

# Code of Conduct for Direct Selling Agent(s)/Direct Marketing Agents

Version 2.0

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## A. Background

Ecofy Finance Private Limited (formerly known as Accretive Cleantech Finance Private Limited) (hereafter referred to 'the Company') is a private limited company incorporated under the provisions of the Companies Act, 1956 and is a Reserve Bank of India (RBI) registered Non-Banking Financial Company.

### 1. Code of Conduct for Direct Selling Agents (DSAs)/Direct Marketing Agents (DMAs)

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This Code will apply to all the persons involved in marketing and distribution of any loan or other financial product of the company or third-party having tie-up with the company. The DSA, its Tele Marketing Executives (TMEs) and field sales personnel, i.e., Business Development Executives (BDEs), must agree to abide by this code prior to undertaking any direct marketing operation on behalf of the Company. Any TME/ BDE violating this code may be blacklisted and concerned DSA shall promptly report to the Company any violation. Failure to comply with this requirement may result in permanent termination of business of the DSA with the Company.

### 2. Tele-calling a Prospect (A Prospective Customer)

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

- 2.1. When a prospect has expressed a desire to acquire a product through the Company's Internet website/ Branch or through a Relationship Manager at the Company or has been referred to by another prospect / customer or is an existing customer of the Company who has given consent for accepting calls on other products of the Company and / or third-party products marketed by the Company.
- 2.2. When the prospect's Name/Tel. No./ 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.
- 2.3. The TME should not call a person whose name/number is flagged in any "do not disturb" list made available to him/her.

The Declaration to be obtained from TMEs/ BDEs by the DSAs before assigning them their duties is as per the **Annexure - A**.

### 3. When you may Contact a Prospect on Telephone

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Telephonic contact must normally be limited between 0930 Hrs. and 1900 Hrs. However, it may be ensured that a prospect is contacted only when the call is not expected to inconvenience him/her.

Calls earlier or later than the prescribed time may be placed only when the prospect has expressly authorized TME/BDE to do so either in writing or orally.

#### **4. Can the Prospect's Interest be Discussed with anybody else?**

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DSA 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.

#### **5. Leaving Messages and Contacting Persons Other than the Prospect.**

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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:

- 5.1.** Please leave a message that XXXXX (Name of officer) representing the Company called and requested to call back at ZZZZZZ (Phone Number).
- 5.2.** As a rule, the message must indicate that the purpose of the call is for selling or distributing a Company product and/ or its third-Party product.

#### **6. No Misleading Statements/Misrepresentation Permitted**

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TME/BDE should not:

- 6.1.** Mislead the prospect on any service / product offered.
- 6.2.** Mislead the prospect about their business or organization's name, or falsely represent themselves.
- 6.3.** Make any false / unauthorised commitment on behalf of the Company for any facility/ service.

#### **7. Telemarketing Etiquettes**

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##### **7.1. Pre-Call**

1. No calls prior to 0930 Hrs or post 1900 Hrs unless specifically requested.
2. No serial dialling.
3. No calling on lists unless list is cleared by team leader.

##### **7.2. During Call**

1. Identify yourself, your company, and your principal.
2. Request permission to proceed.
3. If denied permission, apologize, and politely disconnect.
4. State reason for your call.
5. Always offer to call back on landline if call is made to a cell number.
6. Never interrupt or argue.
7. To the extent possible, talk in the language which is most comfortable to the prospect.
8. Keep the conversation limited to business matters.
9. Check for understanding of "Most Important Terms and Conditions" by the customer if he plans to avail the loan product.
10. Reconfirm next call or next visit details.

11. Provide your telephone no, your supervisor's name or the Company officer's contact details if asked for by the customer.
12. Thank the customer for his/her time.

### **7.3. Post Call**

1. Customers who have expressed their lack of interest for the offering should not be called for the next 3 months with the same offer.
2. Provide feedback to the Company on the customers who have expressed their desire to be flagged "Do Not Disturb".
3. Never call or entertain calls from customers regarding products already sold. Advise them to contact the Customer Service Staff of the Company.

## **8. Gifts or Bribes**

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Any TME / BDE must not accept gifts from prospects or bribes of any kind. In case any customer offers a bribe or payment of any kind, such TME / BDE must promptly report it to his/her management.

## **9. Precautions to be taken on Visits/Contacts**

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BDE should:

- 9.1. Respect personal space - maintain adequate distance from the prospect.
- 9.2. Not enter the prospect's residence/office against his/her wishes.
- 9.3. Not visit in large numbers - i.e., not more than one BDE and one supervisor, if required.
- 9.4. Respect the prospect's privacy.
- 9.5. 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.
- 9.6. Provide his/her Telephone No., Supervisor's name, or the Company officer's contact details, if asked for by the customer.
- 9.7. Limit discussions with the prospect to the business and maintain a professional distance.

## **10. Other Important Aspects – Appearance & Dress Code**

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- 10.1. BDE's must be appropriately dressed. (Jeans and /or T-Shirt, open sandals are not considered appropriate).
- 10.2. For men, this means-
  1. Well ironed trousers.
  2. Well ironed shirt, shirt sleeves preferably buttoned down.
- 10.3. For women, this means-
  1. Well ironed formal attire (Saree, Suit etc.).
  2. Well-groomed appearance.

## **11. Handling of Letters & Other Communication**

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- 11.1.** Any communication sent to the prospect should be only in the mode and format approved by the Company.

## **12. Qualification for DSAs/DMA**

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There is no specific qualification prescribed, however before engaging the DSAs/DMA, the Company shall ensure that Partnership Deed, Memorandum of Association, or any other document evidencing the constitution proof of the entity, shall contain as one of its main objects as soliciting or procuring DSA/DMA business.

## **13. Outsourcing Agreement**

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The agreement executed with DSAs/DMA will be sufficiently flexible to allow the Company to retain appropriate level of control over the outsourcing firm. The agreement shall be in accordance with the Outsourcing Policy of the Company and will contain below key elements:

- 13.1.** Activities to be performed.
- 13.2.** Ability to access all books, records, and information relevant to outsourced activity.
- 13.3.** Continuous monitoring and assessment.
- 13.4.** Termination clause and minimum period to execute a termination.
- 13.5.** Contingency plan to ensure business continuity.
- 13.6.** Prior approval for appointment of sub-contractors.
- 13.7.** Right to conduct audits/inspection and access to documents by internal and external auditors, RBI or persons authorized by RBI or other regulators.
- 13.8.** Confidentiality of customer to be maintained.
- 13.9.** Preservation of documents.

## **14. Punitive Action on Violation of Code of Conduct**

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In event of violation of the present code of conduct, the Company will seek written explanation from the concerned entity and may on its sole assessment based on the seriousness and the extent of violation, take any of the following actions:

- 14.1.** Seek detailed explanation on the customer complaint.
- 14.2.** Issue written warning against allowing violation of code of conduct and seek details of control process to be adopted by the DSAs to avoid re-occurrence of act of violation.
- 14.3.** Blacklist or seek blacklisting of erring employees of the DSAs.
- 14.4.** Permanent termination of the agency with an advertisement in the paper informing public that the said DSAs has ceased to be a representative of the Company.
- 14.5.** Seek from the violating DSAs, reimbursement of any expenses incurred by the Company and / or payment of penalties levied by any competent authority on the Company due to violation of the code of conduct for DSAs.

**15. Annexure - A**

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**Declaration-Cum-Undertaking**

(To be obtained by the DSA from TMEs/ BDEs employed by them)

\_\_\_\_\_  
\_\_\_\_\_

**Re: Code of Conduct**

Dear Sir / Madam,

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 \_\_\_\_\_ (Name of Co.).

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

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

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Signature of Trainer (DSA)

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