



Customer Service – Terms of Engagement

Dear Customer,

At IDFC First Bank, our vision is building a world-class Bank in India, focused on Ethical, Digital, and Social Good Banking.

1. As part of the ethical banking theme, we imbibe customer-first values in our employees. We make products that truly represent our sense of fairness and respect for our customers. You will be happy to note that wherever possible, we give something extra to our customers, and we keep charges to the minimum in the industry. We were the first, and till date, the only universal bank to credit interest on savings account monthly so customers earn interest on interest every month. We don't charge for "non-home branch". On a like-to-like balance basis, we offer the highest accidental insurance, highest limits on lost-card protection, ATM and POS limits. All digital services, NEFT, RTGS, NEFT, are free for our customers. We don't charge prepayment charges for Fixed Deposits for senior citizens. Similarly, we don't charge annual and joining fees on our mainstream credit cards. We allow redemption of credit card rewards points against the next purchase. Most of these are truly unique and industry leading customer first feature. We offer many more such customer first features and the list is constantly expanding because of our "customer-first" thinking and designs.
2. Through the above, we establish our intent to provide you the best products and services, which we also translate to practice as shown in these examples. For us, customer first is not just a slogan, it is being practiced day and day out and built in our product design, processes, training, systems, and internal recognition.
3. We are a large bank serving millions of happy customers with our best intent, and it is possible that despite our best intent and efforts, there may be disputes or differences with some customers. These could be:
 - a. genuine unintended errors in our service because of oversight, system issues etc. In all such situations, we try and resolve matters in the customer's interest as much as possible.
 - b. There could be situations where the bank may not be directly responsible for the issue (say, a transaction dispute at a non IDFC First Bank ATM, where the resolution process could be longer or dependent on the response from the other bank.
 - c. Or there could be situations where we feel the Bank is not at fault at all.
4. To resolve these, we provide multiple access points including our App, call center, branches, and our website to resolve concerns. In all these channels, "customer service" button is prominently displayed. Should our customers still feel the need to escalate, we request them to write to us at rno@idfcfirstbank.com.

5. Despite multiple channels being made available as explained above, some customers use threatening language, abusive behaviour, unparliamentary language, use sharp words and terms about us that are unacceptable to us, raise unreasonable demands for compensation, or raise accusations on various public platforms, often with one-sided opinion and facts, to pressurize us by tarnishing or threatening to tarnish our brand, which belongs to our millions of customers, shareholder and employees.
6. We take great care to build our brand through quality services, ethical banking and customer-first approach, and this approach is deeply and systemically embedded in the DNA of our employees. Our employees take great pride in our bank's positive and customer-friendly service culture and instances of such conduct affects the morale of our employees and their ability to serve millions of our other esteemed customers. One of the agenda in our vision statement is "to be a force for social good" and such conduct also affects their efforts to serve society at large.
7. For any relationship to do well, there needs to be trust from both sides, and impolite and unacceptable conduct breaks the trust between us. Hence, in situations of break of trust we will advise such customers to close their relationship with us. We will provide seamless exit from the relationship in such situations and sincerely wish them the very best elsewhere in all future endeavours.

We remain committed to giving our customers the very best we can, and we stay committed to building a world class bank in India, in the larger interest of our country and the society at large.

Warm regards,
Team IDFC FIRST Bank