

‘Annexure A’

Escalation Matrix:

Details of	Contact Person	Address	Direct Contact No.	Email Id	Operational/ Working Hours
Customer care					
Head of Customer Care					
Compliance Officer					
Chief Executive Officer (CEO)					

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://bsecrecs.bseindia.com/ecomplaint/frmlInvestorHome.aspx>

Please quote your Service Ticket/Complaint Ref No. while raising your complaint at SEBI SCORES/Exchange portal.

General guidelines to ensure uniform display of escalation matrix:

- The escalation matrix should be prominently displayed on the “Contact us” page
- “Contact us” link should be placed on the index/homepage of the website.
- The email addresses and contact numbers of ‘Compliance officer’ and ‘CEO’ must be distinct, with a view to differentiate regular emails and escalations.
- In case the contact number is a toll free / centralised number handled through IVR, there should be different IVR options made available to reach ‘Customer care / Head of customer care’ and for escalations to ‘Compliance officer’ and ‘CEO’ (e.g. Press 1 for ‘Customer care’, Press 2 for ‘Compliance / CEO Desk’ etc.).
- In case the contact number is a general / centralised number manned by any Individual/Receptionist, there should be different extension numbers assigned to reach to the ‘Customer care / Head of customer care’ and ‘Compliance officer / CEO’ desks. Member must ensure that the desk is manned by during the working hours