

Complaints Handling & Grievance Redressal Policy & Procedure – IFSC Banking Unit (IBU), GIFT City, Axis Bank Limited

Policy Owner	IFSC Banking Unit, GIFT CITY
Policy Approved by	Governing Body, IFSC Banking Unit, GIFT City
Date of Approval	March 27, 2025

Introduction:

Customer centricity is the core of the five values of the bank. Delivering consistent & defined service experience to its customers is imperative for the Bank. Axis Bank has a Grievance Redressal Policy, and the Branch shall adhere to the Grievance Redressal Policy of Axis Bank Limited, India the turn-around-time for complaint resolution. The IFSC Banking Unit takes complaints against them very seriously and maintains a procedure to ensure that complaints are dealt with promptly and fairly (definition of Customer Complaint/query as defined by Axis Bank limited on their website).

Important Note: Gift city branch is an offshore branch in Gift City SEZ, catering to overseas customers, Customers within Gift City IFSC jurisdiction and Resident Customers (permitted under FEMA). This policy will cover only GIFT City IBU Customers and queries pertaining to GIFT City, IBU.

Objective:

The framework objective is to provide clear guidelines for Query/Complaint registration, Turnaround Time for Resolution, providing appropriate layers of Escalation and improve effectiveness of Complaint handling and overall customer service.

1) Process:

- If Customer wish to register complaint, Customer shall send an email to complaints.Giftcity@axisbank.com. There are no charges for sharing complaint handling process and related services.
- Customer will send an email to complaints.Giftcity@axisbank.com and approaches any of our front-end channels with his query/complaint in writing or directly to Complaint Redressal Officer (CRO) through the mentioned Email ID.
- On receipt of a complaint, CRO shall make an assessment on the merits of the complaint. Pursuant to assessment
 - a) In case of acceptance, the Branch shall acknowledge acceptance of complaints, in writing, within 3 working days of receipt of the complaint and shall provide contact details of any individual responsible for handling the complaint.
 - b) In case of non-acceptance, the Branch shall inform the complainant within 5 working days along with reasons.
 - c) CRO will investigate the complaint, wherever an instant resolution is possible, the channel resolves the issue and conveys the resolution to the customer upfront.
 - d) In case resolution is taking time than CRO will update the complainant on the progress of the handling of the complaint, at least in the cases when the resolution is expected to take more than usual time (say 30 days). IBU shall dispose of complaint preferably within 15 days but ordinarily not later than 30 days of acceptance of complaint by resolving or rejecting the complaint upon investigation
- Branch assures all our customers to examine and process the complaint in a fair, transparent, professional and impartial manner and CRO has necessary authority to resolve the complaint and has access to other officials with the necessary authority to be able to handle the complaint in a fair and impartial manner

- Further, in case CRO is or was involved in the conduct of the financial transaction, which is the subject matter of the complaint, the complaint shall be handled by Head Operations IBU / CEO IBU, in a fair and impartial manner.
- In order to investigate Branch/CRO may ask for additional information from the complainant while processing the complaint.
- Once the requirement is fulfilled or the issue is resolved, the officials will convey the resolution to the customer.
- If the customer is not satisfied with the resolution, he has the option to approach the next level for redressal.
- Customers who do not have an account with Gift City and the complaint is on the onshore banking service, customers are requested to route those complaints through <https://www.axisbank.com/contact-us> and follow the procedure.

2) Escalation Matrix or Appeal Mechanism:

In case complainant is not satisfied with the resolution provided by CRO or if the complaint has been rejected by CRO, the complainant may file an appeal before the **Complaint Redressal Appellate Officer** or **"CRAO"** of the Axis Bank preferably within 21 days from the receipt of the decision from the CRO. Complainant can reach out to CRAO at nodal.officer@axisbank.com and marking copy to CRO at complaints.Giftcity@axisbank.com.

3) Complaint before the Authority:

In case complainant is not satisfied with the decision of the GIFT City IBU and has exhausted the appellate mechanism he/she may file a complaint before the Authority through email to grievance-redressal@ifsc.gov.in within 21 days from the receipt of the decision from the GIFT City IBU.