

AVON MERCANTILE LIMITED

(CIN: L17118UP1985PLC026582)
(Approved by the Board on 12th August, 2023)

GRIEVANCE REDRESSAL POLICY

1. OVERVIEW:

Avon Mercantile Limited, (“AML”) believes in conducting its affairs in a fair and transparent manner by maintaining the highest levels of integrity, honesty and ethical behaviour while dealing with its customers (“Customers”).

In compliance with the guidelines issued by the Reserve Bank of India (“RBI”), as applicable to non-banking financial companies, for maintenance of an appropriate grievance redressal mechanism within the organisation to resolve the complaints and grievances of its customers, the Company has formulated this Grievance Redressal Policy (“Policy”) setting out the procedure for receiving, registering and disposing of the complaints and grievances of the Customers with respect to the products and services of the Company (“Complaints”), including but not limited to the Complaints in relation to the services provided by the third party agents or business facilitators appointed by the Company for providing such services on behalf of the Company.

This Policy aims to provide a framework to deal with the Complaints of the Customers in a fair and transparent manner and educate the Customers about the processes to be followed to lodge a Complaint with the Company and/or the RBI.

Avon Mercantile Finance Limited (AML) is registered as a Non-Banking Financial Institution on - 11th September, 2007 in terms of the provisions of Non-Banking Financial (Non-Deposit Accepting or Holding) Companies Prudential Norms (Reserve Bank) Directions, 2007.

The Company is categorized as a Non-Systematically Important Non-Deposit Accepting Non-Banking Financial Company.

The Company being a registered NBFC with RBI has been primarily engaged into (a) Investing in securities of listed and unlisted companies and (b) Lending activities. This policy is applicable (except Banking Ombudsman) for addressing complaints received from its Customers.

2. PURPOSE:

The purpose of the Policy is to ensure that:

- a) the Customers are treated fairly and without bias, at all times
- b) the Complaints raised by the Customers are dealt with courtesy and resolved in a timely manner.
- c) the Customers are informed of the avenues to escalate their Complaints within the Company.
- d) the Customers are informed of their rights so that they can opt for alternative

remedies if they are not fully satisfied with the Company's response or resolution to their Complaints.

3. PROCESS OF GRIEVANCE REDRESSAL:

The Customers who have any Complaint, can follow the following process for its redressal:

Primary Level:

The Customers who intend to file a Complaint, may file their Complaint with the Company by using any of the following channels between 10:00 am to 6:30 pm on any working day of the Company and furnishing complete details in relation to such Complaint:

For NBFC's:

- a) Register the Complaint in a complaint register / complaint box, which is available at all regional / branch offices of the Company;
- b) Email at avonsecretarial@gmail.com
- c) Call on +91 9990444408.; or
- d) Write to the Company at the below mentioned address: Avon Mercantile Limited
Upper Basement, Smart Bharat Mall,
Plot No. I-2 , Sector-25A, Gurgaon
Buddha Nagar, Noida-201301 (U.P.)

Secondary Level:

In case, the Complaint is not resolved within 7 (Seven) working days from the date of filing of the Complaint or the Customer is not satisfied with the response or the resolution provided to the Customer at Level – 1, the Customer may escalate the Complaint to the Grievance Redressal Officer of the Company by writing at avonsecretarial@gmail.com for NBFC . Contact details of the Grievance Redressal Officer is available at all the regional and branch offices of the Company.

Escalation Matrix:

Level 1:

In case, the Customer is not satisfied with the response or the resolution provided to it by the Grievance Redressal Officer of the Company at Secondary Level, or the Complaint is still not resolved within the period of 14 (Fourteen) working days from the date of receipt of the Complaint by the Grievance Redressal Officer of the Company, the Customer may appeal to the Principal Nodal Officer.

The Company has appointed Principal Nodal officer and the details of the Nodal officer of the Company shall be made available on the Company's website and through displays at all the Branches of the Company.

Level 2:

In case, for the NBFC related complaints the Customer is not satisfied with the response or the resolution provided to it or the Complaint is still not resolved within the period of 21 (Twenty-

One) working days from the date of the Complaint, the Customer may appeal to NBFC Ombudsman at:

Address of NBFC Ombudsman	
C/o Reserve Bank of India, RBI Byculla Office Building, Opp. Mumbai Central Railway Station, Byculla, Mumbai - 400 008 Email: nbfc Mumbai@rbi.org.in	C/o Reserve Bank of India Sansad Marg, New Delhi - 110001 STD Code: 011, Tel. No. 23724856 Fax No. 23725218 - 19 Email: nbfc newdelhi@rbi.org.in

4. REDRESSAL OF THE COMPLAINTS:

- a) The Customers are advised to file the Complaint by furnishing complete details of the same to the Company.
- b) Upon receipt of the Complaint by the Company, the acknowledgement along with a complaint identification number and the details of the designated officer, who will be dealing with the Complaint, shall be provided to the Customer within 3 (Three) working days from the date of receipt of such Complaint.
- c) The Company shall provide the necessary clarification / justification with respect to the Complaint, to the satisfaction of the Customer and take all appropriate measures to resolve the Complaint within 30 (Thirty) working days from the date of receipt of such Complaint.
- d) In case any additional time is required for resolution of the Complaint, the Company shall inform the Customer about the requirement of such additional time along with the expected timelines for the resolution of such Complaint.
- e) The Chief Executive Officer and the Head of Operations of the Company shall ensure that all Complaints filed by the Customers are resolved within the stipulated time frame.
- f) A record of all Complaints filed by the Customers and the response or resolution provided by the Company shall be maintained by the Company as per the Company's policy formulated for document preservation and archival.

5. GENERAL:

Notwithstanding anything contained in this Policy, the Company shall ensure compliance with any additional requirements as may be prescribed under any laws/regulations either existing or arising out of any amendment to such laws/regulations or otherwise and applicable to the Company from time to time.

6. REVIEW:

- a) This Policy is subject to review by the board of directors of the Company as and when deemed necessary. The board of directors of the Company shall annually review the

functioning of the grievance redressal mechanism.

- b) This Policy shall be subject to the applicable laws including but not limited to the rules, regulations, guidelines, directives and instructions issued by the RBI, from time to time and shall supersede the earlier version of the Policy. Any change/amendment in applicable laws with regard to maintenance of an appropriate grievance redressal mechanism shall be deemed to be incorporated in this Policy by reference and this Policy shall be deemed to have been amended and revised accordingly.

7. DISCLOSURE

This policy shall be uploaded on the website of the Company at <https://www.avonmercantile.co.in/>
