

Itz Cash Card Ltd.

CUSTOMERS GRIEVANCE REDRESSAL POLICY

(Revised version effective from 1st April, 2010)

Preamble

Itz Cash Card Limited ('the Company') is engaged in the following three business segments:

SEGMENT I:

Third Party Transaction processing and Logistic Support:

- A. Providing Technical Support Service to the entities which issue its own Closed prepaid cash cards
- B. Providing logistic support for use of Company's Sales & Distribution channel for selling cards along with Technical Support Service

(This segment is not governed by the PSS Act and the RBI Guidelines).

SEGMENT II:

Franchisee Business: Appointing Franchisees for collecting cash/payments from customers of various entities and government bodies which have tied up with ItzCash to facilitate payment of bills, booking rail and air tickets, payment of property tax, etc. by giving a Franchisee Account named as ICW Franchisee Business Account.

(The business of collecting cash through Franchisees on behalf of specific organisations and under authorisation from these organisations is not governed by the RBI Guidelines)

SEGMENT III:

Semi-Closed prepaid cash card business: Issuance of multipurpose prepaid cash cards as a payment option alternative to cash for large segment of population in the country that is unable to use e-payment facility since they do not have debit/credit cards.

(Semi-Closed prepaid cash card business is governed by the PSS Act and the RBI Guidelines).

The Company is India's first ever "Multi-purpose Prepaid Cash Card Company" and the leader in this segment. It offers safe and easy payment option to every customer for seamless transactions across M-Commerce and E-Commerce domains. The Company has introduced multi-purpose prepaid cash card of various denominations (known as "ItzCash Card") which can be used to

purchase various goods and services Online/On-mobile/IVRS from affiliated merchants based on “anywhere-anytime” concept which would result in increased sales for all affiliated merchants and safety and convenience for the customer. The Company is helping business organizations to expand markets by supporting sales channels convergence with its payments options.

As a service provider industry, customer service and customer satisfaction are the prime concerns of the Company and the object of this policy is to minimise instances of customer complaints through proper service delivery and review mechanism and prompt redressal of various types of customer complaints.

The Company is in the business of issuance of Semi-Closed prepaid cash cards and is authorised by the Reserve Bank of India (RBI) to operate a Payment System. It is governed by the Payment and Settlement Systems Act, 2007 (“the PSS Act”), Regulations made thereunder and the Issuance and Operation of Prepaid Payment Instruments in India (Reserve Bank) Directions, 2009 (“the RBI Guidelines”) laid down by the RBI.

As required under the Clause 12.2 of the said RBI Guidelines, the Company has developed a procedure for promptly attending to grievances of the customers in respect of various issues pertaining to ItzCash Card as online payment mode. This is done by setting up an internal two tier system in the form of “Customer Care Centre” and a grievance redressal mechanism in the form of “Customers Grievance Redressal Committee”, as hereinafter provided.

- (i) This Policy is called the “**Customers Grievance Redressal Policy**”.
- (ii) It shall apply to the business of the Company in India.
- (iii) It shall come into force from 1st day of April, 2010.
- (iv) It shall apply only to Semi-closed prepaid cash card business as mentioned under point 3 above.
- (v) It is available on the website of the Company www.itzcash.com

Section 1 – Definitions

- a. ‘*Company*’ shall mean Itz Cash Card Limited which is carrying on the business of issuance of Prepaid Payment Instruments, payment processing, payment collection and related services by facilitating payment solutions to the Customer for buying goods and services through any digital/electronic medium.
- b. ‘*Complainant*’ shall mean the Customer who has a Grievance.

- c. *'Customer'* shall mean the holder and/or user of ItzCash Card and/or any of the system participants of the Company.
- d. *'Grievance'* shall mean communication in any form by a customer that expresses dissatisfaction about an action or lack of action by, or about the standard of service of the Company and/or its representative, in relation to use of ItzCash Card.
- e. *'ItzCash Card'* shall mean the activated and valid Semi-closed prepaid card of various denominations and all variants of the same issued by the Company.
- f. *'Payment System'* means a system that enables payment to be effected between a payer and a beneficiary involving clearing, payment or settlement service or all of them but does not include a stock exchange.
- g. *'Redressal'* shall mean the final disposal of the Grievance of the Complainant by the Company.
- h. *'System Participant'* shall mean Bank or any other person participating in a payment system and includes the system provider as per the PSS Act.
- i. *'System Provider'* shall mean a person who operates and authorises payment system.
- j. *'Week'* shall mean consecutive seven Working Days.
- k. *'Working Day'* shall mean any day (other than Sunday or Public Holiday) on which the Company's Corporate Office is open for business.

Section 2 – Principles Governing Company's policy

The Company's policy on grievance redressal is governed by the following principles:

- i. Customer shall be treated fairly at all times.
- ii. Complaints raised by customers shall be attended with courtesy and in time.
- iii. Customers shall be fully informed of avenues for grievance redressal within the organisation and their right to approach the Customers Grievance Redressal Committee in case they are not fully satisfied with the response of the Customer Care Centre.

The Company's Officer-in-Charge of Customer Care Centre must work in good faith keeping in mind this policy of the Company.

Section 3 – Process to handle Customer Grievances

A. Grievances by the holder and/or user of ItzCash Card:

3.1 Two Tier Grievance Redressal System

The Company has established customer grievances redressal machinery functioning at two levels:

- a) Customer Care Centre and
- b) Customers Grievance Redressal Committee

a) Customer Care Centre

Constitution

The Company has a Call Centre facility (24x7) for effective resolution for operational issues. The Company has also established Customer Care Centre at its Corporate Office which deals with all the operational issues and all the grievances referred to it. The Customer Care Centre is open on all working days.

For quick reference, the contact details are provided hereinbelow:

1. Call Centre (24x7): Tel no.: 1901 345 7575 (for MTNL or BSNL)
2. Customer Care Center: Tel no.: 022- 2618 1212 Extn.: 180/182/185/191

E-mail: help@itzcash.com

Function and Authority

The Customer Care Centre is responsible for the resolution of queries of all customers. The Officer-in-Charge of Customer Care Centre is responsible for ensuring resolution of all queries received at Customer Care Centre to the customer's satisfaction.

b) Customers Grievance Redressal Committee

Constitution

The customers who are not satisfied with the resolution of their queries by the Customer Care Centre can approach the Customers Grievance Redressal Committee ("the Committee") for redressing their grievances. The Committee shall consist of two members out of whom one will be designated by the

Company and the other would be an independent person who has fairly requisite knowledge of the Laws, who is not office-bearer, employee, director or any other person/s who has/have any interest of whatsoever nature in the Company.

This committee, at present, consists of the following persons:

1. Shri S. Srinivasan
2. Shri Devesh Pandya, CFO

The Officer-in-charge of the Customer Care Centre acts as the Secretary and co-coordinator for the said Committee.

Function and Authority

The functions of the Committee are as under:

- a. The Committee will address the grievance of the Customer if he/she is not satisfied with the decision of the Customer Care Centre.
- b. The Committee will be responsible for ensuring timely and effective implementation of all regulatory requirements regarding customer service.
- c. The Committee shall have right to ask for all records from the Customer Care Centre and the customer.
- d. The Committee will look into the simplification of procedures and practices prevailing in the Company with a view to safeguarding the interests of customers of the Company.
- e. The Committee will review the regulations and procedures prescribed by RBI for customer service and whether the same are adopted in spirit and intent by the Company and make suitable recommendations for rationalisation of the same.
- f. The Committee will review the practice and procedures prevalent in prepaid payment solutions industry and take necessary corrective action on an on-going basis.
- g. The Committee will endeavor to proactively advice the Customer Care Centre on pending complaints.

3.2 Grievance Redressal Procedure

- a. A grievance may be communicated by the Complainant to the Committee as per the convenience of the Complainant in physical or electronic mode, in the form provided in schedule 'A' hereto.

- b. Upon receipt of a grievance, the concerned officer shall enter the details thereof in the Grievance Redressal Register.
- c. All grievances received shall be acknowledged within three working days from the receipt of grievance by the Committee.
- d. The Committee shall resolve every grievance within 12 working days from the date of receipt of the grievance.

3.3 Final Redressal and Closure of Grievance

Grievance shall be treated as finally redressed and closed in any of the following circumstances:

- a. Where the Complainant has communicated his acceptance of the Company's decision on redressal of grievance communicated by Customer Care Centre;
- or
- b. Where the Complainant has not communicated his acceptance of the Company's decision, within 3 (three) months from the date of communication of decision by the Customer Care Centre or the Committee, as the case may be.

3.4 Implementation of the decision

The Management shall take all necessary steps to implement the decision of the Committee.

B. Grievances by a person other than the holder and/or user of ItzCash Card (System Participant):

Grievances between System Participants in respect of any matter connected with the operation of the payment system shall be resolved in accordance with the relevant provisions of the Payment and Settlement Systems Act, 2007, as may be amended from time to time.

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Schedule 'A'

APPLICATION TO COMPANY BY CUSTOMER FOR REDRESSAL OF GRIEVANCE

(All fields are mandatory)

Date_____

To,
Customers Grievance Redressal Committee
ITZ CASH CARD LIMITED
6th Floor, "Everest Square",
Junction of Shradhanand & Nehru Road,
Vile Parle (East), Mumbai-400 057

1. NAME OF THE CUSTOMER

2. FULL ADDRESS OF THE CUSTOMER

PINCODE_____ PHONE NO._____

FAX NO. _____ EMAIL ID _____

3. SERIAL NUMBER OF THE CARD _____

4. DETAILS OF THE GRIEVANCE,
(If space is not sufficient, please enclose separate sheet)

5. DATE OF ORIGINAL INTIMATION OF GRIEVANCE BY THE CUSTOMER TO THE CUSTOMER CARE CENTRE _____

6. REMEDY PROVIDED BY THE CUSTOMER CARE CENTRE, IF ANY

(If remedy has been provided, please enclose relevant communication from the Customer Care Centre)

7. LIST OF DOCUMENTS ENCLOSED

(Please enclose copies of any relevant documents which support the facts giving rise to the Grievance)

8. DECLARATION

(a) I/ We, the customer/s herein declare that:

- (i) the information furnished hereinabove is true and correct; and
- (ii) I/ We have not concealed or misrepresented any fact stated hereinabove and the documents submitted herewith.

(b) The present Grievance has been intimated to Committee in the prescribed form and manner prescribed by the Company and I/We am/are not satisfied by the remedy provided by the Customer Care Centre

OR

no remedy was provided within a period of ____ (__) days/weeks/months from the date of original intimation.

(c) The subject matter of the present Grievance has never been submitted to the Company by me or by any one of us or by any of the parties concerned with the subject matter to the best of my/our knowledge.

(d) The subject matter of my/our Grievance has not been settled by the Company/ Customer Care Centre in any previous proceedings.

(e) The subject matter of my/our Grievance has not been decided by any competent authority/court/arbitrator and is not pending before any such authority/court/arbitrator.

Yours faithfully

(Signature)

(Customer's name in block letter)

NOMINATION

If the customer wants to nominate his representative to appear and make submissions on his behalf before the Customers Grievance Redressal Committee the following declaration should be submitted:

I/We the above named customer hereby nominate Shri/Smt. _____, who is not an Advocate and whose address is _____

as my/our REPRESENTATIVE in the proceedings and confirm that any statement, acceptance or rejection made by him/her shall be binding on me/us.

He/ She has signed below in my presence.

ACCEPTED

(Signature of Representative)

(Signature of Customer)