



Capacity Building Program For BC Agents FY 2025-26

About HDFC Bank



One stop shop for all financial and payment needs



Strong national network



Healthy balance sheet, focus on asset quality



Socially and environmentally responsible corporate citizen - Parivartan



A digital leader



India's most valued brand



Committed to the highest level of ethical standards, professional integrity, corporate governance and regulatory compliance

Operational Excellence



Customer Focus



Product Leadership



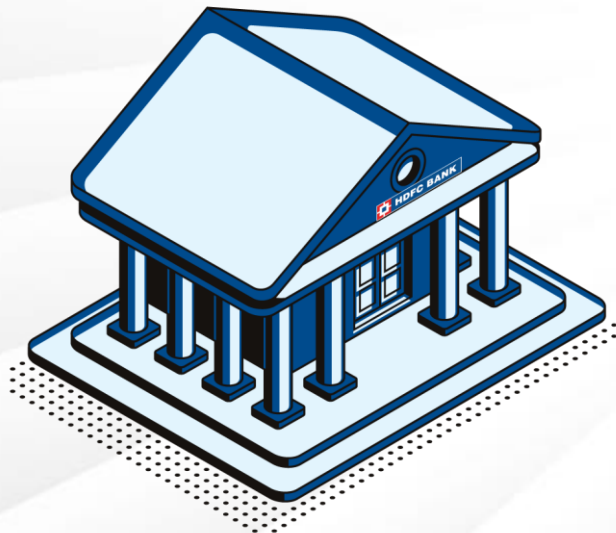
Core Values



Sustainability



People



Awards & Accolades - India's Most Valued Brand

**Ranked Most Valuable
Brand for 7th year
2020 BrandZ™ Most
Valuable Indian Brands**

**Strongest Bank in India in
2020
The Asian Banker 500
Largest and Strongest
Banks Ranking**

**Best Private
Bank in India
The Banker**

**Best Bank in India
Asiamoney**

**Best Companies to
Work in India
Business Today**

**Marketing and Brand
Innovation of the Year Award
ET Innovation Awards 2020**

**Best Bank in India
Finance Asia**

**Great Place To Work
Certified:
April 2020 – March 2021
India**



Financial Inclusion

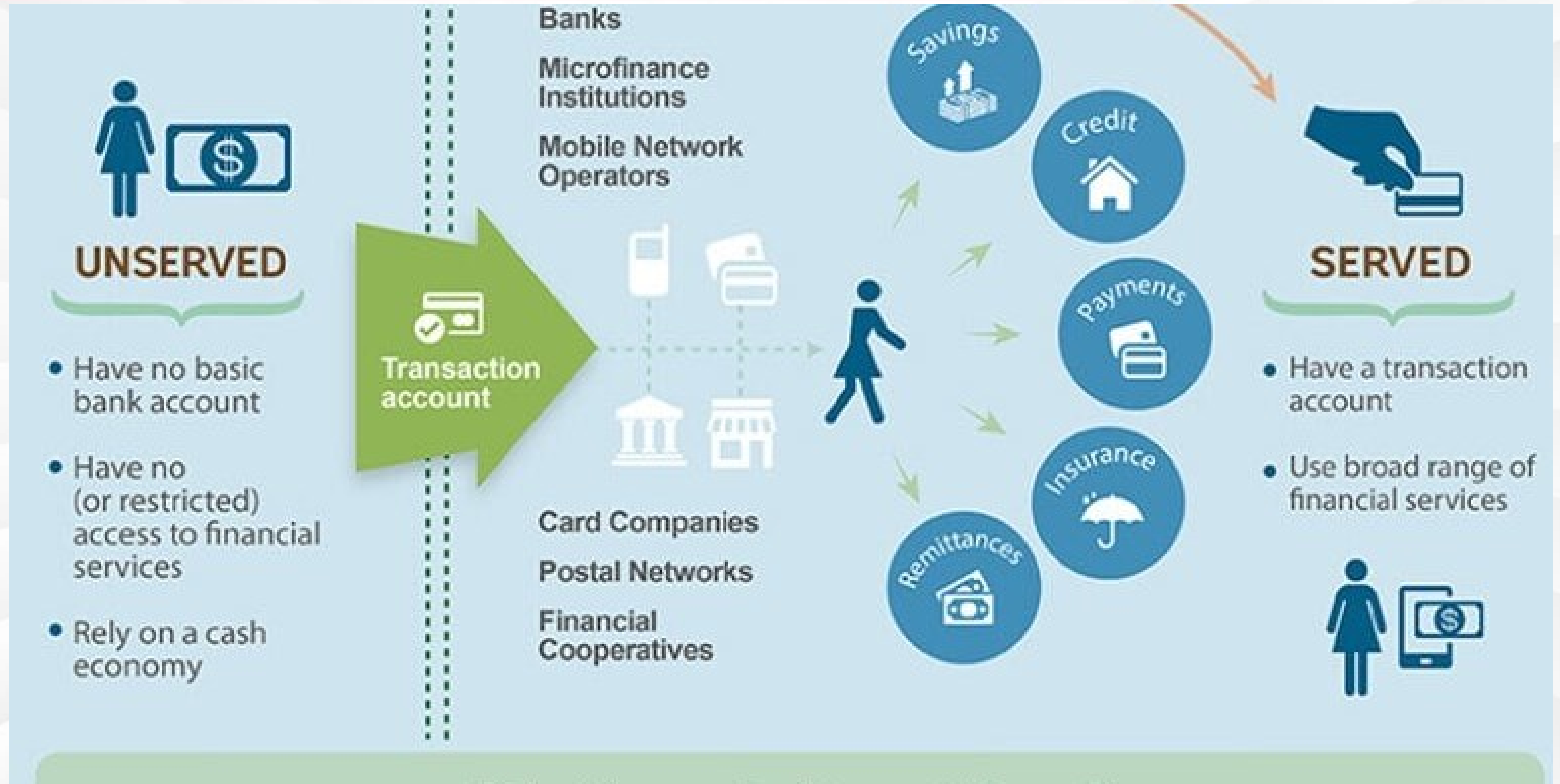


Financial Inclusion is described as the method of offering banking and **financial** solutions and services to every individual in the society without any form of discrimination.

The process of ensuring access to **financial** services and timely and adequate credit where needed by vulnerable groups such as **under bank and low- income groups** at an **affordable cost**.

(The Committee on **Financial Inclusion**, Chairman: Dr. C. Rangarajan).

Financial Inclusion



About Business Correspondent Agent (BCA)



One stop shop appointed by the Bank through a Corporate Business Correspondent (CSC E-Gov) for all financial services



BCs ensure Financial inclusion and increase outreach of Banking services, thereby stronger reach



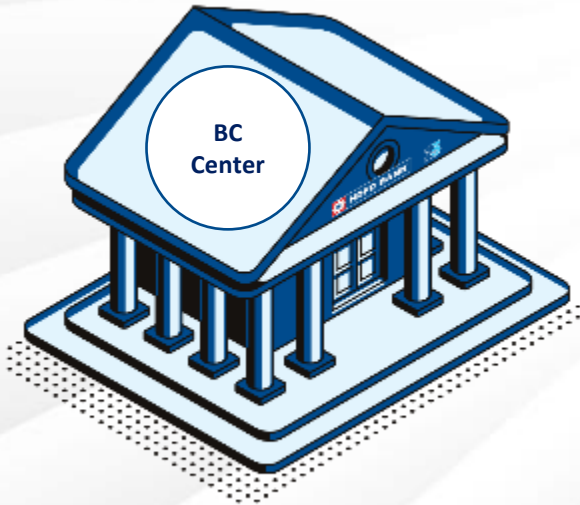
BCs provide banking services in hinterlands



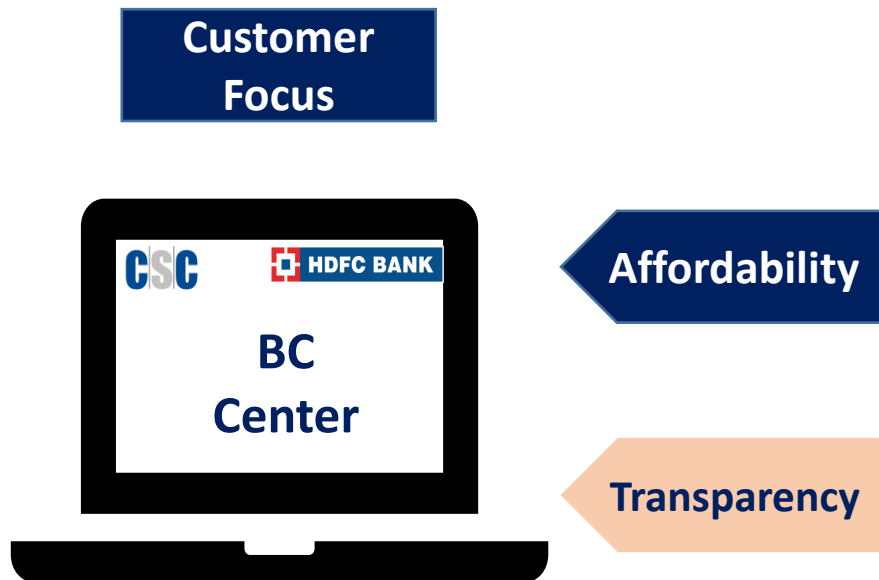
Besides provides Banking services and products, they also promote social schemes floated by the GOI through BCAs



A complete digital mode for transactions and business in line with GOI digital objectives



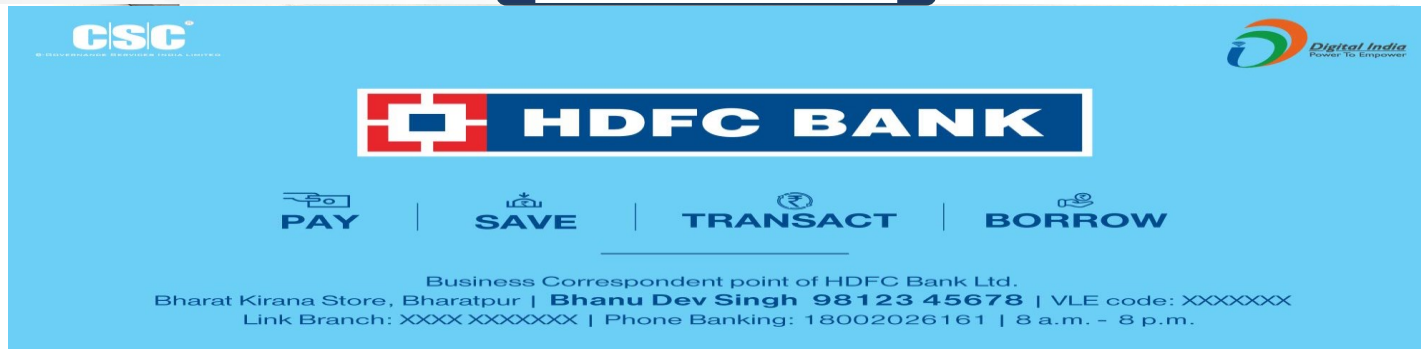
Business Correspondent – A Change Agent



- ❑ Customer Focus – Products available for all segments
- ❑ Accessibility – Bank in the village
- ❑ Availability – Working hours more than a Bank Branch
- ❑ Affordability – World Class Banking products and services
- ❑ Transparency – Helps in building customer Trust

Business Correspondent Centre

Outside BC Centre



Inside BC Centre



Outside BC Centre



Inside BC Centre



Mandatory Displays to be procured & maintained by BC Agents

The format provided by the Bank to be printed and displayed as per Bank's Guidelines by the BC Agent at the centre

Shop Banner – To be placed outside the BC Agent Centre in Local Language

Product Wall – Product Posters to be displayed

Agent Certificate

Do's and Don'ts for Customers

Do's and Don'ts for Agents

Services Offered Poster

Mandatory Registers to be procured and maintained by BC Agent

Collect from linked HDFC Bank Branch / Area Head – To be Displayed & Maintained by BC Agent at the Centre

Grievance redressal Poster

Banking Ombudsman poster

Savings / Current Account Services & Charges Poster

Complaint Book – As per Goiporia Committee

Mandatory Registers to be procured & maintained by BC Agents

Maintaining Register is **mandatory** for all BC Agents.

Register works **as proof** in case of any disputes.

The below are the Register formats to be always maintained by BC Agents at the centre.

COMPLAINT REGISTER

Complainant Name	Customer ID	CASA FD/RA/DP Number	Customer Docket Number	Customer Mobile	Contact Number	Email	Acknowledgment Sent	Category	Subcategory	Source of Information	Nature of Complaint	Detailed suggestion	Customer City
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TRANSACTION REGISTER

Date	Time of Transaction	Name of Customer	A/c No.	Type of Transaction Eg. Cash Deposit or Cash withdrawal	Amount	Name of the Bank	Status of transaction Success/ Reject	RRN Number	Customer Signature
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VISIT REGISTER

Date	Time	Name of Visitor	Name of Organisation	Designation of Visitor	Feedback	Signature of Visiting Officer	Action Taken on Feedback Received	Date of Taking Action	Signature of BC Agent
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ACCOUNT OPENING REGISTER

Date of Lead generation	Name of Customer	Customer Contact No.	Lead No.	Type of A/c CA/ SB/Sal	A/c No.	Date of Account Opening Date	Signature of BC Agent
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FIXED / RECURRING DEPOSIT REGISTER

Sr No	Name of Customer	Masked Acc No	Type of Deposit (FD/RD)	Deposit Amt in INR	Duration of Deposit	Customer Signature
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Dos and Dents for Business Correspondents

✓ Dos

- Identify customers with strict adherence to KYC norms. Interact with the customer, conduct Financial awareness programs, understand his profile and requirement and source quality accounts for the Bank.
- Maintain customer confidentiality and Have knowledge of local area & language.
- Isolate and clearly identify the Bank's customer information, documents, records and assets to protect the confidentiality of the information.
- Issue System generated on-line receipt to the customer invariably for all transactions carried out by him/ her on behalf of the Bank.
- Login himself / herself on Smart Saathi system daily, minimum 4 hours a day and 5 days a week.
- Maintain all the registers and display the mandatory posters/certificates prescribed by the Bank carefully.
- Ensure Smart Saathi Application transaction value is matching with the value of cash withdrawal from the HDFC Bank account.

X Dents

- The BC Agents must not collect any additional service charges directly or indirectly from the customers for Banking services.
- The BC Agent is not authorized with any powers for sanction of any loan.
- The BC Agent must not be affiliated to any political/ religious organizations.
- The BC Agent must not encourage customers to do multiple or split transactions.
- Must not recommend or mandate alternate products in lieu of delivery of credit. Ex: Force selling Insurance, pension or other products for disbursal of loans
- Shall take special care not to entice customers by offering any incentives or benefits or false hopes beyond the scope of services that the Principal offers
- **The BC Agent must not share his /her Login ID and password to any other outside person.**
- **The BC Agent should not update his/her personal details eg. Email id, Mobile No, Mailing address while account opening for customer.**

Agent BC Centre Do's and Don'ts



Do's

- Please identify customers with strict adherence to KYC norms. Interact with the customer in person, understand his profile and requirement and source quality accounts/leads for the Bank.
- Respect customers irrespective of class, creed and religion and provide activities to all eligible citizens of India.
- Capture all customer information including email ID, mobile number, and nominee correctly.
- Have Knowledge of the local area and language
- Isolate and clearly identify the Bank's customer information, documents, records, and assets to protect the confidentiality of the information. Sight all documents in original.
- Display all important posters at visible points in the centre
- Regularly interact with the Bank's Branch Manager / Branch Staff
- If there is any problem with the terminal or branch, report to the State Head/ Area Head immediately.
- Keep the terminal clean, safe, and well charged Login into KBS system minimum 4 hours daily for days a week
- Maintain all registers prescribed by the Bank carefully
- System generated receipt should be issued to the customer for all transactions
- Protect your cash over the counter, Keep it safely
- All customer complaints or queries which are not resolved on the same day needs to be mailed to bc.complaintdesk@hdfcbank.com

*Based on Retail Loan book size (excluding mortgages). Source: Annual Reports FY 20-21 and No.1 on market capitalisation based on BSE data as on 31st Dec, 2021

T & C apply.

Agent BC Centre Do's and Don'ts



Don'ts

- Do not collect any additional service charges directly or indirectly from the customers.
- Do not make any false commitments / demand any commissions for disbursement of any loan / account opening from the customer.
- The Agent is not authorized with any powers for sanction of any loan. There should not be any exploitation of ill-informed poor people.
- Do not give any scope for customer complaints and grievances that lead to negative image of the bank.
- Do not be affiliated to any political/ religious organizations.
- There should not be any criminal record/adverse reports.
- Do not resort to intimidation or harassment of any kind against any person in their debt collection efforts.
- Do not exploit customers- do not solicit or extract any favour in return for services you provide in cash or kind.
- Do not give the impression that you are a benefactor of a customer
- Do not encourage informal borrowing or lending.
- Do not reveal details of the customers to anyone else.
- Do not keep copies of any customer documents
- Do not update your own Mobile number/ E-mail ID/Address in the customer's account while generating a lead
- Do not create your own Stamps / Display Material/ Advertisement / Banners for Business Promotion in centres & on social media (Face Book/ Twitter / Instagram etc.)
- Do not do multiple/split transactions for the same customer
- Do not route any transactions through Bank staff account

*Based on Retail Loan book size (excluding mortgages). Source: Annual Reports FY 20-21 and No.1 on market capitalisation based on BSE data as on 31st Dec, 2021

T & C apply.



Roles and Responsibilities of BC Agent

Login to Smart Saathi system daily & operate for minimum 4 hrs a day & 5 days a week

BC Agents must submit their IIBF certificate to the Bank

BC Agents must display Main Signage, mandatory posters and maintain and update all required registers

BC Agents must handle customer transactions and hand over a printed receipt for every transaction. All Transactions must be recorded in Transaction Register

If Transaction is failed, do not pay cash or collect cash from customer even if BC Agent account is credited/debited, amount will be reversed within 7 days

All Customers Complaint/Query to be recorded in the Complaint Register and acknowledgement to be shared with the customer

BC Agents must not charge any commission from customers for providing Banking services

BC Agents to ensure that permission from Bank and Corporate BC is obtained before shifting of Centre to a new address



Mandatory Certificate Course by IIBF

- A Business Correspondent is the first point of contact and the front face of the bank branch to the citizens.
- In order to enable the BC Agents to be more effective, they need to be imparted the desired level of knowledge.
- This course is aimed at providing the knowledge inputs and skills set to BC Agents. The structure of the course is, therefore, to provide basic knowledge in banking operations and help the BC Agents in developing an overall understanding of the subject.

Course Contents

GENERAL BANKING

FINANCIAL
INCLUSION AND
ROLE OF BUSINESS
CORRESPONDENT
AGENTS

TECHNICAL SKILLS

SOFT SKILLS AND
BEHAVIOURAL
ASPECTS

Business Correspondent – Smart Saathi

HAR DIN LOGIN

Every Business Correspondent must login to Smart Saathi App daily for minimum 4 hours a day & 5 days a week



Banking Point for Customers

Customer Service – Transactions

BC Agent – Important Actionable on Transactions

System generated on-line receipt should be issued to the customer invariably for all transactions carried out by him/ her on behalf of the Bank

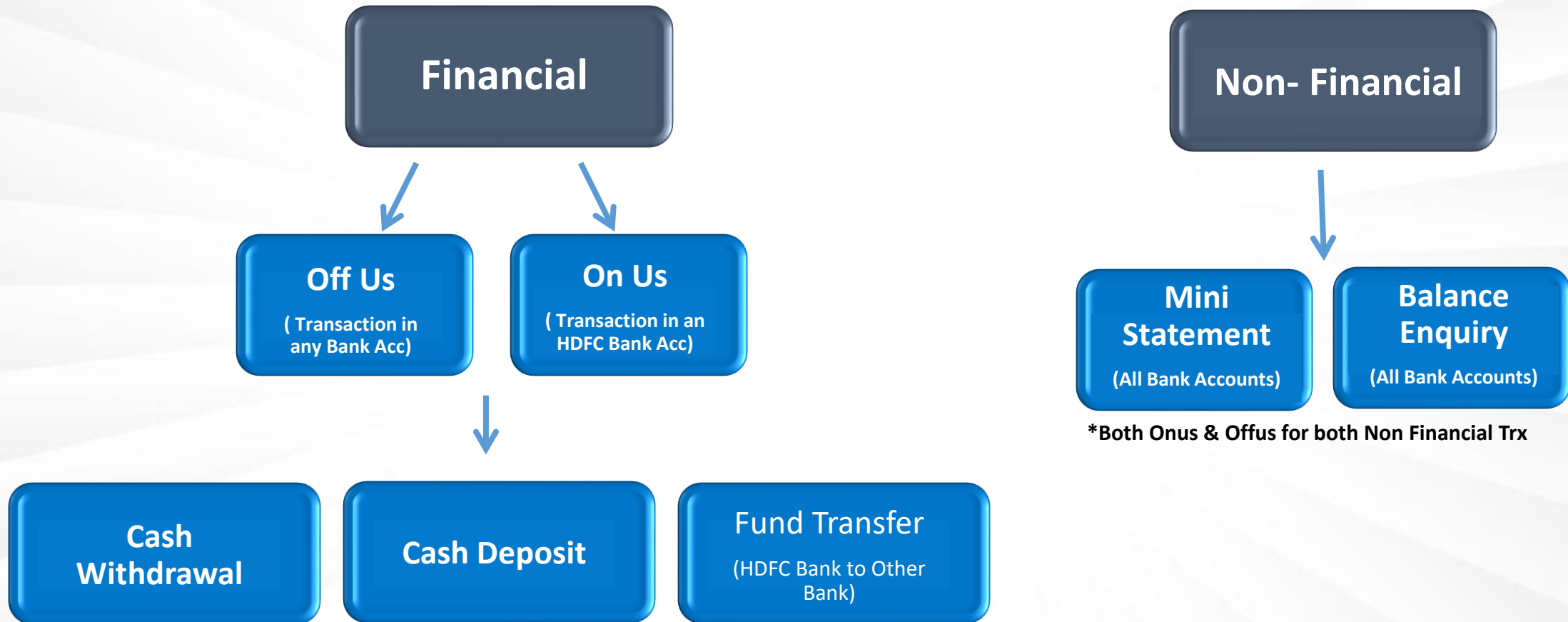


**Important
Actionables at
Business
Correspondent
Point for Smart
Saathi**

Ensure the Equipment is
sanitized each time a
customer uses it

Ensure the terminal is
clean, safe and well
charged

Business Correspondent – Types of Transactions



Transactions Type, Limit & Pay-out

AEPS Transactions :

Onus Transactions :

- Cash Deposit
- Cash Withdrawal
- Mini Statement
- Fund Transfer
- Balance Enquiry

Offus Transactions :

- Cash Withdrawal
- Mini Statement
- Balance Enquiry
- Cash Deposit
- Fund Transfer

Transactions Limit :

Transaction Mode	Trxn Type	Per Trxn	Per Day	Per Month
Cash Deposit	Onus	20,000	49,999	3,10,000
Cash Withdrawal		10,000	49,999	3,10,000
Cash Withdrawal	Offus	10,000	-	-
Fund Transfer	Onus	25,000	1,00,000	3,00,000
Offus CD & FT	Offus	10,000	-	-

***Note - Offus Transaction Limit depends on Issuer Bank**

AEPS Transaction Pay-out :

Transactions	Account Type	Pay-Out per Transaction
Fund Transfer	HDFC Bank Accounts / Onus	Rs.7.5
Cash Withdrawal	HDFC Bank Accounts / Onus	0.5% of Txn Value – Max. Rs.14
	Other Bank Accounts / Offus	0.5% of Txn Value – Max. Rs.11.25
Cash Deposit	HDFC Bank Accounts / Onus	0.5% of Txn Value – Max. Rs.14
Mini Statement	Other Bank Accounts / Offus	Rs.1.50
Cash Deposit	Other Bank Accounts / Offus	0.5% of Txn Value – Max. Rs.11.25
Fund Transfer	Other Bank Accounts / Offus	0.5% of Txn Value – Max. Rs.11.25

- Pay-out paid to Corporate BC - 20% will be deducted by CSC

Limit & Payout may change. Agents to take latest update from respective AH/TH

Fixed Pay-out for BC Agents




JUST LAUNCHED

Fixed Pay for BC Agents



Type	Criteria*	Monthly Pay-Out
URC BC AGENTS	Attendance: 4 hours X 5 days every week in the month	Rs 1600
	Certified: IIBF Certified	
	Transactions: 25 Financial Transactions	
NON-URC BC AGENTS	Attendance: 4 hours X 5 days every week in the month	Rs 800
	Certified: IIBF Certified	
	Transactions: 100 Financial Transactions	
	Productivity: 10 products LC across CASA or Assets	

*Conditions Apply

Pls Note :

- Every single applicable criteria needs to be met to be eligible for Fixed Pay
- Cash Deposit, Cash Withdrawal & Funds Transfer are considered in Financial Transactions
- Only cases which qualify in Variable Pay for Product LC will be considered eligible.
- Split & Multiple Transactions will not be considered eligible

BC Agents can now earn Monthly Fixed Pay in addition to Variable Pay !!!

*Fixed Payout criteria may change. Agents to take latest update from respective AH/TH

Important instructions on Transactions

Split/Multiple Transactions

Multiple Transaction

Transactions which are performed due to system limitation

E.g.: Cash withdrawal of Rs 50,000 broken into more than one transaction (5 Transactions of Rs 10,000 each) since the system allows to withdraw Rs 10,000 per transaction

Split Transactions

Transactions which are split into smaller amounts intentionally/unintentionally without any system limitation

E.g.: Cash withdrawal of Rs 10,000 split into more than one transaction even though the system allows to withdraw as a single transaction

Important Guidance

BC Agents must not encourage and carry out multiple and split transactions at their center

Product & Services

Bouquet of Products & Services

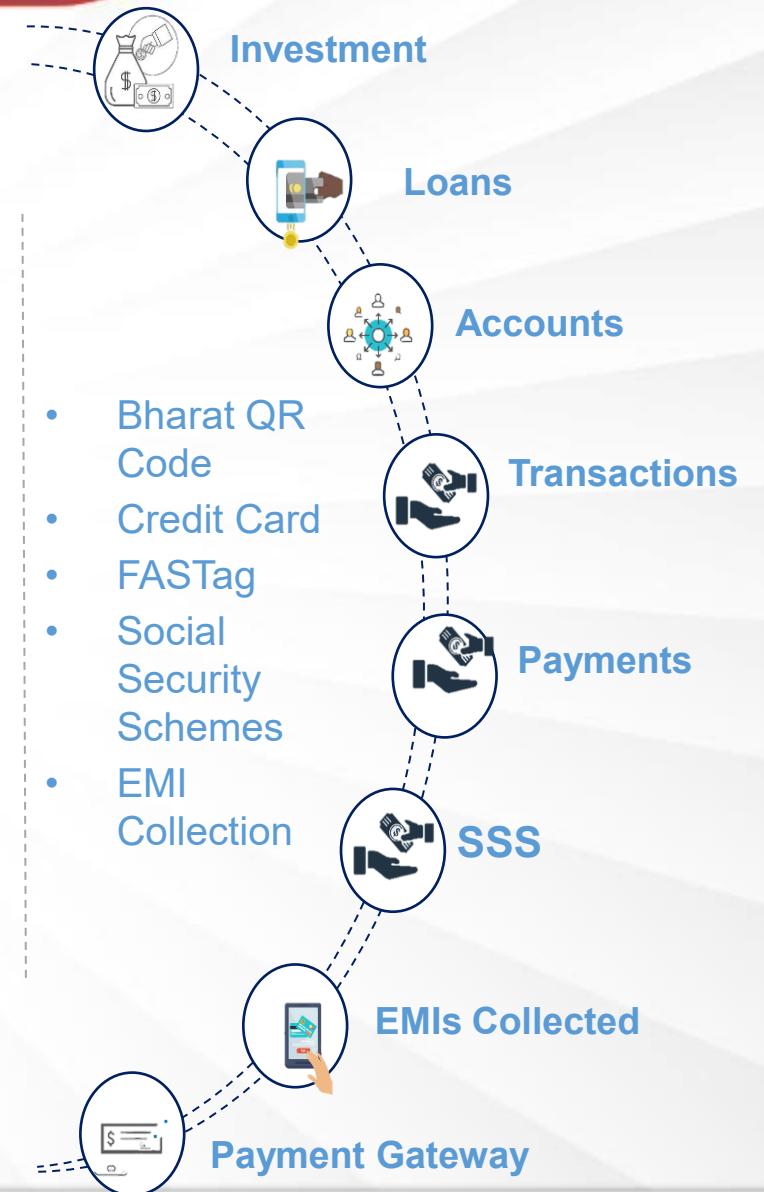
Customer Segment

- Agri Ecosystem
- Farmers
- Mandi / APMC
- Gram Panchayat
- FPOs
- Artias /Commission Agent
- Govt Salaried
- Educational Institutions
- Primary Health Centre
- Small Traders and Merchants
- MSME Segment
- Salaried Employees



Product Suite

- | | |
|---|---|
| <ul style="list-style-type: none"> • Kisan Gold Card • Tractor Loan • Small Agri Business • Self Help Group • Joint liability Group. • Auto Loan • Personal Loan • Consumer Durable Loan • Two Wheeler Loan • Small Business Loan • Gold Loan • Dukandar OD • MSME Loans • Health Care Finance • Home Loan • Commercial Vehicle Loans • GST OD | <ul style="list-style-type: none"> • Farmer's Account • Government Salary Account • Gram Panchayat • Current Account • Savings Account • Corporate Salary • Beneficiary Account • FD / RD • Govt Savings / Current • Trust / Clubs • Association • NGO • Co-operative society • AOP • Milk Union |
|---|---|



Loans For Every Need

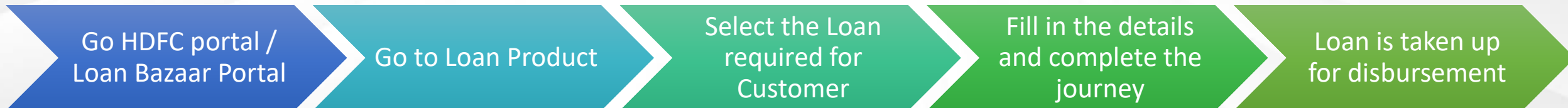
Now All Best-in-Class HDFC Bank Loans can be availed by Customers through the BC centre.

Total of 17 Products are available for the lead generation for the HDFC BC/BF Agents

Loan Products

- Two Wheeler Loan
- Car Loan
- Gold Loan
- Home Loan
- Personal Loan
- Business Loan
- Tractor Loan
- Group Loans (Self Help Group/ Joint Liability Group)
- Consumer Durable Loan
- Kisan Gold Card – Agri Card
- Loans for MSME Companies
- Small Agri Business
- Health Care Finance
- Overdraft Facility to Shopkeepers
- Loan Against Property
- Loans for Construction Equipment and Commercial Vehicles
- GST OD

Process to generate Leads for Loans



Liabilities & Payment – Products & Platform

Product Suite

*** Focus Products are Tagged in Yellow

SAVINGS

- Regular Savings – (PC 1132)
- **Farmers A/c – (PC 1151)**
- Savings Mini – (PC 1147)
- NRO Savings – (PC 151)
- NRE Savings – (PC 156)
- **Beneficiary A/c – (PC 1101)**
- **Pension A/c- (PC 138)**

7 Products

SALARY

- **Salary Account – (PC 1138)**
- Corporate Salary – (PC 1184)
- Salary Premium – (PC 1185)

3 Products

CURRENT

- Agent Acc– (PC 1129)/1236
- OD against FD Acc – (PC 1149)
- Saksham Account – (PC 1107)
- FPO A/c – 1145/1146/1140
- 4 BIZ+ Current account product : (PC 1480,1481,1482,1483,1484)

8 Products

Govt & Inst

- **Govt. Savings – (PC 1205)**
- **Govt. Current – (PC 1206)**
- **Inst. Savings – (PC 1207)**
- **Inst. Current – (PC 1208)**

4 Products

FD_RD

- Fixed Deposits
- Recurring Deposits

2 Products

STP Insta Journey

- Regular Savings (PC 1132)
- Farmers Account (PC 1151)
- Savings Mini (PC 1147)
- Active Current Account (PC 1140)
- OD against FD Account (PC 1149)
- Salary Account (PC 1138)
- Corporate Salary (PC 1184)
- Salary Premium (PC 1185)

8 Products

Lead Journey

- Saksham Account (PC 1107)
- Govt. Savings (PC 1205)
- Govt. Current (PC 1206)
- Inst. Savings (PC 1207)
- Inst. Current (PC 1208)
- NRO Savings (PC 151)
- NRE Savings (PC 156)
- Beneficiary Acc (PC 1101)

8 Products

Journey For Agents

- CSC Agent Account (PC 1129)

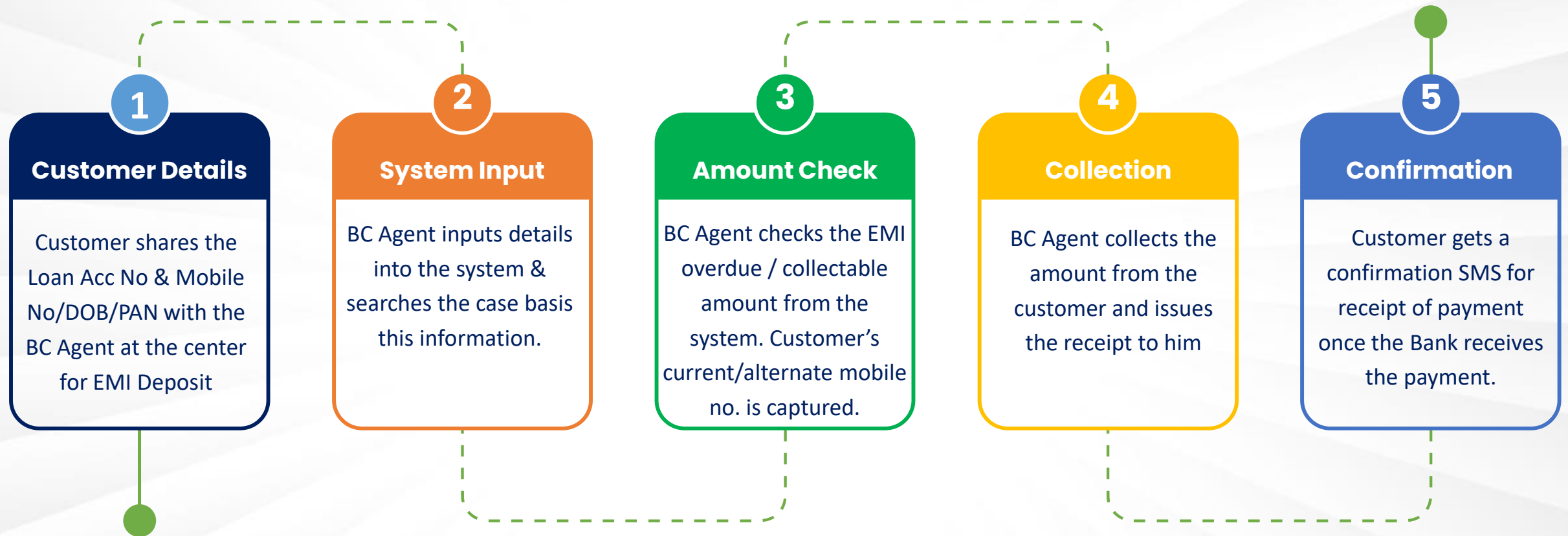
1 Products

Assisted Link Journey

- Fixed Deposits
- Recurring Deposits
- Credit Cards

3 Products

EMI Collections – Retail Loans & SLI



Social Security Schemes

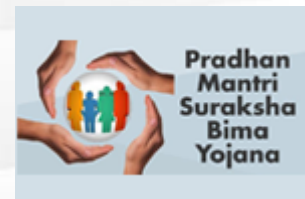
The government of India offers a variety of social security schemes including affordable life, accident cover & a guaranteed pension plan

One can invest in them via a HDFC Bank Savings Account



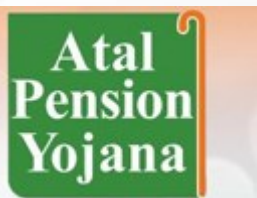
Pradhan Mantri Jeevan Jyoti Bima Yojana (PMJJBY)

- ✓ Get a life cover of ₹ 2 lacs for a premium of ₹ 436 a year
- ✓ Eligibility – Saving Account holders aged between 18 to 50 Years
- ✓ Automatically pay your premiums



Pradhan Mantri Suraksha Bima Yojana (PMSBY)

- ✓ Pay a premium of just ₹20 per year
- ✓ Get accident insurance cover of up to ₹ 2 lacs
- ✓ Eligibility – Saving Account holders aged between 18 to 70 Years



Atal Pension Yojana

- ✓ Get guaranteed monthly pension at the age of 60
- ✓ Monthly investments can be as low as ₹ 42
- ✓ Choose your pension amount from ₹ 1,000 to ₹ 5,000

Complaint Management Process at BC Centre

- All complaints / queries (verbal or written) received from customer to be recorded in the Complaint Register maintained
- Complaint Docket Number is issued to customers as acknowledgement. Complaint Docket Number consists of VLE Code/ Financial Year (YY -YY) /Sr Number **Ex. (506311234001/24-25/00001)**
- All complaints/ queries which cannot be closed immediately by the BCs need to be sent to bc.complaintdesk@hdfcbank.com.
- The Complaint Docket Number issued to be mentioned in the e-mail sent to BC Complaint Desk

COMPLAINT REGISTER

Complainant Name	Customer ID	CASA FD/RA /DP Number	Customer Docket Number	Customer Mobile	Contact Number	Email	Acknowledgment Sent	Category	Sub category	Source of Information	Nature of Complaint	Detailed suggestion	Customer City
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Aadhaar Compliance

5

Do's and Don'ts for Aadhaar Compliance

Important precautions to be taken while handling customer's Aadhaar.

Do's		Don'ts	
1	Accept Aadhaar only when given <u>voluntarily</u> by the customer post offering <u>alternatives*</u>	1	<u>Never share</u> Aadhaar information of the customer with any <u>third parties</u> or <u>via e-mail, phone etc.</u>
2	Inform the customer of the <u>purpose</u> of taking Aadhaar, in <u>local language</u> understandable to the customer	2	<u>Never store Aadhaar copies</u> in branch, laptops / desktops, mobile phones or any portable storage device.
3	Inform & collect <u>customer's consent prior to voluntary submission</u> of Aadhaar.	3	<u>Never request</u> customer to give Aadhaar through email or <u>unsecured social media platforms</u> like WhatsApp, Facebook, etc.
4	Aadhaar should be used only for the <u>purpose informed</u> to the customer	4	<u>Never obtain additional Aadhaar copies</u> from customers.
5	Always <u>ensure privacy</u> of customer's Aadhaar Data.	5	<u>Never publish, display, transfer or post publicly</u> Aadhaar details of the customer.

* **Note:** KYC Alternatives as per prevalent guidelines should be offered to the customers.

Each and every Agent / Business Correspondent (BC) / Business Facilitator (BF) is responsible for ensuring Aadhaar compliance – any non-compliance can lead to strict action / penalties.

TDS Waiver for customer cash transactions for BC Agents

Tax Deduction at Source (TDS) Rule:-

- Effective September 1, 2019, as per Section 194N of the Income-tax Act, 1961, banks are required to deduct TDS on Cash Withdrawal. Further amended w.e.f 1st July'20.
- BC Agents cash transactions carried out for customer cash withdrawal / deposit are exempted from TDS
- As per the IT Act, BC Agents are eligible to get waiver on TDS for cash withdrawal only for BC related transactions

Process of Availing TDS Waiver

- BC Agent must submit the TDS waiver declaration along with a self signed copy of the BC Agent certificate at the beginning of every Financial year at the HDFC Bank branch.

Actionable for BC Agents – Debit Authority Letter

- ⌚ A One Time Debit Authority Letter from BC Agents is required for a failed / reversed customer transaction.
- ⌚ BC Agent must visit the nearest branch with a hard copy of the Debit Authority Letter cum Declaration.
- ⌚ BC Agent must fill up the required details and submit duly signed request along with self- signed copy of valid photo identification proof

Annexure I – Format of Debit Authority Letter

(Date)
HDFC Bank Ltd.

Dear Sir,

I, _____ have been appointed as the VLE / BC Agent by _____ (Name of Corporate BC) by virtue of the Business Correspondent Agreement executed between _____ (Name of Corporate BC) and the Bank for carrying out the activities as stated therein.

I hereby confirm that all the transactions carried out by me as a VLE / BC Agent will be conducted on Kiosk Banking System (KBS) and in event of any unsuccessful/failed transactions, the same shall be considered as rejected transactions and I will not process/honour any such transactions with the end customer. I agree and confirm to open a dedicated current account with HDFC Bank and this account will be used to carry out the settlement for the business conducted as a VLE / BC Agent and hence will be treated as settlement account for all BC transactions.

I hereby unconditionally authorise you to debit my Account no. _____ ("Settlement Account") maintained with your _____ branch in the event of any successful/failed transactions identified at the time of reconciliation of the transactions carried out by ~~Bank~~ / BC for all such outstanding amounts together with interest, charges, cost, expenses etc. payable by me to the Bank, in connection with the said arrangement. I shall keep the Account adequately funded so as to carry out such transactions in terms of the Agreement executed between the BC and HDFC Bank.

The instruction given by me, as stated above are irrevocable and cannot be modified without prior written consent of HDFC Bank. Further the above Settlement Account will not be closed by me unless we receive a no objection letter from HDFC Bank.

This debit authority / operating rights given by me to HDFC Bank, with respect to my Settlement Account overrides any other operating instruction that I may have given to the branch during Account opening and the same stays as long as my arrangement as a VLE / BC Agents with _____ (Name of Corporate BC) is not terminated/expired which in case will be communicated by _____ (Name of Corporate BC) to the Bank, till then this debit authority shall be valid and binding on me.

I agree and undertake to indemnify HDFC Bank limited against any damage, loss or injury of any nature whatsoever arising out of any transactions, which may so take place in my Settlement Account.

I agree that HDFC Bank may exercise a banker's lien or right of set-off with respect to my obligation in terms of the Agreement executed between the BC and HDFC Bank and that the Bank shall have a lien and right of set-off on all monies belonging to me in any account whatsoever with the Bank. Any forbearance or failure or delay by the Bank in exercising any right, power or remedy hereunder shall not be deemed to be waiver of such right, power or remedy, and any single or partial exercise of any right, power or remedy hereunder shall not preclude the further exercise thereof and every right and remedy of HDFC Bank shall continue in full force and effect until such right, power or remedy is specifically waived by an instrument in writing executed by HDFC Bank.

This debit authority is irrevocable and constitutes legal and binding obligations on me and my successors and legal heirs and shall continue to be in full force and effect notwithstanding any change in the arrangement between _____ (Name of Corporate BC) and Bank or between _____ (Name of Corporate BC) and VLE / BC Agents.

This debit authority shall be governed by and construed in accordance with the laws of India and I hereby irrevocably submit to the exclusive jurisdiction of the competent courts of _____.

Sincerely,

Signature of BC Agent

Name of BC Agent
BC Agent VLE Code
BC Agent TTD Number
Complete Address of BC Agent

Importance of KYC

KYC is the means of identifying and verifying the identity of the customer through independent and reliable source of documents, data or information. For the purpose of verifying the identity of:

- Individual customers: Bank will obtain the customer's identity information, address and recent photograph. Similar information will also have to be provided for joint holders and mandate holders.
- Non-Individual customers: Bank will obtain identification data to verify the legal status of the entity, operating address, the authorized signatories and beneficial owners.

Information is also required on the nature of employment/business that the customer does or expects to undertake and the purpose of opening of the account with the bank.

Key Elements of KYC Policy

Banks generally frame their KYC policies incorporating the following four key elements:

Customer Acceptance Policy; Accept only those clients whose identity is established by conducting due diligence appropriate to the risk profile of the client. Where the investor is a new investor, account must be opened only after ensuring that pre account opening KYC documentation and procedures are conducted.

Customer Identification Procedures; Banks are required to clearly spell out the Customer Identification Procedure to be carried out at different stages i.e. while establishing a banking relationship

Monitoring of Transactions: Transaction Monitoring can be defined as “A formal process for identifying suspicious transactions and a procedure for reporting the same internally”. Monitoring means analysis of a customer's transactions to detect whether the transactions appear to be suspicious from an AML

Risk Management. : Effective KYC involves knowing a customers identity, their financial activities and the risk they pose. Also while opening accounts we must ensure to do our Due Diligence.

Basic Banking Principles

- ✓ Trust- Build customer Trust
- ✓ Confidentiality – Maintain customer confidentiality
- ✓ Service – Customer Service is of utmost importance
- ✓ Knowledge of Socio-economic factors

Code of Conduct

- ✓ Fair and respectful treatment of customers
- ✓ Suitable product delivery to every customer
- ✓ Transparency with Customers on all product details
- ✓ Privacy, security in using customer data
- ✓ Customer complaint resolution and feedback
- ✓ Promote Customer awareness and enable them to understand the available financial products and services.

Grooming, Communication & Soft Skills

- ✓ Personal Etiquettes
- ✓ Politeness
- ✓ Maintain personal Hygiene and social distancing at the Center
- ✓ Inter- personal skills
- ✓ Telephone etiquettes
- ✓ E-mail Etiquettes
- ✓ Negotiation/Persuasive skills
- ✓ Analytical Ability

Thank you