc may compel us to convey decisions or information that may not be up to your entire satisfaction, despite our best efforts.

While most of our customers understand such compulsions, a few of our customers react to such situations by resorting to provocative and unparliamentary language, or rude and disruptive behavior directed towards the management and officials. Such behavior is untenable as it impacts the morale, dignity, and consequently, the efficiency of our staff. Hence, this behavior is indefensible and unacceptable. In such situations we will be constrained to advise these customers to close all their relationships with us and we earnestly hope that we have to resort to this option in the rarest of rare cases.

In the event that the resolution to any query is not to your satisfaction, we also encourage our customers to exercise every option to escalate the matter through the internal mechanism of our organization. Please click on the given link to know more about our grievance and escalation handling mechanism:
<https://www.sbismart.com/grievance-handling-mechanism>