

ANNEXURE - I

IBA MODEL CODE OF CONDUCT FOR DIRECT SELLING AGENTS

1.0 Preamble

Model Code of Conduct for the Direct Selling Agents (DSAs) is a non-statutory code issued by Indian Banks' Association, a voluntary association of Banks in India for adoption and Implementation by DSAs while operating as Agents of Banks and Financial Institutions.

1.1 Applicability

The Code is deemed to be adopted and included in the Agreement between Tamilnad Mercantile Bank and the DSA. This code will apply to all persons involved in marketing and distribution of any loan or other financial product of Tamilnad Mercantile Bank. The Direct Selling Agent (DSA)/Direct Selling Team (DST)/ agent and its Tele-Marketing Executives (TMEs) & field sales personnel, namely, Business Development Executives (BDEs) must agree to abide by this code prior to undertaking any direct marketing operation on behalf of the Bank. Any TME/BDE found to be violating this code may be blacklisted and such action taken is reported to the bank from time to time by the DSA. Failure to comply with this requirement may result in permanent termination of business of the DSA with Tamilnad Mercantile Bank and may even lead to permanent blacklisting by the industry. A declaration is to be obtained from TMEs and BDEs by the DSAs before assigning them their duties.

2. Tele-calling a Prospect (a prospective customer)

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

- When prospect has expressed a desire to acquire a product through the bank's internet site/call centre/Branch or through the Relationship Manager at the bank or has been referred to by another prospect/ customer or is an existing customer of the bank who has given consent for accepting calls on other products of the bank.
- When the prospect's name/telephone 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.
- The TME should not call a person whose name/number is flagged in any "do not disturb" list made available to him/her.

3. When to contact a prospect on telephone

Telephonic contact must normally be limited between 09:30 Hrs and 19:00 Hrs. However, it may be ensured that a prospect is contacted only when the call is not expected to cause inconvenience to him/her. Calls earlier or later than the prescribed time period may be placed only under the following condition:

- When the prospect has expressly authorized TME/BDE to do so either in writing or Orally.



4.0 Can the prospect's interest be discussed with anybody else?

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.

4.1 Leaving messages and contacting persons other than the prospect.

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.

5. No misleading statements/ misrepresentations permitted

DSAs/DMA's (Direct Marketing Agencies) and/or its employees / representatives should not:

- Mislead the prospect on any service / product offered;
- Mislead the prospect about their business or organization's name, or falsely represent themselves.
- Make any false / unauthorized commitment on behalf of Tamilnad Mercantile Bank for any facility/service.

6. Telemarketing Etiquettes

- Pre Call
- No calls prior to 09:30 Hrs or post 19:00 Hrs unless specifically requested.
- No serial dialing
- No calling on lists unless list is cleared by team leader

During Call

- Caller to identify himself/herself, the company and the principal for whom he/she is performing the DSA activity
- Request permission to proceed
- If denied permission, apologize and politely disconnect.
- State reason for the 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 prospect
- Keep the conversation limited to business matters
- Check for understanding of "Most Important Terms and Conditions" by the customer, if the prospect plans to buy the product
- Reconfirm next call or next visit details
- Provide telephone no, supervisor's name or contact details of the bank officer, if asked by the prospect.
- 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.
- Provide feedback to the bank on customers who have expressed their desire to be flagged "Do Not Disturb"
- Never call or entertain calls from customers regarding products already sold. Advise them to contact the Customer Service Desk/Staff of the bank.

7. Gifts or bribes

Employees /representatives of Direct Selling Agent (DSA)/DMAs must not accept gifts from prospects or bribes of any kind. Any employee/representative of the DSAs/DMAs, who is offered a bribe or payment of any kind by a customer, must report the offer to his/her management.

8. Precautions to be taken on visits/ contacts

Employees/representatives of DSAs/DMAs will:

- Respect personal space - maintain adequate distance from the prospect.
- Not to enter the prospect's residence/office against his/her wishes;
- Not to visit in large numbers - i.e. not more than one BDE and one supervisor, if required.
- Respect the prospect's privacy.
- If the prospect is not present and only family member's/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.
- Provide his/her telephone number, supervisor's name or the concerned bank officer's contact details, if asked for by the prospect customer.
- Limit discussions with the prospect to the business - Maintain a professional distance.

9. Other important aspects - Appearance & Dress Code

Employees/representatives of DSAs/DMAs 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.);
- Well-groomed appearance.
- Jeans and/or T Shirt, open sandals are not considered appropriate.

10. Handling of letters & other communication

Any communication sent to the prospect should be only in the mode and format approved by the Bank.



