

**Code of Conduct for Direct Sales Agents, Direct Marketing Agents and Recovery Agents**

This Code of Conduct (“Code”) is applicable to all Direct Sales Agents (“DSA”), Direct Marketing Agents (“DMA”) and Recovery Agents (“RA”) appointed by De Lage Landen Financial Services India Private Limited (“DLL”) from time to time and are involved in sales, marketing, distribution, or recovery of any loan, lease or other financial products of DLL. Failure to comply with this requirement may result in permanent termination of business of the DSA, DMA or RA with DLL.

A Declaration-cum-Undertaking to be obtained from or the content thereof may be included in a written authorization/arrangement/agreement with DSAs, DMAs and RAs before assigning them their duties is annexed to this Code. This Code requires the following behaviour from DSAs, DMAs and RAs.

1. Handle your responsibilities with care and sensitivity;
2. While soliciting a prospective customer, please convey the correct terms and conditions of the product.
3. The customer should be contacted ordinarily at the place of his / her choice and in the absence of any specified place, at the place of his / her residence and if unavailable at his/ her residence, at the place of business / occupation.
4. Customer shall be contacted between 0700 hrs. and 1900 hrs. unless the special circumstances of his/her business / occupation requires that he/she be contacted at a different time.
5. Any customer’s request to avoid calls at a particular time or at a particular place shall be honoured as far as possible.
6. Display your identity card and authority letter to the customer at the first instance and upon request by customer.
7. Ensure strict confidentiality of all customer related information.
8. Respect the privacy of the customer and adopt civil manners for interaction with customer.
9. All written and verbal communication with customer shall be in simple business language.
10. Decency and decorum shall be maintained during visit for dues collection / recovery.
11. Do not resort to intimidation or harassment of any kind, either verbal or physical, against any person in recovery efforts including public humiliation or intruding with customer’s family members and friends, making threatening calls, anonymous calls or making false and misleading representations.
12. Do not resort to undue harassment viz. persistently bothering the borrower at odd hours, use of muscle power for recovery of loans etc.
13. Avoid inappropriate occasions such as bereavement in the family or such other calamitous occasions for making calls/visits to collect dues.
14. Do not behave rudely with the borrower.
15. Do not give any communication that delayed interest, payments, charges and/or other penalties can be reduced or waived off.
16. Always give receipt for the amount collected.

Date:	January 31, 2018
Board Approval:	January 31, 2018
Document Owner:	Risk

Annexure

Declaration-cum-Undertaking

To,  
De Lage Landen Financial Services India Private Limited (“DLL”)  
20/F, Tower – A, Peninsula Business Park,  
Senapati Bapat Marg, Lower Parel,  
Mumbai – 400 013.

**Sub: Code of Conduct**

Dear Sir,

I, \_\_\_\_\_, s/o- \_\_\_\_\_ residing at \_\_\_\_\_ [Direct Sales Agent / Direct Marketing Agent / Recovery Agent] of DLL hereby confirm that I have read and understood DLL’s Code of Conduct for Direct Sales Agents, Direct Marking Agents and Recovery Agents (“Code”) and I agree to familiarize myself with the current form of Code as well as any updates that may be made to it from time to time in future.

I agree to abide by the Code in letter and spirit and particularly acknowledge DLL’s right to investigate and take action against me for any infringement of the Code.

I agree to abide by the DLL’s extant Fair Practice Code in letter and spirit and also by my/our internal code of conduct.

Signed on this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_

Signature \_\_\_\_\_

Name \_\_\_\_\_

Agency Name \_\_\_\_\_