



Jackson Commercial Private Limited

# Customer Grievance Redressal Policy for Loan 2025-26

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## JACKON COMMERCIAL PRIVATE LIMITED

**Registered Office: 35J, Ground Floor, Radha Madhav Dutta Garden Lane,  
Kolkata - 700010, West Bengal, India  
(CIN: U65100WB1996PTC080884)**



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## **Chapter-I Preamble, Policy Overview**

### **1. Preamble**

“A customer is the most important visitor on our premises. He is not dependent on us. We are dependent on him. He is not an interruption of our work. He is the purpose of it. He is not an outsider of our business. He is part of it. We are not doing him a favour by serving him. He is doing us a favour by giving us the opportunity to do so.”—M.K.Gandhi

Guided by the above philosophy, Jackson Commercial Private Limited (JCPL) has made Customer Centricity a core value of its Microfinance operations. As a service organisation, customer satisfaction is our prime concern. Customer experience is the foundation for long-term relationships, and grievances serve as valuable feedback for service improvement.

Customer grievances are inevitable in any financial business, but timely and fair redressal is essential. JCPL is committed to building an efficient grievance redressal system to resolve complaints quickly, accurately, and transparently.

#### **1.1. Introduction:**

Jackson Commercial Private Limited (JCPL) is an NBFC registered under Section 45-IA of the RBI Act. The Company is managed by experienced professionals with expertise in financial services.

JCPL focuses on providing financial support to farmers, small traders, and individuals under the Priority Sector Lending framework. We aim to improve access to institutional credit for the agricultural value chain, MSME sector, and individuals requiring personal finance.

Our vision is:

“Loans at a Click” and “Financial Access for All.”

We provide:

- Agriculture Loans
- MSME Loans
- Personal Loans

JCPL ensures transparent, fast, and customer-friendly lending services.

### **2. Policy overview**

(a) RBI Directives on Fair Practice Code for NBFC:

RBI Master Circular on Fair Practices Code for NBFCs:

Circular No. DNBR (PD) C.C. No. 054/03.10.119/2015-16 dated July 1, 2015

directs NBFCs to establish a grievance redressal mechanism ensuring that disputes are reviewed at the next higher level of authority.

The Board must review the functioning of the mechanism periodically.

(b) Framing of the policy:

Pursuant to the requirements of the RBI Fair Practices Code, the Board of Directors of JCPL, being an NBFC, had framed its first Customer Grievance Redressal Policy, which was duly approved in the Board Meeting held on 9th March 2013. The policy was formulated with the primary objective of addressing and resolving disputes between the Company and its customers. Subsequently, the Policy was updated and reviewed by the Board of Directors in the meeting held on 23rd July 2019.

Considering that a considerable period has passed since the Customer Grievance Redressal Policy was initially approved by the Company's Board of Directors, we have undertaken a comprehensive review of the existing policy. As part of this exercise, we have incorporated appropriate updates and modifications to align the policy with the latest RBI Directions on the Fair Practices Code and the Grievance Redressal Mechanism.

(c) Preface:

Providing excellent customer service on a regular and consistent basis is essential for an organization's sustained growth. Effective complaint handling is a critical function for any customer-facing entity. Despite best efforts to deliver quality services, occasional negative customer experiences are inevitable and must be addressed promptly and appropriately. As per regulatory directions, NBFCs are required to prominently display their grievance redressal mechanism in all offices, in customer-facing literature (in vernacular language), and on their official website.

The quality of customer service in an NBFC holds significant importance, as these institutions play a vital role in bridging the gap in banking and credit needs across urban, semi-urban, and rural areas. Keeping this in mind, we at Jackson Commercial Private Limited ("the Company" / "JCPL") believe that quick and effective resolution of customer grievances, along with timely corrective and preventive measures to enhance product features and internal processes, is essential to delivering superior customer service across all customer segments.

A well-planned and well-executed complaint handling mechanism delivers the following benefits:

- Improved customer satisfaction and retention
- Organizational learning for enhancement of products, services, and processes
- Better profitability and cost efficiency
- Strengthened customer trust and loyalty
- 

(d) Objective:

This Policy is designed to ensure compliance with the grievance redressal procedures outlined in the RBI Guidelines on the Fair Practices Code (FPC) for NBFCs. It establishes an effective and transparent mechanism for receiving, addressing, and resolving customer complaints, with a strong emphasis on fairness, prompt action, and consistency—irrespective of the source or nature of the complaint.

The key objectives of the Policy are to:

- Ensure that all customers are treated fairly, courteously, and without any form of bias at all times
- Guide customers who wish to lodge a formal complaint and provide clear, step-by-step instructions for escalation in case they are dissatisfied with the response or resolution

- Specify the various channels through which customers may register complaints
- Establish robust processes for acknowledging, reviewing, and responding to customer grievances
- Define escalation levels to be followed when a complaint remains unaddressed or is not resolved satisfactorily
- Prescribe timelines for closure of complaints in line with regulatory expectations

(e) Redressal of Grievances:

(i) The Company shall maintain a robust grievance redressal structure and well-defined processes to ensure prompt and effective in-house resolution of all customer complaints. A suitable mechanism shall be in place for receiving and addressing customer grievances, with a clear emphasis on resolving issues fairly, transparently, and expeditiously, irrespective of the source or mode through which the complaint is received.

(ii) The Company shall implement a formal system for acknowledging complaints received through letters, forms, or any physical mode of communication. Further, each branch shall prominently display the names and contact details of the designated officials responsible for grievance redressal. This shall include their direct telephone numbers, fax numbers, complete postal addresses (excluding Post Box numbers), and email IDs, to facilitate timely customer communication and enhance the overall effectiveness of the redressal mechanism.

(f) Prevention is better than cure:

(i) Master Circular on Fair Practices Code for NBFCs, vide Circular No. DNBR (PD) C.C. No. 054/03.10.119/2015-16 dated July 01, 2015.

(ii) Master Direction – Reserve Bank of India (Non-Banking Financial Company – Scale Based Regulation) Directions, 2023, dated October 19, 2023.

(iii) Master Direction – Reserve Bank of India (Regulatory Framework for Microfinance Loans) Directions, 2022, dated March 14, 2022 (where applicable)

The Company shall ensure strict adherence to all relevant RBI instructions relating to Customer Service and the Grievance Redressal Mechanism as contained in the above-mentioned guidelines. Maintaining a healthy and transparent relationship with customers is imperative for an NBFC, and compliance with these regulatory directions forms an essential foundation for the same.

As the saying goes, “prevention is better than cure.” Therefore, the Company shall strive to consistently deliver the highest standards of customer service, thereby minimizing the occurrence of customer grievances. Proactively preventing issues not only strengthens customer trust but also helps conserve valuable time, energy, and resources—allowing the organization to focus on sustainable business growth and service enhancement.

(g) Customer Service Principles:

The Customer Service Delivery framework of JCPL shall be guided by the following principles:

1. Courtesy

Every customer shall be treated with due respect and courtesy, irrespective of whether the Company is able to meet his or her specific needs. Staff members shall always maintain politeness in speech, body language, and overall conduct. Courtesy shall be extended even



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in challenging situations, including instances where similar courtesy is not reciprocated by the customer.

## 2. Ethics and Transparency

All interactions with customers shall be conducted in an honest, equitable, ethical, and fair manner. Complete, clear, and accurate information, as required under applicable guidelines, shall be provided to customers in response to their queries. Transparency will be upheld at all times.

## 3. Speed and Timeliness

Customer needs and instructions shall be accorded top priority and addressed promptly without undue delay. Business commencement and counter services shall start on time, and uninterrupted service shall be ensured during business hours to maintain operational efficiency.

## 4. Efficiency and Accuracy

All customer instructions shall be executed efficiently and with precision. Information shared with customers shall be factual, accurate, and free from ambiguity. Processes shall be streamlined to minimize errors and maximize customer satisfaction.

## 5. Concern

The Company shall remain genuinely concerned about the well-being of its customers. Anticipating customer needs, understanding potential issues, and providing proactive guidance demonstrate JCPL's commitment to its customers and their financial well-being.

## 6. Communication

Communication with customers shall be clear, concise, and purposeful. The Company shall welcome customer opinions, feedback, and suggestions. Such inputs will be evaluated objectively, and wherever feasible, incorporated into processes or services to enhance overall customer experience.

### (h) Applicability/Coverage:

The processes and procedures outlined in this Policy shall be applicable to all branches, regional/divisional offices, and all operating locations of JCPL across the country. This Policy applies to every activity and function of the Company that involves interaction with customers, whether directly or indirectly.

For ease of understanding and effective implementation, this document is structured into the following three sections:

- Capturing Customer Grievances
- Resolving Customer Grievances
- Operational Guidelines



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## **Jackson Commercial Private Limited (JCPL) Customer Grievance Redressal Policy-2025-26**

### **Chapter-II**

#### **1. Capturing Customer Grievances**

It is the endeavor of the Company to ensure a high level of customer satisfaction by adhering to standard norms, procedures, and industry best practices, thereby minimizing instances of customer complaints. The Company has adopted a comprehensive Fair Practices Code to ensure that customers are treated fairly and are not subjected to harassment or discrimination.

##### **1.1 Modes of Complaints:**

In the event of any deviation from established norms, processes, or the Fair Practices Code, customers may register their complaints through any of the following modes:

- Customer Walk-in
- E-mail
- Letter
- Telephone/Mobile of the Grievance Redressal Officer
- Complaints filed through the RBI Ombudsman (when not resolved by the Company or if the customer is dissatisfied with the resolution)
- Complaints received through the Sa-Dhan Network

##### **1.2 Visibility:**

Information on how and where to lodge a complaint shall be made easily accessible and prominently publicized through various customer touchpoints, including:

- The Company's website
- All branch and office locations
- Welcome letters and customer communication materials

Front-office staff must be fully aware of the complaint-handling process, the contact details of the Company's Grievance Redressal Officer (GRO), and all available modes for lodging complaints.

Additional visibility requirements include:

- Contact details for registering complaints must be prominently displayed on the notice board at every branch.
- The Company's website address shall be mentioned in relevant communications sent to customers.
- Contact details of the RBI's Integrated Banking Ombudsman Office must be displayed on branch notice boards and on the Company website. These details guide customers on filing an appeal if their complaint remains unresolved for more than 30 days or if they are dissatisfied with the Company's resolution.

##### **1.3 Accessibility:**

###### **A. Customer Walk-in:**

Customers may visit any JCPL office or branch to lodge a complaint. Each branch shall maintain:



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- A Complaint Register
- A Complaint/Suggestion Box accessible only to designated officials

Upon receiving a complaint:

1. The designated official shall attend to the customer courteously and attempt to resolve the issue at the branch level, wherever possible.
2. The official shall record the complaint accurately, clearly describing the nature and details of the grievance.
3. All complaints recorded shall be forwarded to the Grievance Redressal Officer (GRO).
4. An acknowledgement of the complaint shall be provided to the customer by the official recording the complaint.

B. E-Mail:

The email ID of the Grievance Redressal Officer (GRO) shall be prominently displayed on the Company's official website. Customers may write to this designated email address to lodge an official complaint with the Company.

Upon receipt of an email complaint:

1. The GRO shall log the complaint in the Complaint Register.
2. The GRO shall forward the complaint to the concerned department or official for resolution.
3. The GRO shall monitor progress until satisfactory closure as per defined timelines.

C. Letter:

Customers may also submit complaints by writing a letter addressed to the GRO. The postal address shall be displayed on the Company's website and at all branches/offices.

On receiving such a complaint:

1. The GRO shall direct the complaint to the relevant branch or department for resolution.
2. The GRO shall track the matter and escalate it to the next level of authority in case of undue delay.

D. Telephone Nos/Mobile Nos of GRO:

Customers may lodge complaints by calling the GRO on the designated telephone/mobile numbers provided by the Company. These contact details will be displayed on:

- The Company's website
- Loan cards/passbooks
- Branch notice boards

When a designated official receives a complaint via telephone:

1. The official shall courteously note the details of the complaint.
2. The complaint shall be forwarded to the appropriate team for resolution.
3. A daily MIS containing details of complaints received over phone shall be sent by the receiving officer to the GRO on the next working day.

E. Complaints received through RBI Centralised Receipt and Processing Centre(CRPC):

If a customer's complaint remains unresolved for more than 30 days from the date of lodging it with the Company, or if the customer is dissatisfied with the resolution provided, he/she may approach the Integrated Banking Ombudsman.



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Customers may file complaints:

- Online at the RBI Complaint Management System: <https://cms.rbi.org.in>
- By email to the Ombudsman (as mentioned on RBI CMS portal)
- Via physical mail to:

Centralised Receipt and Processing Centre (CRPC)  
Reserve Bank of India  
4th Floor, Sector 17  
Chandigarh – 160017

- By calling the toll-free number 14448 (available 9:30 AM – 5:15 PM in Hindi, English, and eight regional languages)

Process upon receipt of Ombudsman complaint:

1. The Ombudsman, on behalf of the customer, forwards the complaint to the Company's Compliance Cell.
2. The Compliance Cell shall immediately forward it to the GRO.
3. The complaint must be acknowledged promptly—preferably within T+1 day (next working day).
4. The complaint must be logged in the Complaint Register.
5. The GRO shall investigate and resolve the matter within the prescribed timeline and communicate the resolution to the Ombudsman through the Compliance Cell.

If the matter is complex or beyond GRO's authority:

- The GRO shall prepare a detailed report describing the issue, identifying gaps (if any), and recommending an appropriate solution.
- The matter shall then be escalated to the competent higher authority or committee.
- The final decision shall be communicated to the Compliance Cell, which shall, in turn, update the Ombudsman.

If resolution is likely to exceed the prescribed TAT, the Ombudsman shall be informed in advance along with an updated timeline.

F. Complaints received through Sa-Dhan Network:

If a customer's complaint is not resolved within 30 days from the date of lodging it with the Company, or if the customer is dissatisfied with the resolution, he/she may register the complaint with Sa-Dhan through its designated grievance redressal mechanism.

G. Customer Service Personnel:

The Customer Service personnel play a critical role in ensuring effective grievance management and enhancing overall service quality. Their key responsibilities include:

- Monitoring Complaint Resolution:

Track and ensure resolution of all customer complaints within the prescribed Turnaround Time (TAT) of 30 days and follow up with the concerned officials. Escalate matters to higher authorities wherever required.

- Handling RBI-Forwarded Complaints:

Attend complaints received through the Reserve Bank of India on a priority basis. Upon resolution, promptly communicate the status to the Compliance Cell.



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- **Maintaining Complaint Records:**

Maintain an updated database of all complaints received and resolved. Submit periodic reports to the Grievance Redressal Officer (GRO) regarding complaint status and trends.

- **Improving Customer Service Quality:**

Analyse the nature and frequency of complaints to identify gaps and areas for improvement. Provide suggestions to the GRO for strengthening service quality and refining existing processes.

## **Jackson Commercial Private Limited (JCPL) Customer Grievance Redressal Policy-2025-26**

### **Chapter-III**

#### **1. Customer Grievance Redressal Mechanism-Operational Guideline**

A grievance should be redressed promptly to ensure smooth functioning of the organization. Broadly, a grievance is any dissatisfaction arising from any aspect of the organization's functioning. It may be real or perceived, justified or unjustified, expressed orally or in writing.

A complaint becomes a grievance when it remains unattended for a reasonable period, and the complainant feels that justice or fair play has been denied. To resolve such disputes, JCPL has adopted a structured grievance redressal mechanism that ensures all issues arising from decisions of company functionaries are heard and resolved at the next higher level.

##### **1.1 Grievance Redressal Officer (GRO):**

The Board of Directors has appointed Regional Managers as Grievance Redressal Officers (GROs) for all borrowers under their jurisdiction. The GRO is responsible for the overall functioning of the grievance redressal system, including responding to escalated grievances and ensuring timely resolution.

Branches/Offices must prominently display the following:

- Name and contact details (phone/mobile/email) of the Regional Manager (GRO) for that branch.
- A notice that customers may approach the GRO if their complaints remain unresolved at the branch level.
- A statement that if a complaint is not resolved within 30 days, the customer may appeal to the Reserve Bank of India – Ombudsman.
- A complaint box at every branch for customers to register written complaints.
- During all Group Training sessions, customers must be informed about the grievance redressal system and its benefits.

##### **1.2 Resolution Process:**

Upon receipt of a complaint, the Company shall acknowledge it within a reasonable time and record it in the complaint register/system.



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The Customer Service Officer must ensure timely and effective resolution of all complaints and update the status regularly.

All complaints must be resolved within 30 days from the date of receipt.

If additional time is required, the customer must be informed of:

- The reason for delay
- The revised timeline for resolution

## 2. Escalation Matrix:

JCPL has defined a six-stage escalation process to ensure customers receive the best possible service.

### **STEP 1 – Branch Level (TAT: 5 Days)**

Customers may visit or write to the Branch Manager explaining the issue.

The Branch Manager must verify the matter, contact the customer, and resolve the complaint within 5 working days.

### **STEP 2 – Corporate Relationship Help Desk (TAT: 5 Days)**

If unresolved at Step 1, or if no response is received within 5 working days, the customer may escalate to:

Relationship Help Desk (Corporate Office):

Helpline: 7044048874/ 9641022483

(10:00 AM – 6:00 PM, except Saturdays, Sundays & Holidays)

Mail: info@jcplfin.in / jcpl143@gmail.com

### **STEP 3 – Grievance Redressal Officer (Regional Manager) (TAT: 10 Days)**

If unresolved at Step 2, or if no response is received within 10 days, the complaint may be escalated to the Regional Manager – GRO for urgent investigation and fair resolution.

### **STEP 4 – Chief Grievance Redressal Officer (TAT: 10 Days)**

If dissatisfied with the GRO's response, or no response is received within 20 working days, the customer may escalate to:

Chief Grievance Redressal Officer

Mr. Subhasis Banerjee

Contact No.: 7044048868

Registered / Head Office:

Jackson Commercial Private Limited

35J Ground Floor Radha Madhav Dutta, Garden Lane Kolkata 700010, West Bengal, India

Phone: 7044048874

Email: admin@jcplfin.in/info@jcplfin.in

### **STEP 5 – Sa-dhan (Self-Regulatory Organization)**

If the customer is still dissatisfied or receives no response within 30 days:

Sa-dhan (SRO) – Grievance Redressal Officer

Phone: +91-11-47174400

Email: info@sa-dhan.org

And/or

**STEP 6 – Reserve Bank of India (RBI) Complaint Management Systems (CMS) Portal  
If unresolved even after Step 5, or if the customer does not hear from JCPL within 30 days:**

Options for Customers:

- File a complaint on RBI CMS Portal: <https://cms.rbi.org.in>

Email: [crpc@rbi.org.in](mailto:crpc@rbi.org.in)

- Submit complaint form (available under Integrated Ombudsman Scheme, 2022) to:

The Officer In-Charge

Centralised Receipt and Processing Centre

Reserve Bank of India,

4th Floor, Sector 17,

Chandigarh – 160017

Toll-Free Contact Centre: 14448 (9:30 am – 5:15 pm)

### 3. The Reserve Bank - Integrated Ombudsman Scheme, 2021

#### a) Introduction

The scheme was launched on 12 November 2021, integrating:

- Banking Ombudsman Scheme, 2006
- NBFC Ombudsman Scheme, 2018
- Digital Transactions Ombudsman Scheme, 2019

This created a unified mechanism under the principle of “One Nation, One Ombudsman.”

The Ombudsman is a senior RBI official who handles complaints not resolved by regulated entities within 30 days or where customers are dissatisfied with the response.

#### b) Purpose of the Integrated Scheme:

The scheme provides a cost-free, fast, and transparent mechanism for grievances related to services provided by RBI-regulated entities such as banks, NBFCs, and payment system operators.

#### c) Key Features of the Scheme

A single portal, email, and address for lodging complaints

No jurisdictional limitations across ombudsman offices

Broader definition of deficiency in service

Complainants need not identify which scheme applies

Centralised Receipt & Processing Centre (Chandigarh) for initial screening

Chief GRO of the regulated entity is responsible for all representations

No right to appeal for regulated entities if an award is passed for failure to provide timely information

Executive Director (CEPD, RBI) acts as the Appellate Authority

## d) When to Approach the Ombudsman

A customer may file a complaint with the Ombudsman if:

- No reply is received from the regulated entity within 30 days,
- The complaint is rejected, or
- The customer is dissatisfied with the response.

The Ombudsman will first attempt settlement. If no settlement is reached within one month, it may pass an Award, which the complainant may accept or reject.

## e) Benefits of Integrated Banking Ombudsman

Faster and more customer-friendly grievance redress

Strengthens trust in the financial system

Single point for filing complaints and tracking status

Transparent and inclusive system for customers of banks, NBFCs, and payment operators

## Adoption by JCPL

JCPL has fully adopted the Reserve Bank – Integrated Ombudsman Scheme, 2021. Customers may approach the Ombudsman within one year of receiving an unsatisfactory response or if no response is received within 30 days of the complaint.

## 4. Monitoring:

JCPL has appointed a Chief Grievance Redressal Officer (CGRO) who is responsible for representing the Company and furnishing all required information to the Ombudsman in connection with complaints filed against JCPL.

JCPL shall prominently display the Integrated Ombudsman Scheme at all branches and offices for the information of customers.

The CGRO shall ensure:

- Effective monitoring of all complaints received
- Timely resolution in accordance with defined TAT
- Identification of gaps or systemic issues
- Recommendations for amendments to strengthen the Grievance Redressal Mechanism
- Continuous improvement to enhance efficiency, fairness, and customer satisfaction

The Company shall conduct periodic reviews of the grievance redressal mechanism to ensure its efficiency, transparency, and alignment with regulatory expectations.

## 5. Review:

The Grievance Redressal Policy shall be reviewed by the Board of Directors annually, or as and when required, to incorporate:

- Enhancements in transparency
- Improvements in ethical and customer-centric practices
- Amendments necessitated by changes in laws, regulations, or industry guidelines

Such periodic review ensures that the policy remains current, effective, and compliant with RBI and other regulatory requirements.



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## **Conclusion**

JCPL is committed to upholding the highest standards of fairness, transparency, and customer service in all its operations. This Customer Grievance Redressal Policy reflects the Company's dedication to ensuring that every customer is heard, valued, and treated with respect. By establishing a structured, time-bound, and multi-level grievance redressal mechanism, JCPL strives to resolve all customer concerns promptly and effectively.

The Company believes that an efficient grievance redressal system strengthens customer confidence and enhances long-term relationships. JCPL shall continue to evaluate and improve its processes, ensuring alignment with regulatory requirements and industry best practices, while maintaining its commitment to responsible and ethical conduct.

This Policy shall come into force with immediate effect and shall remain valid until amended or replaced by the Board of Directors.