



Customer Grievance Redressal Policy

Document Information

Version Number	1.0
Date of adoption of the policy	April'26

Table of Contents

Abbreviations	4
Definitions	4
1. Introduction	6
2. Objectives	6
3. Regulatory Guidelines Applicable	7
4. Registration of Grievance:	7
Classification of Ticket:	8
5. Grievance Redressal Framework:	8
Level 1 – Primary Complaint Handling	8
Level 2 – Grievance Redressal Officer	8
6. Liability of the Customers in unauthorized credit card transactions	9
7. Liability of a Customer	9
8. Maximum Liability to a Customer (Table 1)	10
9. Summary of Customer’s Liability	10
10. Reporting Channels for Unauthorized Card Transactions	11
11. Customer Obligations	12
12. Review of Policy / Sunset Clause	12
13. Annexure	12
Turn Around Time (TAT) fixed for resolving different customer issues.....	12

Abbreviations

Abbreviation	Full Form
CE	Customer Experience Department
MITC	Most Important Terms and Conditions
TAT	Turn Around Time
RBI	Reserve Bank of India

Definitions

Term	Definition
Credit Card	Credit Card is a physical or virtual payment instrument containing a means of identification, issued with a pre-approved revolving credit limit, that can be used to purchase goods and services or draw cash advances, subject to prescribed terms and conditions.
Customer Interactions:	<p>A customer interaction refers to a Query or a Request or a Complaint.</p> <ul style="list-style-type: none"> • Query, which can be defined as a question, often expressing enquiry about the company's product & services or looking for an answer from an authority • Request, refers to any customer-initiated communication seeking the performance of routine, non-financial, or account-related services that do not involve a dispute, grievance • Complaint, which may be defined as "An expression of dissatisfaction made to an organization, related to its products and services, or the complaints-handling process itself, where a response or resolution is explicitly or

	<p>implicitly expected". A complaint may be expressed in person, over the telephone, email or in writing</p> <p>Some of the examples of Queries, are as under:</p> <ul style="list-style-type: none"> ▪ Reward Point Enquiry ▪ Application Status Enquiry ▪ Reward Point Enquiry <p>Some of the examples of Requests, are as under:</p> <ul style="list-style-type: none"> ▪ Card blocking ▪ Card replacement ▪ Reversal of Charges or Fees <p>Some of the examples of Complaints, are as under:</p> <ul style="list-style-type: none"> ▪ Late credit of card payment ▪ Non authorization of card transaction ▪ Non-renewal of cards ▪ Non receipt of bill/SMS ▪ Blacklisting the name of defaulters to Credit Bureaus i.e., CIBIL etc. ▪ Compromise settlement and delay in or non-issuance of no dues certificates ▪ Card not received.
<p>Procedure or Process Owners</p>	<p>This refers to a particular department/ departmental head taking the ownership of the issue relating to their respective area of business and shall be responsible for taking proper corrective actions.</p>

1. Introduction

BOBCARD LTD, hereafter referred to as “the Company”, is committed to delivering fair, transparent, and prompt redressal of customer grievances as an integral part of its customer-centric philosophy. The Customer Grievance Redressal Policy, hereafter referred to as “the document”, outlines the principles, standards, and processes that shall govern the manner in which customer grievances are received, recorded, addressed, escalated, and resolved across the Company.

This document has been framed in alignment with the applicable regulatory requirements, including directions, circulars, and guidelines issued by relevant authorities governing Non-Banking Financial Companies (NBFCs) and credit card issuers from time to time. It ensures that the Company’s grievance handling mechanism remains consistent with regulatory expectations on fairness, accountability, responsiveness, and transparency.

This Policy sets out the framework for timely and effective grievance redressal, ensuring that all customers are treated with dignity, their concerns are addressed objectively, and appropriate corrective actions are taken to prevent recurrence. No other internal policy or operational procedure shall contradict or override the principles outlined in this document. All stakeholders shall adhere to the guidelines specified herein, along with any amendments and regulatory requirements applicable from time to time.

2. Objectives

- 1 Ensure clear visibility and accessibility of its complaint-handling process to all customers and complainants.
- 2 Provide easy access to the Grievance Redressal Policy across all customer touchpoints.
- 3 Handle all complaints professionally and transparently, ensuring fairness and clarity throughout the process.
- 4 Maintain objectivity in the assessment, investigation, and resolution of complaints.
- 5 Provide prompt, responsive, and effective complaint resolution, prioritizing customer satisfaction and timely closure.
- 6 Safeguard the confidentiality of complainant information, disclosing it only when necessary for resolution of the grievance.

- 7 Ensure full compliance with all applicable regulatory and statutory requirements, including guidelines issued by the Reserve Bank of India (RBI) and provisions of the Company's Grievance Redressal Policy.
- 8 Continuously improve grievance redressal processes and systems by incorporating feedback from customers, employees, and other stakeholders.
- 9 Ensure adherence to Customer Compensation Policy, providing fair and timely compensation wherever applicable

3. Regulatory Guidelines Applicable

This Policy shall be read with the following (as amended from time to time):

- Reserve Bank of India (NBFCs – Credit Cards: Issuance and Conduct) Directions, 2025
- Reserve Bank of India (Non-Banking Financial Companies – Managing Risks in Outsourcing) Directions, 2025
- Reserve Bank of India (Non-Banking Financial Companies – Know Your Customer) Directions, 2025
- Reserve Bank - Integrated Ombudsman Scheme, 2021
- Reserve Bank of India (Non-Banking Financial Companies – Internal Ombudsman) Directions, 2026.

4. Registration of Grievance:

Customers may register their complaints through any of the following channels, available across BOBCARDs communication and service touchpoints:

1. **Email** – Complaints submitted to the Company's designated customer service email ID.
2. **Customer Care Contact Number** – Complaints raised via the official customer service helpline.
3. **Company Website** – Complaints lodged through the online complaint form or customer service portal.
4. **Mobile Application** – Complaints submitted through the mobile app's support or grievance section.
5. **Walk-in at Offices** – Complaints registered in person at any authorized office of the Company.

Classification of Customer Interaction:

Each Customer Interaction will be Ticketed in the CRM system and will be classified as a Query, or a Request, or a Complaint. A Complaint related to a disputed transaction is routed to Fraud Risk Management Team and is addressed as per the prevailing SOP.

5. Grievance Redressal Framework:

The two levels in the Grievance Redressal Mechanism are:

Level 1 – Primary Complaint Handling

1. At Level 1, all customer complaints are received via email, the contact center number, website, mobile application, walk-in at the Company's Authorized offices are responded to within five working days from the date of receipt, and if the complaint requires more than five working days to resolve, the customer is informed within this period about the likely time required for resolution.

2. Complaint handling at this stage follows the Company's defined turnaround times (TATs) for each category of service or issue, which are determined based on prevailing practices and timelines prescribed by relevant regulatory bodies.

Level 2 – Grievance Redressal Officer

1. If the resolution provided at Level 1 does not meet the customer's expectations or if the complaint exceeds the stipulated resolution time, it is escalated to Level 2 for review by the Grievance Redressal Officer.

2. At this level, the complaint is examined in continuation of the defined turnaround time framework (Refer Annexure) of the Company, and the Grievance Redressal Officer shall provide a resolution within the next three working days.

The **escalation matrix** for customer complaints shall be as under:

Card Name	Level of Escalation	Helpline No.	Email Id
BOBCARD	Level - 1	1800-2090/1800-1210 / 1800-103-1002	crm@bobcard.co.in

	Level - 2	+91-22- 69753600	escalations@bobcard.co.in
BOBCARD OneCard	Level - 1	1800-268-7111	onecard@bobcard.co.in
	Level - 2	+91-22-69753600	escalations@bobcard.co.in
BOBCARD UNI	Level - 1	080-6821-6821 or Whatsapp-7026022022	crm@bobcard.co.in
	Level - 2	+91-22- 69753600	escalations@bobcard.co.in
BOBCARD Scapia	Level - 1	18002090/18001210	crm@bobcard.co.in
	Level - 2	+91-22- 69753600	escalations@bobcard.co.in

6. Liability of the Customers in unauthorized credit card transactions

The Company is committed to provide superior and safe customer service experience to all its customers. In order to enable the above, the Company has over the years invested in technology and has robust security systems and fraud detection & preventions mechanisms in place to ensure safe and secure experience to its customers.

The Customer Protection policy is designed to ensure customer protection relating to unauthorized transactions resulting in debits to customer's card. The policy is based on the principles of transparency and fairness in the treatment of customers.

7. Liability of a Customer

- I. **Zero Liability of a Customer** - A customer's entitlement to zero liability shall arise where the unauthorized transaction occurs in the following events:
 - Contributory fraud/ negligence/ deficiency on the part of the Company (irrespective of whether or not the transaction is reported by the customer).
 - Third party breach where the deficiency lies neither with the Company nor with the customer but lies elsewhere in the system, and the customer notifies the Company within three working days of receiving

the communication from the Company regarding the unauthorized transaction.

- II. **Limited Liability of a Customer** - A customer shall be liable for the loss occurring due to unauthorized transactions in the following cases:
- In cases where the loss is due to negligence by a customer, including but not limited to sharing payment credentials, sharing of confidential card details / password / authorizing second person to use the card in secured/unsecure environment etc., the customer will bear the entire loss until he reports the unauthorized transaction to the Company. Any loss occurring after the reporting of the unauthorized transaction shall be borne by the Company.
 - In cases where the responsibility for the unauthorized electronic banking transaction lies neither with the Company nor with the customer, but lies elsewhere in the system and when there is a delay (of four to seven working days after receiving the communication) on the part of the customer in notifying The Company of such a transaction, the per transaction liability of the customer shall be limited to the transaction value or the amount mentioned in Table under “Maximum Liability of a Customer”, whichever is lower.

8. Maximum Liability to a Customer (Table 1)

Type of Account	Maximum Liability (INR) Per Transaction
Credit cards with limit up to Rs.5 lakh	10000
Credit cards with limit above Rs.5 lakh	25000

Further, if the delay in reporting is beyond seven working days, the customer is liable to bear the entire loss.

For all cases of Unsecured transactions dispute raised by customers, chargeback process is initiated where disputed transactions are raised via chargeback process with respective channel as per chargeback BAU process. In case the amount is not recovered via chargeback process, BOBCARD can raise the disputed transactions via Insurance claim under Insurance process.

9. Summary of Customer’s Liability

Overall liability of the customer in third party breaches, where the deficiency lies neither with the Company nor with the customer but lies elsewhere in the system, is summarised in the table below:

Time taken to report the fraudulent transaction from the date of receiving the communication	Customer's liability (INR) per transaction
Within 3 working days	Zero liability
Within 4 to 7 working days	The transaction value or the amount mentioned in Table 1, whichever is lower
Beyond 7 working days	Full Liability

The number of working days mentioned in "Summary of Customer's Liability" shall be counted as per the working days excluding the date of receiving the communication.

10. Reporting Channels for Unauthorized Card Transactions

BOBCARD LIMITED provides customers with the following 24x7 reporting channels for immediate notification of unauthorized transactions, suspicious activity, or loss/theft of credit cards:

A. Toll-Free Helpline Numbers

1800-2090/ 1800-1210 – For all customers

1800-103-1002 – dedicated helpline for Eterna and Tiara cardholders

B. Email Reporting

Email ID: crm@bobcard.co.in

The Cardholder can write on dedicated email id for the below complaint/request categories:

- Mis-selling and Harassment related complaints at salesgrievance@bobcard.co.in
- Reporting of lost card at lostcard@bobcard.co.in
- Account closure at closurerequest@bobcard.co.in
- Data Privacy at dataprivacy.complaint@bobcard.co.in

Customers are required to provide relevant details of the unauthorized transaction and submit any supporting documents, as may be requested by BOBCARD for investigation.

Complaints reported through the above channels shall be formally registered by the Company and acknowledged with a unique complaint reference number. The Company shall register and

investigate disputes relating to unauthorized electronic transactions, provided the customer reports the same within the stipulated timelines as prescribed under this policy.

11. Customer Obligations

- The Company will not be responsible for the loss to the customers due to customer's negligence in keeping the Card(s), PIN or other security information confidential.
- Customer must not share sensitive information (such as credit card details & PIN, CVV, Account ID & Password, OTP etc.) with anyone, including Company's staff.
- Customers shall mandatorily register valid mobile numbers with the Company.
- Customers shall regularly update the registered contact details as soon as such details are changed. Failure to update such details shall be treated as customer negligence. Any unauthorized transaction arising out of this delay shall be treated as customer liability.
- The Company will not be responsible for the loss to the customer, if the customer acts fraudulently and/or acts without reasonable care resulting in the loss.
- The customer should adhere to the MITC and cardholder agreements all the time.

12. Review of Policy / Sunset Clause

- The Policy shall be valid for a period of one year from the date of approval by the Board.
- The Policy may be reviewed or revised earlier in the event of any changes in applicable regulatory guidelines and shall remain in force until such revised policy is approved and implemented.

13. Annexure

Turn Around Time (TAT) fixed for resolving different customer issues

Credit Cards

<u>Sr. No.</u>	<u>Customer issues</u>	<u>TAT (working days)</u>	<u>Remarks</u>
1	Non receipt of bill	5	
2	Wrong charges	5	
3	Transaction dispute	145	Dispute registration within 5 days after receiving cardholder dispute email / letter. After raising First Chargeback Acquiring Bank has 45 days to represent the Chargeback and 10 days for documents received from merchant bank. After receiving the representation Issuing Bank has 45 days to raise Pre-Arbitration on the Acquiring Bank. If there is no on the Pre-Arbitration Issuing Bank has 10 days to raise Arbitration on the Acquiring Bank and waiting period of 30 days for schemes to review the case and respond
4	No/ late credit of card payment	5	Subject to receipt of payment / customer details
5	Non receipt of PIN	NA	Green PIN facility which can be set / reset by them using available self-serve channels i.e. Portal / Mobile App / IVR etc.
6	No response of application (After all documents are received)	5	
7	Non receipt of card	5	
8	Non-renewal of cards	5	
9	Address/mobile/ email updation	5	Income Self Attested copies of KYC / desired doc are received through requested mail / portal / Mobile App ETC.

10	Transaction not authorized	5	
11	Card blocking request	Immediate (for request received through phone)	At the time receipt of intimation. Card customers are encouraged to use the self-service channels for instant blocking the card
12	De-blocking request	5	
13	Replacement of Dispatch cards including	5	
14	Add on card request	5	
15	CIC data rectification	30 (21 +9)	21 days for CI, 9 for CIC
16	Credit Balance Refund	5	
17	Reward Point Redemption	5	Card customers are encouraged to use the self-service channels for redemption of points
18	Reversal of Fees & Charges	5	
19	Card cancellation	7	Applicable where there is no outstanding balance on the card Account
20	Change in billing cycle	25	Changes shall be implemented 3 days after due date to ensure correct calculation of Late Payment charges & Finance charges & timely execution of Auto Debit

* The List is not exhaustive