SUNDARAM HOME
— Sundaram Finance Group —

MODEL CODE OF CONDUCT

FOR EMPLOYEES ENGAGED IN MARKETING AND SELLING

The code will apply to all persons involved in marketing and distribution of any loan or other financial product of Sundaram Home Finance Limited. The employees, must agree to abide by this code prior to undertaking any direct marketing operations on behalf of Sundaram Home Finance Limited. Any employee found to be violating this code will be subject to strict disciplinary action, in accordance with the internal disciplinary process of the company.

A declaration to be obtained from employee(s) before assigning them their duties is annexed to this Code.

3. Tele-calling a prospective customer

A prospective customer may be contacted for sourcing a Sundaram Home Finance Limited product or Sundaram Home Finance Limited related product only under the following circumstances:

• When a prospective customer desires to acquire a housing loan/ financial product through the Sundaram Home Finance website/call centre/branch or has been referred by another customer/ prospective customer or is an existing customer of Sundaram Home Finance Limited who has given consent for accepting calls on other products of Sundaram Home Finance.

• When the prospective customer's name/telephone no./address is available and obtained after taking his /her consent. The employees should not call a person whose name /number is flagged in any "do not disturb" list made available to him /her.

4. When to contact a prospective customer on telephone

Telephonic contact must normally be limited between 0900 Hrs and 18:00 hours. However, it may be ensured that a prospective customer is contacted only when the call is not expected to be an inconvenience to him/her. Calls earlier or later than the prescribed time period may be placed only with the prior consent of the customer.

5. Respect prospective customer's privacy

Employees should respect the prospective customer's privacy and his /her interest may normally be discussed only with him /her and with any other individual /family member such as prospect's accountant /secretary /spouse only when authorised to do so by the prospective customer.

6. Leaving messages

Calls must first be placed to the prospective customer. If the prospective customer is not available, a message may be left for him /her. The aim of the message should be to get the prospective customer

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 officer) representing Sundaram Home Finance 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 product of Sundaram Home Finance.

7. No misleading statements / misrepresentations permitted

Employees should not:

- mislead the prospective customer on any service / product offered by Sundaram Home Finance Limited ;
- mislead the prospect about their business or organization’s name, or falsely represent themselves;
- Make any false / unauthorised commitment on behalf of Sundaram Home Finance Limited for any facility/housing loan/service.

8. Telemarketing Etiquette

Pre Call

No calls prior to 09:00 Hrs or post 18:00 Hrs unless specifically requested.

• No serial dialling

• No calling on lists unless list is cleared by the team leader

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 prospective customer

• Keep the conversation limited to business matters

• Check for understanding of “Most Important Terms and Conditions” by the customer if he/she plans to buy the product

• Reconfirm next call or next visit details

• Thank the customer for his /her time

Post Call

• Customers who have expressed their lack of interest for the offering should not be called for the next 3 months with the same offer

• Never call or entertain calls from customers regarding products already sold. If a customer call for such a product, advise him/her to contact the customer service staff of Sundaram Home Finance.

9. Gifts or bribes

Employees must not accept gifts from prospective customers or bribes of any kind. Any employee who is offered a bribe or payment of any kind by a customer, must report the offer to his / her manager immediately.

10. Precautions to be taken on visits / contacts

Employees should:

• respect personal space – maintain adequate distance from the prospective customer;

• not enter the prospective customer's residence /office against his /her wishes;

• not visit in large numbers, i.e. not more than one employee and one supervisor, if required;

• respect the prospective customer's privacy;

• if the prospective customer 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 prospective customer to call back;

• provide his /her telephone number, name of the supervisor or the concerned officer of Sundaram Home Finance Limited and contact details, if asked for by the customer; and

• Limit discussions with the prospective customer to the business – Maintain a professional distance.

Make upfront disclosure to the customer regarding fees / charges etc in case the purchase of product through DSA / DMA vis-à-vis the same made from Sundaram Home Finance directly.

11. Other important aspects - Appearance & Dress Code

Employees must be appropriately dressed.

For men this means well ironed trousers, well ironed shirt, shirt sleeves preferably buttoned down. For women this means well ironed formal attire (saree, suit, etc.) and a well groomed appearance. Jeans and /or T- Shirt, open sandals are not considered appropriate.

12. Handling of letters & other communication

Any communication sent to the prospective customer shall be only in the mode and format approved by Sundaram Home Finance Limited.

13. Customer Grievance Redressal Mechanism

1. Sundaram Home Finance Limited shall constitute a Grievance Redressal Machinery within the company and give wide publicity about it through electronic and print media. The name and contact number of designated grievance redressal officer of Sundaram Home Finance Limited shall be made known and widely publicised. The designated officer shall ensure that genuine grievances of customers are redressed promptly without involving delay. It shall be clearly indicated that Sundaram Home Finance's Grievance Redressal Machinery will also deal with the issue relating to services provided by the outsourced agency.

1.1 Generally, a time limit of 30 days shall be given to the customers for preferring their complaints / grievances. The grievance redressal procedure of Sundaram Home Finance Limited and the time frame fixed for responding to the complaints has been placed on the website of Sundaram Home Finance.

14. Review

The Code of Conduct shall be reviewed on an Annual basis / in accordance with regulatory or statutory requirements and shall be approved by the Board of Directors of the Company.

DECLARATION

I confirm that I have read and understood and agree to abide by the Code of Conduct.

In case of any violation, non-adherence to the said Code, the Company shall be entitled to take such

action against me as it may deem appropriate.

Employee Name: _____
Employee ID: _____
Designation: _____
Department: _____

Date: ____ / ____ / _____