



Grievance Redressal Policy

It is ICICI Bank's policy to ensure that:

- All customers are treated fairly at all times.
- Any complaints raised by customers are dealt with courtesy and on time.
- Customers are fully informed of their rights to alternative remedy if they are not fully satisfied with the response of the Bank to their complaint. All complaints will be treated efficiently and fairly. The bank will work continuously towards providing quality service to its customers. The bank will always act in good faith and without prejudice to the interest of the customer.

The bank's Grievance Redressal Policy will be available to customers on request.

The bank shall also ensure that all employees concerned will be informed about the Complaint Handling Process and its subsequent updates.

1. Multi-channel customer service strategy: The bank's customer service strategy is to enable customers' to avail of services through multiple channels. The various channels available to customers for redressal of issues are as follows:

- Customer Care:** Customers can contact our Customer Care officers through phone for redressal of issues.
- Branch:** Customers can walk into any ICICI Bank branch and speak with branch officials for resolution of their issues.
- E-mail/website:** Retail customers can e-mail their issues to customer.care@icicibank.com and corporate customers can send an e-mail to corporatecare@icicibank.com.
- Customers may send a letter to:**

ICICI Bank Customer Service
ICICI Bank Limited
ICICI Bank Phone Banking Centre
P. O. Box No. 20
Banjara Hills P. O.
Hyderabad 500 034
India

- v. **Internet Banking:** Customers can write to Accounts Manager, which is available after logging in to their accounts through our Internet Banking.
- vi. **Escalation:** If a customer is not satisfied with the resolution provided through these channels, he can ask for the contact details of senior officials and can escalate the issue to them.

Complaint plaques providing details of the Regional Manager Branch Banking are put up in every branch. Customers who are dissatisfied with the services provided to them can contact the Regional Manager.

If the customer's issue is not resolved even after contacting various complaint resolution channels, he/she can write to the Nodal Officer at:

The Nodal Officer
ICICI Bank Ltd
Bandra Kurla Complex
Mumbai 400051

Or send e-mail to: headservicequality@icicibank.com

A detailed escalation matrix is available online at
<http://www.icicibank.com>

2. Time frame for Response:

The turn-around-time for the responding to a complaint is

- i. Normal cases (other than one mentioned below): 7 working days for normal cases
- ii. Fraud cases, Legal cases and cases which need retrieval of documents and exceptionally old records: 15 working days
- iii. Cases involving 3rd party (other Banks): 30 working days
- iv. Chargeback related cases: 45 working days or as per VISA/Master Card guidelines
- v. If any case needs additional time, the Bank will inform the customer why the resolution is being delayed and provide expected time lines for the resolution of the issue.

3. Process Improvements:

The complaints would essentially provide valuable insight into areas of improvement within the bank's internal processes and procedures (including automated processes) that impact bank's ability to conduct its business efficiently and successfully.

The bank has institutionalized a detailed multi-step process of Root Cause Analysis for escalated complaints to:

- Identify and extract issues that concern the customer

- Obtain feedback from units who interacted with the customer i.e. branch and Customer Care
- Map processes of handling the issue, determine if the current process is followed optimally
- Identify root causes of complaints and erring units, if any
- Initiate process changes, if required
- Track the impact of process changes.

4. Standing Committee on Customer Service:

The Customer Service Council (CSC) of the Bank functions as the Standing Committee on Customer Service. The Customer Service Council is chaired by the Executive Director. Business Heads and the Heads of related departments are members of the Council. The Council focuses on building and strengthening customer service orientation in the Bank through initiating various measures including simplifying processes for improvement in customer service levels. The Council holds monthly review meetings to discuss service updates, ongoing projects specifically targeted towards improvement of customer service and appropriate actions arising from discussions. The Customer Service Council carries out following specific functions:

- Evaluate feedback on quality of customer service received from various quarters. The committee would also review comments/feed-back on customer service and implementation of commitments in the Code of Bank's Commitments to Customers received from BCSBI.
- The Committee would be responsible to ensure that the bank follows all regulatory instructions regarding customer service.
- Actionables pointed out by Committee on Procedures and Performance Audit on Public Services.
- The committee would submit report on its performance to the customer service committee of the board at quarterly intervals.

5. Customer Service Committee of the Board:

The Customer Service Committee of the Board overlooks into implementation of various customer service guidelines as mandated by Reserve Bank of India and Banking Codes and Standards Board of India. The Committee reviews customer service initiatives and deliberates innovative measures for enhancing the quality of customer service and improvement in overall service levels. The Committee also reviews the functioning of the Standing Committee on Customer Service (Customer Service Council of the Bank). The Committee does not look into individual complaints.