



**CODE OF CONDUCT FOR FIELD OFFICERS/SALES OFFICERS/COLLECTION AGENTS**

**Gove Finance Limited**

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## **1. INTRODUCTION**

The Reserve Bank of India vide Master Direction, dated October 19, 2023, updated on November, 10, 2023 titled Master Direction – Reserve Bank of India (Non-Banking Financial Company –Scale Based Regulation) Directions, 2023', bearing reference number DoR.FIN.REC.No.45/03.10.119/2023-24 requires NBFC's to put in place a Board approved code of conduct for Direct Sales Agents /Collection Agents.

This Code of Conduct is applicable for Sales officers who are also Field officers cum collection agents (hereinafter referred to as the "Code") which is built around dignity and respect to customers. All customers (including customers who are late in paying or in default) must be treated with respect, dignity, courtesy, and fairness in debt collection efforts. The Company believes in following fair practices and thereby fostering customer confidence and long-term relationship.

It is imperative that all persons involved in collection related activities shall follow this Code and must agree to abide by this Code of Conduct in the course of performing their duty as a Collection-Recovery Agents:

### **1. CONTACT WITH CUSTOMER**

- i) Customer should be contacted at an appropriate time.
- ii) Customer should be contacted ordinarily at the place of his choice and in the absence of any specified place at the place of his residence and if unavailable at his residence, at the place of business/ occupation;
- iii) Customer privacy should be respected;
- iv) Interaction with the customer should be in a polite and civilised manner;
- v) Customer request to avoid calls at a particular time or at a particular place should be honoured as far as possible
- vi) Customer should be provided with the information regarding his dues
- vii) Reasonable notice would be given before repossession of security and its realization
- viii) All assistance should be given to resolve disputes or differences in a mutually acceptable and in a normal manner
- ix) During visit to the customer's place for collection of dues, decency and decorum should be maintained;
- x) Inappropriate occasions such as bereavement in the family or such other calamitous occasions should be avoided for making calls/ visits to collect dues.

- xi) Strictly avoid any appearance which may suggest any criminal intimidation or threat or violence.
- xii) A collection agent or its employee/s while collecting the amount due should not
  - Resort to any false, deceptive or misleading representation,
  - Falsely represent or imply that he or she is connected with or affiliated with any of the governmental or judicial authority
  - Falsely represent the character, amount, or legal status of the debt

In case of non- adherence to above terms, the officers who are discharging their duty as Collection Agents will be solely responsible consequences, if any, arising therefrom.

- xiii) The officers who are discharging their duty as Collection Agents should be appropriately dressed and well groomed
- xiv) The officers who are discharging their duty as Collection agents shall not resort to intimidation or harassment of any kind, either verbal or physical, against any person in their debt collection efforts, including acts intended to humiliate publicly or intrude upon the privacy of the debtors' family members, referees and friends, sending inappropriate messages either on mobile or through social media, making threatening and/or anonymous calls persistently calling the customer and/or calling the customer before 8:00 a.m. and after 7:00 p.m. for recovery of overdue loans or making false and misleading representations.

## **2. IF THE BORROWER DECLINES TO PAY, THE COLLECTION AGENT SHOULD:**

- i) If the borrower declines to pay, the consequences of such a decision are to be explained to him/her:
  - a) Impact on credit history
  - b) Possible inclusion in negative list of Credit Reference Agencies
  - c) Possible legal action and its impact
  - d) Cost of defending legal action, if such action is contemplated
- ii) Should the Borrower refuse to pay on the account, such accounts must be referred to the Branch Manager. The Branch Manager shall, after discussing with the Business Head allocate the account appropriately.

### **3. CUSTOMER COMMUNICATION GUIDELINES FOR REPRESENTATIVES OF GFL**

In addition to the Code of Conduct guideline, the following guidelines should be adhered to by all the individuals /persons / associates / agents hereinafter referred to as “Representatives”) authorized to represent GFL for collection of dues from the customers. In case of failure to comply with these guidelines, an appropriate and strict disciplinary action shall be taken against such person.

- i) Treat the customer with dignity. During all the conversations – communication (over telephone/ during visits) professionalism and transparency should be displayed and the Representatives should not treat it as personal.
- ii) Use the language which the customer understands and use the language of customer's choice. Strictly avoid use of tough / aggressive / threatening / abusive language, either verbal or in writing. Care should be taken to strictly avoid threaten /harass /irritating the customer.
- iii) In case any customer resorts to abusive or threatening tactics, the Representatives should document it and promptly inform name of such customer to GFL.
- iv) Representatives are not authorized to send any written communication to customer by any mode (letter, electronic messages, etc.) to GFL Customers. If customers are required to be communicated on letters / electronic messages, Representatives should send a request to GFL along with reasons and requirement for any written communication.
- v) Representative should not mislead the customer on the action proposed and consequences thereof.
- vi) Without prior permission from GFL, Representative should not make any promise or commitment to any customer on behalf of GFL.
- vii) Should not send inappropriate messages either on mobile or make threatening and/ or anonymous calls to the Borrower, its family members, referees and friends.

**ANNEXURE-1**

**Declaration–Cum-Undertaking to be obtained from Sales officers /Field officers cum  
collection recovery agents**

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***Reg: Code of Conduct for Sales officers /Field officers cum collection recovery agents***

Dear Sir,

I, Mr ----- am working with your company as a \_\_\_\_\_. My job profile, inter-alia, includes offering, explaining, sourcing, and assisting documentation of products and linked services, collection of dues and/or repossession of security from the borrowers of GFL. In discharge of my duties, I am obligated to follow the GFL's Code of Conduct for Sales officers /Field officers cum collection recovery agents.

I, confirm that I have read and understood the GFL's Code of Conduct for Field officers /sales officers / Collection Agents, and I agree to abide by the same. In case of any violation / non-adherence, you may initiate such action against me as you may deem appropriate.

Signed on this \_\_\_\_ Day of ----- 20---

Signature : \_\_\_\_\_

Name : \_\_\_\_\_