

GRIEVANCE REDRESSAL POLICY

OVERVIEW

The grievance redressal policy provides direct sellers, customers, C&F, employees of *Deft Marketers Private Limited* with resolution process governing the complaint resolution. The purpose of this policy is to establish the process for addressing the complaints and resolving them within the stipulated timelines.

DEFINITIONS

- i. **“Company”** means “Deft Marketers Private Limited”
- ii. **“Concerned Person”** means Direct sellers, customers, C&F, employees of the Company and Common Individual.
- iii. **“Chairman”** means “Managing Director of the Company”
- iv. **“Grievance”** means “A grievance is a concern, problem or complaint which may be related to work, products, services, direct selling working environment, reporting relationships etc. received from concerned person.
- v. **“Grievance Redressal Officer”** means the Officer appointed by the Board of Directors of the Company for resolving the grievances of concerned person.
- vi. **“Grievance Redressal Committee”** means the authority empowered to make decision under the policy and shall monitor the actions in regard thereto.

SCOPE

This policy shall cover all the direct sellers, customers, C&F, employees, general public of the Company. Grievance will be treated with utmost confidentiality and sensitivity. As much as possible, the grievances should be discussed and efforts should be made to resolve the matter without any external intervention. The intent is to promote healthy working relationships and supervisory practices.

APPLICABLE LAWS

The Consumer Protection (Direct Selling) Rules, 2021, Consumer Protection Act, 2019 and Information Technology (Reasonable Security Practices and procedures and sensitive personal data or information) Rules, 2011 and other applicable laws.

OBJECTIVE

Deft Marketers is committed to provide a productive and conducive work environment where grievances are dealt in fair and prompt manner.

The major objective associated with this policy is to facilitate a work culture where no grievances exist and also assist in improving performance and productivity of the concerned persons in the Company.

This document formalizes an effective and suitable mechanism for receiving and addressing complaints from concerned person with specific emphasis on resolving such complaints fairly and expeditiously regardless of the sources of the complaint.

Objective of this policy document is to ensure that all issues raised by customers are dealt with courtesy and resolved on time. Company will treat all complaints efficiently and fairly without bias at all times.

THE SYSTEM

A Grievance officer shall be appointed by the Board of the Company as Grievance redressal Officer who shall hear out the grievances of concerned person and counsel them.



If the concerned individual is not satisfied by the decision of the Grievance Redressal Officer (GRO) within 20 days, then the concerned shall refer such cases to the Nodal Officer within 5 days and if Nodal Officer won't be able to resolve them, the board shall look into that matters within next 5 days.

REPORTING

The Grievances Redressal Members will report to the Grievance Committee, then the Committee shall report to Nodal Officer of the Company. Quarterly written report of the grievances shall be submitted to the Board of the Company.

IMPROPER COMPLIANTS

This policy shall not be used to bring frivolous or malicious Complaints. Making a knowingly false complaint subjects to the complainant to disciplinary or corrective action.

However, if a legitimate concern has been raised in good faith and an investigation finds the concern to be unfounded, no action will be taken.

APPOINTMENT OF THE NODAL OFFICER

Nodal officer will be appointed by the Director of the Company as Nodal Officer who shall hear grievances received from the Grievance Committee, which has been pending and unresolved and shall counsel them accordingly.

MODE OF COMPLAINT FILING

The regulatory guidelines provide that every Direct Selling entity shall have a structured grievance redressal mechanism. As per the mechanism, the grievances can be availed from following:

Who may File a Complaint	Mode of filing a Complaint	Means of filing a Complaint
Consumer	<u>Through-</u> a. Customer Care b. Grievance redressal Officer. c. At the registered office/corporate office d. Direct seller	<u>By-</u> ➤ Letter ➤ E - mail ➤ Phonecalls ➤ Customer care numbers ➤ Website ➤ Through direct seller ➤ Direct approach to the Company

Direct seller	<p><u>Through-</u></p> <p>e. Customer Care</p> <p>f. Grievance redressal Officer.</p> <p>g. At the registered office/corporate office</p>	<p><u>By-</u></p> <ul style="list-style-type: none"> ➤ Letter ➤ E - m a i l ➤ Phonecalls ➤ Customer care numbers ➤ Website ➤ Direct approach to the Company
Employee	<p><u>Through-</u></p> <p>h. Customer Care</p> <p>i. Grievance redressal Officer.</p> <p>j. At the registered office/corporate office</p>	<p><u>By-</u></p> <ul style="list-style-type: none"> ➤ Letter ➤ E - m a i l ➤ Phonecalls ➤ Customer care numbers ➤ Website ➤ Direct approach to the Company
General Public	<p><u>Through-</u></p> <p>k. Customer Care</p> <p>l. Grievance redressal</p>	<p><u>By-</u></p> <ul style="list-style-type: none"> ➤ Letter

	<p>Officer.</p> <p>m. At the registered office/corporate office</p>	<ul style="list-style-type: none"> ➤ E - m a i l ➤ Phonecalls ➤ Customer care numbers ➤ Website ➤ Direct approach to the Company
C & F	<p><u>Through-</u></p> <p>n. Customer Care</p> <p>o. Grievance redressal Officer.</p> <p>p. At the registered office/corporate office</p>	<p><u>By-</u></p> <ul style="list-style-type: none"> ➤ Letter ➤ E - m a i l ➤ Phonecalls ➤ Customer care numbers ➤ Website ➤ Through direct seller ➤ Direct approach to the Company

GRIEVANCE COMMITTEE

The Board of directors of the Company formed Grievance Committee who shall appoint the Grievance member and shall be considered responsible for monitoring the grievances received.

GRIEVANCE REDRESSAL OFFICER (GRO)

Board of Directors



Appointment through resolution



Grievance Redressed Officer (GRO)



Composition: -

- ✓ Member 1



Responsibility

1. To review Complaints from consumer/ Direct Seller/Public/Employee
2. Provide Complaint No. to consumer/Direct Seller/Public/Employee
3. Verify the accuracy of complaint
4. Coordination with concern Department.
5. Solve the complaint within 10 Days
6. Inform complaints of any action taken.
7. Feedback from complainants

Process of Disposing of Grievances

Working process of grievances Redressal Committee (GRO)




Complainants: -

1. Consumer
2. Direct Seller
3. Member of General Public

4. Employee



- Complaint may be received through: -
- ✓ Website
 - ✓ Email
 - ✓ Helpline No./Contact No.
 - ✓ Letter/post
 - ✓  Registered Address or any other address



GRC (Grievance Redressal Committee) (Comprising of 2 members)



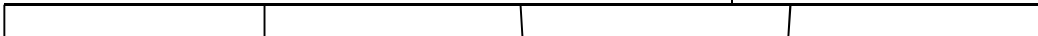
Research on Complaint
Same Day



Issue complaint number for tracing and tracking the complaint within 48 hours from the time of receiving of complaint/ grievance

Enquire about complaint on own level

Coordination with concerned department within 3 days



Management
Department

Production
Department

HR
Department

Finance
and
Accounts
Department

Sales and
Marketing
Department

Receive Status of Complaints
on own level within 7 Days

Receive Reports form
Concerned department within
12 Days.

Mix both reports within Days 15 days

Create Reply of Complaint within 1 Days while receiving report

Inform to complainant regarding Reseeding of complaint within 2 Days from
reply of Complaint

- ❖ Received feedback from the complainant
- ❖ Require rating In numbers (1 to 10 points)

Process for Disposing of Grievances

- Grievance received from the Complainant shall be reported to the concerned department of Company within 2 hours of receiving it.
- A written acknowledgement shall be sent to the complainant within 48 Hours from date of receipt of grievance. In case grievance is resolved within 20 Days, resolution letter is sent to the complainant.
- A tracking number need to be provided to the Complainant so that he can check the status of his complaint at the website address (Attached link)
- The GRO shall take reasonable steps for resolving the Complain received in an early manner.
- The acknowledgement letter will detail the manner in which grievance solved and the time taken by the officer for resolving the same.
- Then the grievance shall be forwarded to the Nodal officer and he need to solve it within 5 days and on 26th day, it is not resolved, then the same shall be referred to the Board for quick disposal.
- **For the grievances not resolved within 30 days:** The company will forward the Cause of Delay along with the reasons to the complainant.
- In case, if no further escalation is received from the complainant within 10 Days from the date of providing the response with related to complain raised, the complaint shall be treated as solved and closed.

Types of Grievances

	Grievance
Customer	<ul style="list-style-type: none"> ✓ Product related ✓ Quality related ✓ Delivery related

	<ul style="list-style-type: none"> ✓ Payment related ✓ Website issues ✓ Customer care issues ✓ Sensitive personal information ✓ Grievance related with personal data and information ✓ Refund regarding ✓ Sale related ✓ Any other related
Employee	<ul style="list-style-type: none"> ✓ Working environment ✓ Service related ✓ Customer care issues ✓ Sensitive personal information ✓ Any other related ✓ Grievance related with personal data and information
Direct Seller	<ul style="list-style-type: none"> ✓ Commission related ✓ Product Related ✓ Quality Related ✓ Delivery Related ✓ Payment related ✓ Website issue ✓ Customer care issues ✓ Sensitive personal information ✓ Grievance related with personal data and information ✓ Refund regarding

	<ul style="list-style-type: none"> ✓ Sale related ✓ Any other related
C & F	<ul style="list-style-type: none"> ✓ Commission related ✓ Product Related ✓ Quality Related ✓ Delivery Related ✓ Payment related ✓ Website issue ✓ Customer care issues ✓ Sensitive personal information ✓ Grievance related with personal data and information ✓ Refund regarding ✓ Sale related ✓ Any other related

IN CASE OF DELAY

- We will try our best efforts to resolve the complaint within 30 days from receiving it.
- If any delay arises due to some technical or other reason, we will inform to you through the mail or contact number regarding such delay along with the reason.
- Further, we will ensure you to keep you informed for how many days still require for completion of the same with expected days.

APPEAL



If any concerned individual is not satisfied with the grievance proposed by the GRO, then he can make an appeal to Nodal Officer for the same.

Responsibilities of Customer Service Cell:

1. Complaints received from the concerned person through various channels will be first logged in the **Online** Complaint Register by Customer care unit;
2. The complaint will then be forwarded to appropriate person in concerned Branch /department;
3. Monitor resolution of customers' complaints within 7 working days and do necessary follow-up with concerned officials. Escalate the complaint to higher level when needed;
4. Investigate repeat complaints from customer/s within a quarter;
5. Maintain data base of complaints received and closed

Notification of Changes

We keep our Grievance Policy under regular review to make sure it is up to date and accurate. Any changes we may make to this Policy in the future will be posted on this page. We recommend that you re-visit this page regularly to check for any updates.

For any additional questions or support, reach out to grievance@deftmarketers.in

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