

# **MODEL CODE OF CONDUCT FOR MARKETING INTERMEDIARIES OF LIC HOUSING FINANCE LTD.**

## **1. Preamble:**

Model Code of Conduct for the marketing intermediaries is a code of conduct for adoption by LIC Housing Finance Ltd., (hereinafter referred to as “the Company”) in respect of the Direct Selling Agents “DSAs”, Home Loan Agents “HLAs”, Customer Relations Associates “CRAs”, Corporate Agent and for any other category of agents that may be introduced by the Company in future (hereinafter collectively referred to as “Marketing Intermediaries”) operating as its agents. The Code is a set of guidelines designed to ensure that marketing intermediaries act and conduct in conformity with the laid down policies and procedures as set in the Code.

## **2. Applicability:**

Upon adoption and inclusion as part of agreement between the Company and the Marketing Intermediaries, this code will apply to person/legal entity involved in marketing and distribution of any loan or other financial products or services of the Company. The Marketing Intermediaries or/and its employees / representatives must agree to abide by this code prior to undertaking any direct marketing operation and distribution on behalf of the Company. Any employee / representative of marketing intermediaries found to be violating this code may be blacklisted and such action taken be reported to the Company from time to time by the intermediaries. Failure to comply with this requirement may result in permanent termination of business of marketing intermediaries with the Company and may even lead to permanent blacklisting. A declaration-cum-undertaking to be given by marketing intermediaries to the Company and be obtained from its employees / representatives by the marketing intermediaries before assigning them duties is annexed to this Code as Annex-A.

## **3. Tele-calling a Prospect (a prospective customer):**

3.1. Unsolicited Commercial Communications - National Do Not Call Registry (NCND)-

- a) No marketing intermediaries will engage as Telemarketers who do not have any valid registration certificate from Department of

Telecommunication (DoT), Government of India. Only those intermediaries will be engaged as telemarketers who are registered in terms of the guidelines issued by TRAI, from time to time, for all their promotional / telemarketing activities.

- b) Marketing intermediaries will furnish the list of telemarketers engaged by them alongwith the registered telephone numbers being used by them for making telemarketing calls to TRAI; and
- c) Marketing Intermediaries who engage telemarketers should ensure that they are registered with DoT as 'telemarketers'.

3.2 A prospect is to be contacted for sourcing Company's product / service or Company related product / service only under the following circumstances:

- a) When a prospect has expressed desire to acquire any loan or other financial product or services through the Company's internet site / call centre / 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 / services of the Company.
- b) When the prospect's name / telephone number / address is available and obtained after taking his / her consent.

3.3 Marketing intermediaries or/and its employees / representatives should not call a person whose name / number is flagged in any "Do Not Disturb" list made available to him/ her.

**4. When you may contact a prospect on telephone:**

- a) Telephonic contact must normally be between 09:30 hours and 19:00 hours. However, it may be ensured that a prospect is contacted only when the call is not expected to inconvenience him / her.

- b) Calls earlier or later than the prescribed time period may be placed only when the prospect has expressly authorized the marketing intermediary or/and its employees / representatives to do so either in writing or orally.
- c) Residence / Business /office Address visit must normally be limited between 09:30 hours and 19:00 hours. Visit earlier or later than the prescribed time period may be made only when prospect has expressly authorized marketing intermediaries or/and its employees / representatives to do so either in writing or orally.

**5. Respect prospect's privacy:**

Marketing intermediaries or/and its employees / representatives should respect a prospect's privacy and his/her interest may normally be discussed only with the prospect and with any other individual/family member such as prospect's accountant/secretary/ spouse only when authorized to do so by the prospect.

**6. Leaving messages and contacting persons other than the prospect :**

Calls must first be placed to the prospect. If the prospect is not available, a message may be left for him / her. The aim of the message should be to get the prospect to return the call or to check for a convenient time to call again. Ordinarily, such messages may be restricted to

"Please leave a message that XXXXXX (name of officer) representing LIC Housing Finance Limited called and requested to call back at ZZZZZZ (phone number)". As a general rule, the message must indicate that the purpose of the call is regarding selling or distributing a product of the Company.

**7. No misleading statements / misrepresentations permitted:**

Marketing intermediaries or/and its employees / representative should not:

- a) Mislead the prospect on any product / service offered by the Company;
- b) Mislead the prospect about their business or organization's name or falsely represent themselves as Company's employee;

- c) Make any false / unauthorized commitment on behalf of the Company for any facility / loan / service.

## 8. Telemarketing Etiquettes:

### ➤ PRE CALL-

- a) No calls prior to 09:30 hours or post 19:00 hours unless specifically requested;
- b) No serial calling;
- c) No calling on lists unless list is cleared by the marketing intermediary leader.

### ➤ DURING CALL –

- a) Identify yourself, your company and your principal;
- b) Request permission to proceed;
- c) If denied permission, apologize and politely disconnect;
- d) State reason for your call;
- e) Always offer to call back on landline, if call is made to a cell number;
- f) Never interrupt or argue;
- g) To the extent possible, talk in the language which is most comfortable to the prospect/ customer;
- h) Keep the conversation limited to business matters;
- i) Check for understanding of “**Most Important Terms and Conditions**” by the prospect/ customer if he plans to buy the product;
- j) Reconfirm next call or next visit details;
- k) Provide your telephone no, your supervisor’s name or the Company’s officer contact details if asked for by the prospect / customer;
- l) Thank the prospect /customer for his/her time.

### ➤ POST CALL –

- a) Prospects / Customers who have expressed their lack of interest for the offering should not be called for the next 3 months with the same offer;
- b) Provide feedback to the Company on prospects / customers who have expressed their desire to be flagged “Do Not Disturb”;

- c) Never call or entertain calls from customers regarding products already sold. Advise them to contact the Customer Service Staff of the Company.

**9. Gifts or Bribes :**

Marketing Intermediary or/and its employees / representative will

- a) not accept gifts or bribes of any kind from prospects / customers. Further, if he / she is offered a bribe or payment of any kind by the prospect / customer, it must be reported to his/her management.
- b) not offer any gifts / gratitude in cash or in kind to the prospect / customer to solicit business.

**10. Precautions to be taken on visits / contacts:**

Marketing intermediary or/and its employees / representatives should:

- a) respect personal space, maintain adequate distance from the prospect / customer;
- b) ensure that prospect / customer is not visited within a period of 3 months of expression of lack of interest for the offering by him / her.
- c) not enter the prospect's / customer's residence / office against his / her wishes;
- d) prospect's / customer's residence / business is visited by not more than one employees / representative of marketing intermediary and one supervisor, if required;
- e) respect the prospect's privacy;
- f) end the visit with a request for the prospect to call back, if the prospect/customer is not present and only family members / office persons are present at the time of the visit;
- g) provide his / her telephone number, name of the supervisor or the Company Official's contact details, if asked for by the prospect / customer; and
- h) limit discussions with the prospect to the business and maintain a professional distance.

**11. Appearance and Dress Code:**

Marketing intermediary or/and its employees / representative must be in proper formal attire while meeting up with prospect / customer.

**12. Handling of letters and other communication:**

Any communication sent to the prospect shall only be in the mode and format approved by the Company.

**13. Qualifications for intermediaries:**

While there is no specific qualification requirement for individuals, corporate entities depending upon the nature of the entity, shall ensure that the Partnership Deed, Memorandum of Association or any other document evidencing the constitution of the entity shall contain as one of its main objects soliciting or procuring DSA business.

**14. Empanelment of intermediaries:**

Marketing intermediaries seeking of engagement / empanelment with the Company shall submit the application for empanelment in the illustrative format given at Annex-B.

**15. Outsourcing Agreement:**

The terms and conditions governing the contract between the Company and the Marketing Intermediaries will be defined and will form part of agreement.

**16. Termination of Agreement:**

A termination clause and minimum period to execute a termination provision, will form part of agreement. The agreement shall automatically be terminated unless renewed by a fresh contract by the Company immediately after the expiry of the period of agreement. No marketing intermediary shall be allowed to do any fresh business on behalf of the Company after termination of Agreement until and unless it renewed by a fresh agreement.

**17. General:**

- a) No payment to marketing intermediaries will be made in Cash. The fee, incentive etc. shall be made only by way of direct credit to the Bank account.
- b) The Company will prescribe the operational area for Marketing Intermediary within which they can work, which will be mentioned in the Agreement.
- c) The lead shall be shared by the Marketing Intermediaries in the illustrative format given at Annex-C.
- d) By virtue of contract / agreement, the marketing intermediary or/and its employees / representatives may have access to personal and business information of the Company and / or the Company's customer. The marketing intermediary shall ensure the preservation and protection of the security and confidentiality of the customer information or data which are in the custody or possession.
- e) Marketing intermediary should acknowledge that he/she/it has read the said Model Code of Conduct and has fully understood all the terms and conditions mentioned therein and declare that the marketing intermediary shall agree to abide by the said code of conduct in letter and spirit.
- f) The marketing intermediary shall report the fraud erring employees / representatives periodically to the Company. The information shall include name of the person, address, name of the DSA associated with and nature of fraud. Such employees / representatives shall be barred permanently for doing the business of marketing intermediary in future with the Company.

\*\*\*\*\*

**Declaration-Cum-Undertaking**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Re: Code of Conduct**

Dear Sir,

I am working in your company as a \_\_\_\_\_. My job profile, inter-alia, includes offering, explaining, sourcing, and assisting documentation of products and linked services to prospects of LIC Housing Finance Limited.

In the discharge of my duties, I am obligated to follow the Code of Conduct attached to this document.

I confirm that I have read and understood and agree to abide by the Code of Conduct. I further confirm that the trainer mentioned below has explained the contents of the Code of Conduct in full to me.

In case of any violation, non-adherence to the said Code, you shall be entitled to take such action against me as you may deem appropriate.

Signed on this \_\_\_\_\_ day of \_\_\_\_\_ 20 \_\_\_\_\_

Signature \_\_\_\_\_ Name \_\_\_\_\_ Agency \_\_\_\_\_

Signature of Trainer \_\_\_\_\_ Name \_\_\_\_\_ Company \_\_\_\_\_



## Annex-B

### APPLICATION FORM FOR EMPANELMENT OF MARKETING INTERMEDIARY

To,

The Area / Business Manager

LIC Housing Finance Ltd.,

\_\_\_\_\_ Office

Sir/Madam,

**Sub: APPLICATION FOR EMPANELEMENT AS MARKETING INTERMEDIARY [DIRECT SELLING AGENT (DSA)/ HOME LOAN AGENT (HLA) / CUSTOMER RELATION ASSOCIATE (CRA) / CORPORATE AGENTS / OTHERS (ANY OTHER CATEGORY OF AGENTS INTRODUCED BY THE COMPANY)] WITH LIC HOUSING FINANCE LTD.**

I submit herewith my application for the empanelment as 'Marketing Intermediary' [Direct Selling Agent (DSA)/ Home Loan Agent (HLA) / Customer Relation Associate (CRA) / Others for LIC Housing Finance Ltd., I have read the terms and conditions relating to the service and I undertake that those are acceptable to me.

1	Full name (in block letters) / Firm-mention name of the firm				
2	Name of key person (in case of firm)				
3	Father's / Husband's name				
4	Constitution (tick appropriate option)	Individual	Proprietorship	Partnership	Company
5	Date of birth / incorporation (DD/MM/YYYY)				
6	Age		Years		Months
7	Business / Communication Address				
8	Telephone number	(Office): (Residence) :			
9	Mobile number				
10	E-mail ID				
11	Alternate Contact number				
12	PAN Card no.				
13	Aadhar Card No.(in case of individual) / Registration No. in case of firm.				
14	Present Occupation				
15	No. of years in employment / Business				

16	In case of firm - Do you have an Office? If yes, number of employees on roll	
17	No. of Clients in your database: a) Individual Clients b) Corporate Clients (give list separately)	
18	Qualification	
19	Language Known	
20	Details of past experience in retail marketing (housing loans)	
	a. Name of Institution / Bank / Others:	
	b. Nature of product marketed	
	c. Period of such work undertaken	
	d. No. of cases / Accounts procured	
	e. Quantum of business (amt involved)	
	f. Whether the activity is continuing	
21	Give your brief Business Plan / Strategy for marketing housing loans	
22	Expected annual business with LICHFL	
23	Reference (Name, Address & Contact number)	1.
		2.

I declare that the statements in this application and the documents submitted (as per list given below) are true, complete and correct to the best of my knowledge and belief. I declare, that no criminal proceedings are pending against me. I further declare that I am not related to any existing employee of LIC Housing Finance Limited. I understand that in the event of any information/document being found untrue / incorrect at any stage, my application is liable to be rejected and if already empanelled, the empanelment is liable to be terminated.

Place:

Signature:

Date:

Name:

Documents to be submitted along with application (all the copies are to be duly attested):

- 1) Copy of PAN card;
- 2) Address proof (latest telephone/mobile bill, electricity bill, gas bill, passport or ration card);
- 3) Copy of Aadhar Card (in case of individual) / Copy of Registration in case of firm;
- 4) Two recent passport size photographs (in addition to one affixed on application form);
- 5) Latest IT return / Form 16 ;
- 6) Bank statement for last 6 months;
- 7) Enrolment letter, if enrolled with other Bank / FI for similar services;
- 8) In case of firm / Company: Registration certificate of firm & Partnership deed / Articles of Association of the Company and Incorporation certificate.
- 9) Proof of Qualification (in case of individual)

**ANNEX – C**

**(Name of Loan Product) – CUSTOMER INFORMATION**

Name of the Applicant / s :  
Mobile Number :  
Email ID :  
Address :  
Select which is applicable : Looking for property  
Property identified  
Details of property, if identified :  
Loan Amount :  
Income Bracket (per annum) :  
*Upto Rs.5 lakh* :  
*Above Rs.5 lakhs to Rs.10 lakhs* :  
*Above Rs.10 lakhs* :  
Income Based on : Income Tax Return  
Other (specify the same)

---

Marketing Intermediary Code :  
Signature of Marketing Intermediary :