

**Code of Conduct Applicable to Dealers /Direct Sales Agents (DSA) Direct Marketing Agents  
(DMA)/Recovery Agents (RA) of TVS Credit Services Limited.**

**Version 1.1**

## Preamble

The Code of Conduct for the Dealers, Direct Sales Agent (DSA), Direct Marketing Agents (DMA) and Recovery Agents (RA) {herein collectively referred to as “Agents”} is a non-statutory code laid down by TVS Credit Services Limited (the Company) for adoption and implementation by their agents while operating as representatives of the Company

## Applicability

The Code of Conduct (COC) for agents has been adopted and included as part of the agreement between the Company and the Agent’s establishment. This code will apply to all persons employed by the agents who would be involved in sales, marketing and distribution/recovery procedures and other related services on behalf of the Company.

The Agents and their staff/ associates must agree to abide by this code prior to undertaking any sales / marketing / recovery operation on behalf of the Company. Any employee or associate of the agent found to be violating this code will be blacklisted and the agent will report such action taken to the Company from time to time. Failure to comply with this requirement may result in permanent termination of the business tie-up of the Agency with the Company and may even lead to permanent blacklisting by the industry.

To ensure that the employees/ associates of the agents adhere to the terms of this Code of Conduct, the Agency shall obtain a declaration from them before assigning them their duties.

## Code of Conduct

Code	Do’s	Do Not’s
Appearance, dress code	<ul style="list-style-type: none"> <li>Well Groomed</li> <li>Clean &amp; Tidy</li> <li>Formals</li> </ul>	<ul style="list-style-type: none"> <li>No long unkempt hair.</li> <li>Shirt sleeves are not rolled up.</li> <li>No chappals or sandals.</li> </ul>
Speech	<ul style="list-style-type: none"> <li>Introduce yourself with an identity card</li> <li>Use formal address.</li> <li>The tone should be sincere and polite yet assertive and firm</li> <li>Decency and decorum are to be maintained.</li> <li>Fluency in English and local language</li> </ul>	<ul style="list-style-type: none"> <li>Do not get tough or aggressive or abusive</li> <li>Do not lose your cool, get angry or even irritated irrespective of the reason</li> <li>Pitch should not be high</li> <li>Should not get personal.</li> </ul>
Belongings	<ul style="list-style-type: none"> <li>Identity Card, Letter of authority.</li> <li>Official receipt book issued from company</li> <li>Diary for writing the information gathered</li> <li>Customer’s current statement of account</li> </ul>	<ul style="list-style-type: none"> <li>Do not collect any cash without issuing company authorized receipt to the customer.</li> </ul>
Ethics	<ul style="list-style-type: none"> <li>Fair and ethical in your dealings with customers.</li> <li>Repossessions interaction should be based on courtesy, fair treatment and persuasion.</li> </ul>	<ul style="list-style-type: none"> <li>Collector should not make any verbal or written promises to customer without Supervisor / Company on matters outside his preview or on product features</li> <li>No personal dealings with customers</li> <li>No gifts or favors shall be accepted by the agents</li> </ul>
Information and Confidentiality	<ul style="list-style-type: none"> <li>Present all the information required to by the customer in an orderly fashion and in vernacular language or the language as understood by them.</li> <li>TVS CS and agency to keep records of interactions with the customer.</li> </ul>	<ul style="list-style-type: none"> <li>Un-authorized information written or verbal cannot be divulged to any customer / competitor / any other person.</li> <li>No information on the customers to be shared with other customers</li> </ul>

<p>Process Product Discipline</p>	<ul style="list-style-type: none"> <li>Collectors will perform their role within the framework of the instructions issued to them in terms of process manuals and specifics of Repossession procedure based on the product</li> </ul>	
<p>Maximize Effectiveness</p>	<ul style="list-style-type: none"> <li>Collectors will strive to maximize the effectiveness of the visits by pre-visit preparation and result orientation in order to improve result.</li> </ul>	
<p>Proximity</p>	<ul style="list-style-type: none"> <li>Maintain a reasonable distance from the customer</li> </ul>	<ul style="list-style-type: none"> <li>No physical contact with the customer</li> <li>No obstruction to customer movement</li> </ul>
<p>Timing (Calls/visits) for Micro Finance Loan</p>	<ul style="list-style-type: none"> <li>Earliest : 09:00 hours</li> <li>Latest : 18:00 hours</li> <li>Calls earlier or later than the prescribed hours may be placed only under the following conditions:               <ol style="list-style-type: none"> <li>When the borrower has authorized to do so in writing or orally</li> <li>Due notice of recall of the loan has been served by the Company on the borrower, and appointment of recovery agent has been intimated to him, and the borrower is intentionally avoiding calls of the RA</li> <li>Time and number of calls and contents of conversation will be documented</li> <li>The borrower would be contacted at the designated place mutually by the borrower and if the borrower fails to appear at the designated place on two or more successive occasions of any specified place he will be contacted at his/her residence or in the place of employment/ business as the case may be.</li> </ol> </li> </ul>	<ul style="list-style-type: none"> <li>Inappropriate occasions such as bereavement in the family or such other calamitous occasions would be avoided for making calls/ visits to collect dues.</li> </ul>
<p>Timing (Calls/ Visits)</p>	<ul style="list-style-type: none"> <li>Earliest : 08:00 hours</li> <li>Latest : 19:00 hours</li> <li>Calls earlier or later than the prescribed hours may be placed only under the following conditions:               <ol style="list-style-type: none"> <li>When the borrower has authorized to do so in writing or orally</li> <li>Due notice of recall of the loan has been served by the Company on the borrower, and appointment of recovery agent has been intimated to him, and the borrower is intentionally avoiding calls of the RA</li> <li>Time and number of calls and contents of conversation will be documented</li> </ol> <li>The borrower would be contacted ordinarily at the place of his choice and in the absence of any specified place he will be contacted at his/her residence in the place of employment/ business as the case may be.</li> </li></ul>	<ul style="list-style-type: none"> <li>Inappropriate occasions such as bereavement in the family or such other calamitous occasions would be avoided for making calls/ visits to collect dues.</li> </ul>

<p>Telemarketing* (DSE/DMA only)</p>	<p>The DSA will contact a prospect for sourcing a Company product or Company related product only under the following circumstances:</p> <ul style="list-style-type: none"> <li>• When prospect has expressed a desire to acquire a product through official website of the Company</li> <li>• site/call center/Branch or through the Relationship Manager at the Company, or has been referred to by another prospect/customer, or is an existing customer of the Company who has given consent for accepting calls on other products of the Company</li> <li>• When the prospect's name/telephone number/ address is available &amp; has been taken from one of the lists/directories/databases approved by the Manager / Team Leader of the DSA after taking his/ her consent.</li> </ul>	<ul style="list-style-type: none"> <li>• The DSA will ensure that their staff/ employee/ associate will not call a person whose name/number is flagged in any "do not disturb" list made available to him/her.</li> </ul>
<p>Call Etiquettes</p>	<ul style="list-style-type: none"> <li>• The agent will identify himself/herself and the name of the Company he/she is representing ie TVSCSL and request permission to proceed</li> <li>• If denied permission, he/she will apologize and politely disconnect.</li> <li>• If permission granted, state reason for call and provide the borrower with all the information regarding dues and necessary notice to be given for enabling the discharge of dues.</li> <li>• Offer to call back, if the borrower is busy.</li> <li>• Talk in the language which is most comfortable to the borrower.</li> <li>• Keep conversation limited to business.</li> <li>• Reconfirm the next call or next visit.</li> <li>• Provide contact numbers (for agents as well as the Company)</li> </ul>	<ul style="list-style-type: none"> <li>• Do not use inappropriate language that could create discomfort</li> <li>• Do not interrupt or argue over the call</li> <li>• Do not extend the conversation beyond business matters</li> </ul>
<p>Visit Etiquettes</p>	<ul style="list-style-type: none"> <li>• Respect personal space - maintain adequate distance from the prospect.</li> <li>• Respect the prospect's privacy.</li> <li>• If the prospect is not present and only family members/office persons are present at the time of the visit, he/she will end the visit with a request for the prospect to call back.</li> <li>• Provide his/her telephone number, and the supervisor's name or the concerned officer's contact details, if asked for by the customer.</li> <li>• Limit discussions with the prospect to the business - Maintain a professional distance</li> </ul>	<ul style="list-style-type: none"> <li>• Do not enter the prospect's residence/office against his/her wishes</li> <li>• No prospect will be visited in large numbers - i.e. not more than one agent one accomplice if required</li> </ul>
<p>Representation</p>	<ul style="list-style-type: none"> <li>• The RAs will identify himself/herself to the borrower and will apprise him/her of the authority to represent.</li> </ul>	<ul style="list-style-type: none"> <li>• Do not mislead/misrepresent the prospect on any service/product offered</li> <li>• Do not mislead/misrepresent the prospect about the DSA Establishment's business or name, or falsely represent them.</li> <li>• Do not make any false / unauthorized commitment on behalf of the Company for any facility/service.</li> </ul>

Letters & other communication	<ul style="list-style-type: none"><li>• Any communication sent to the prospect shall be only in the mode and format approved by the Company</li></ul>	
Repossession  * (RA only)	<ul style="list-style-type: none"><li>• Repossession is to be carried out strictly as per TVS CS company's norms.</li><li>• Reasonable notice will be given before the repossession of security as well as before its realization.</li><li>• All assistance will be given to resolve disputes or differences in a mutually acceptable and in ordinary manner if any as regards dues.</li><li>• Demeanor that will suggest criminal intimidation or threat of violence would be scrupulously avoided.</li></ul>	<ul style="list-style-type: none"><li>• No repossession to be done beyond 1900 hrs.</li><li>• No repossession to be done without clear authentication and repo-kit from the company by the agency.</li></ul>