

Balancehero India Private Limited



Customer Grievance Redressal Policy

Document Number: BHI-CGRP

(This policy was reviewed and approved by the Board of Directors on March 26, 2026.)

POLICY VERSION CONTROL

S. No.	Version Number	Version Date	Change Summary
1	BHI-CGRP-V0.1	Sep 27, 2017	First draft
2	BHI-CGRP-V0.2	Jan 29, 2019	-
3	BHI-CGRP-V0.3	Apr 15, 2019	-
4	BHI-CGRP-V0.4	May 04,2022	-
5	BHI-CGRP-V0.5	Sep 06, 2022	-
6	BHI-CGRP-V0.6	Mar 23, 2023	-
7	BHI-CGRP-V0.7	Oct 13, 2023	-
8	BHI-CGRP-V0.8	Nov 19, 2024	-
9	BHI-CGRP-V0.9	Jan 30, 2025	-
10	BHI-CGRP-V1.0	Mar 26, 2026	Annual Review

Document Details

Particulars	Details
Title	Customer Grievance Redressal Policy
Version	1.0
Classification	Public
Release Date	September 27, 2017
Description	To address the grievances of the customers in an effective and efficient manner.
Last Review Date	March 26, 2026
Custodian	Legal, Compliance and Regulatory Affairs Department
Approved/Reviewed By	Board
Owner	Customer Experience Team

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1. Introduction

In this competitive market scenario, it is imperative for Balancehero India Pvt. Ltd. ('BHI' or the 'Company') to have a robust mechanism in place to resolve/address customer complaints. BHI aims to provide the highest quality of customer service to ensure continued customer satisfaction, retention and sustained growth of business. This policy outlines a structured grievance redressal mechanism for BHI to have an ongoing and focused approach towards customer service and operationalize a mechanism for effective redressal of customer grievances.

2. Objective

BHI, through a comprehensive Customer Grievance Redressal Policy, intends to put in place systems, procedures and review mechanisms for minimizing instances of customer complaints and grievances and to ensure their prompt redressal.

The key objectives of this policy are as under:

- a. Ensure unbiased, fair and just treatment to customers on an ongoing basis.
- b. Consistently assess the impact of services in order to serve customers better.
- c. Provide customers formal and informal channels for feedback and suggestions.
- d. Put in place a formal grievance redressal mechanism for customers and educating them.
- e. To effectively deal with FinTech/ digital lending related complaints/ issues raised by the borrowers.
- f. Ensure speedy and efficient resolution of customer issues with adherence to basic principles of transparency and integrity.
- g. Educate the customers about alternate escalation mechanisms for resolution of the complaints/ issues if they are not satisfied with the first response.

3. Fraud Prevention

Customers may report any unauthorised transactions, suspicious calls, messages or emails at the below email address, to ensure that our team can take appropriate action in a timely manner.

Email Id: reportfraud@balancehero.com

First Response Time: Within 24 hours (1 working day)

Further, a direct link for lodging of complaints, with a specific option to report unauthorized electronic payment transactions has been provided by the company on the True Balance app / home page of its website.

4. Limited Liability of Customers

Customers will be able to lodge complaints regarding unauthorised payment transactions through the available channels. A customer's liability arising out of an unauthorised payment transaction will be limited to:

S. No.	Particulars	Maximum Liability of Customer
(a)	Contributory fraud / negligence / deficiency on our part	Zero
(b)	When a customer notifies us of Unauthorised transaction in case of third party breach where the	

	deficiency lies neither with BHI nor with the customer but lies elsewhere in the system. The per transaction customer liability in such cases will depend on the number of days lapsed between the receipt of transaction communication by the customer from us and the reporting of unauthorised transaction by the customer to us	
	i. Within 3 days*	Zero
	ii. Within 4 to 7 days*	Transaction value or ₹ 10,000/- per transaction, whichever is lower
	iii. Beyond 7 days*	100%
(c)	In cases where the loss is due to negligence by a customer, such as where he / she has shared the payment credentials, the customer will bear the entire loss until he / she reports the unauthorised transaction to us. Any loss occurring after the reporting of the unauthorised transaction shall be borne by us.	

5. Redressal mechanism for grievances raised

Level 1 (i)	Call helpline number for general enquiries or complaints
	Phone: 0120-4001028 (Paid Number). Operational between 09:00 AM and 08:00 PM from Monday to Sunday, excluding national holidays.
	First resolution time: 3-5 working days
	If any case needs additional time, TrueBalance will inform the customers about the reason and will provide the expected timelines for resolution of the issue.
Level 1(ii)	Register queries through App: Raise your concern through the help section in the app
	First Response Time: Within 48 hours (2 working days)
	First Resolution Time: 3-5 working days
	If any case needs additional time, True Balance will inform the customers about the reason for delay and will provide the expected timelines for resolution of the issue.
Level 1(iii)	Email at 'cs@balancehero.com' with registered mobile number

	First Response Time: Within 48 hours (2 working days)
	First Resolution Time: 3-5 working days
	If any case needs additional time, True Balance will inform the customers about the reason for delay and will provide the expected timelines for resolution of the issue.
Level 2	If the customer's issue is not resolved even after contacting various complaint resolution channels or in the timelines mentioned above or if the customer is not satisfied with the response, he/she can reach out to -
	Customer Grievance Nodal Officer - Anjali Kapoor
	Email: terms@balancehero.com
	Contact No. 7428196828 (Timing : 9:30 AM to 6:00 PM)
	Address: Balancehero India Pvt. Ltd., Huda City Centre Metro Station, 5th floor, sector - 29, Gurgaon, Haryana 122001, India
	First response time: 2 working days
	Resolution time: Less than 30 days
Level 3	If the customer's issue is not resolved even after contacting on level 2 or in the timelines mentioned above or if the customer is not satisfied with the response, he/she can reach out to -
	Principal Nodal Officer: Mr. Shunmugam Sundararaj
	Email: nodalofficer.cg@balancehero.com
	Contact No. 8448962980 (Timing : 9:30 AM to 6:00 PM)
	Address: Balancehero India Pvt. Ltd., Huda City Centre Metro Station, 5th floor, sector - 29, Gurgaon, Haryana 122001, India
	First response time: 5 working days
	Resolution time: Less than 30 days
Level 4 (RBI Ombudsman)	<ol style="list-style-type: none"> 1. The customer can approach the RBI Ombudsman for redressal of any deficiency in service by the Company in the following circumstances: <ol style="list-style-type: none"> a. The complaint was rejected wholly or Partly by the Company, and the customer is not satisfied with the reply; or

	<p>b. The customer had not received any reply within 30 days after filing the Complaint.</p> <p>2. The complaint is made to the RBI Ombudsman within one year after the complainant has received the reply from the Company to the complaint or, where no reply is received, within one year and 30 days from the date of the complaint.</p> <p>3. The contact details and the procedure for approaching the RBI Ombudsman are provided herewith:</p> <p>a. Complaints can be filed online on https://cms.rbi.org.in; Or</p> <p>b. Write an email to crpc@rbi.org.in; Or</p> <p>c. In physical mode to Centralised Receipt and Processing Centre (CRPC) at Reserve Bank of India, 4th Floor, Sector 17, Chandigarh - 160017 in the prescribed format.</p> <p>d. Call the Contact Centre with a toll-free number – 14448 (9:30 am to 5:15 pm).</p>
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6. Registration & Tracking of Complaints

Complaint Channels	Through 'Help'/ 'Contact Us' sections in the app
	Through emails: cs@balancehero.com
	Customer care number i.e. 0120-4001028 (Operational between 09:00 AM to 08:00 PM from Monday to Sunday, excluding national holidays)
	Through 'Help'/'Contact Us' section in the app
	Through emails: cs@balancehero.com
	Online grievances through 'Help' section on True Balance website: http://truebalance.io/
	Complaints received through government grievance portals As mentioned in Escalation matrix.
Complaint Ticket	The customer will be given an acknowledgement/ticket bearing a reference number for all future communication around the particular complaint, within 1 working day.
	All customer complaints received through digital channels will be acknowledged through email.
	An automated system will be devised to record digitally the customer complaints received through multiple channels, which

	will also be accessible to monitor and update the status of the complaint.
	Each of these complaints will be assigned a unique tracking number which will be shared with the customer for future reference and monitoring purpose Note – escalations without a complaint reference number will not be treated as complaints.
Complaint Resolution Timelines	For general complaints, as per the timelines mentioned in the escalation matrix.

7. Customer relation and awareness

The Company shall create sufficient awareness and educate customers in the secure use of True Balance App, including the need for keeping password, OTP, M-PIN personal data confidential, procedure to be followed in case of loss or theft of card or authentication data or if any fraud / abuse is detected, etc.

8. Record Keeping

The record pertaining to customer complaints shall be maintained for a minimum period of 10 years from the date of resolution. Moreover, timely backup of system data of complaints shall be taken to ensure availability of data at all times.

9. Reporting

BHI will report the receipt of complaints and action taken status thereon, in the format specified in the PPI Master Direction on a quarterly basis by the 10th day of the following month to the Regional Office of DPSS, RBI.

10. Policy Review & Updates

This approved policy will be reviewed by the Board as and when required or at least on an annual basis for incorporating changes and regulatory updates, if any, in overall grievance redressal mechanism, to improve customer experience and satisfaction.