

Annexure A

Escalation Matrix:

Details of	Contact Person	Address	Contact No.	Email Id
Customer care	Amal Mondal	232, C R AVENUE 7 TH FLOOR KOLKATA-700006	9339143386	amal@intellectmoney.com
Head of Customer care	Santanu Chakraborty	232, C R AVENUE 7 TH FLOOR KOLKATA	9432141823	dp@intellectmoney.com
Compliance Officer	Ram Ishawar Pandey	232, C R AVENUE 7 TH FLOOR KOLKATA	9831805555	rpandey@intellectmoney.com
CEO	Sandeep Jindal	232, C R AVENUE 7 TH FLOOR KOLKATA	9230125387	sjindal@intellectmoney.com

In absence of response/complaint not addressed to your satisfaction, you may lodge a complaint with SEBI at <https://scores.gov.in/scores/Welcome.html> or Exchange at <https://investorhelpline.nseindia.com/NICEPLUS/>. Please quote your Service Ticket/Complaint Ref No. while raising your complaint at SEBI SCORES/Exchange portal.

National Stock Exchange Of India Limited**Department : INVESTOR SERVICES CELL**

Download Ref No: NSE/ISC/52517

Date: June 03, 2022

Circular Ref. No: 11/2022

To All Members,

Subject: Investor Grievance Redressal Mechanism

With a view to facilitate investor awareness and bring transparency in the Investor Grievance Redressal Mechanism, in accordance with the SEBI Circular No. SEBI/HO/MIRSD/DOP/CIR/P/2021/676 dated December 02, 2021, the Trading Members were advised to publish Investor Charter and disclose the Investor Complaints on their respective websites.

An effective grievance procedure **ensures an amiable work environment, as it redresses the grievance to mutual satisfaction** and helps the management to frame policies and procedures, in line with the regulations.

To further strengthen the process of handling Investors Grievances, Trading Members are advised to take the below measures:

- a) Multiple modes of communication should be made available to the investors, with a view to ensure seamless process in raising the complaints.
- b) Strengthen the complaint redressal mechanism by hiring qualified / dedicated trained resource, impart adequate trainings for better handling and suitable closures.
- c) Investor Grievances escalation matrix to be explicitly displayed on the website and mobile application under the 'Contact Us' page. The 'Contact Us' link should be placed on the index/homepage of the website. Upon clicking the same, it should display the detail as shared in the **Annexure A**. This provision shall come into effect from **July 01, 2022**.
- d) Escalation matrix should also be a part of the complaint redressal communications between the Trading Members and Investors
- e) Acknowledgment should be sent to the investor, once the grievance is received / escalated / resolved and should state the Service ticket / Complaint reference number in it.

- f) Members, who are also a Depository Participant, shall provide separate escalation matrix for Demat related queries. In case they have a common grievance handling unit, they may display the common Escalation matrix as stated under point 'C'.
- g) Enhance Investor education vide educational videos, webinars etc.
- h) Provide regular updates to investors on changes in rules/regulations through support portals.
- i) Details of services provided to clients may be displayed on homepage of the website.
- j) Automate procedural requirements by online submission and acceptance of forms & KYC related matters
- k) Regular system audits to reduce the occurrence of technical issues and downtimes.

Trading Members are requested to take note and comply with the above guidelines.

**For and on behalf of
National Stock Exchange of India Limited**

**Dinaz Shroff
Chief Manager**

Toll Free No	Email id
1800 266 0050 (select option 5)	ignse@nse.co.in