

## **SBI Home Loan Counsellors (HLCs)**

### **Code of Conduct and Responsibilities**

- (i) HLC shall prominently display the Identity Card issued to him/her by the Bank while dealing with the prospective customer (prospect) on behalf of the Bank.
- (ii) HLCs should handle with care their responsibilities particularly aspects like soliciting customers, hours of calling, privacy of customer information and conveying correct information about products on offer, etc.
- (iii) HLCs will not handle, on behalf of the Bank, any transaction for which they are not authorized as per the agreement.
- (iv) HLCs should not resort to intimidation or harassment of any kind, either verbal or physical, against any person while dealing on behalf of the Bank. HLC will refrain from action that could damage the integrity and reputation of the Bank.

### **DOs**

#### **Every HLC shall -**

- (a) Adhere to extant instructions as specified in Bank's fair practice code for lending.
- (b) Disseminate requisite information in respect of products offered by the Bank through him/her and take into account, the needs of the prospect while recommending the specific product.
- (c) Render necessary assistance to the prospect in complying with requirements for transacting business with the Bank.
- (d) Not enter the prospect's residence/office against his/her wishes.
- (e) Respect the prospect's privacy.

- (f) If the prospect is not present and only family members/office persons are present at the time of the visit, end the visit with a request for the prospect to call back.
- (g) Provide his/her telephone number or the concerned Bank office's contact details, if asked for by the customer.
- (h) Limit discussions with the prospect to the business on hand - Maintain a professional distance.
- (i) Any communication sent to the prospect should be only in the mode and format approved by the Bank.
- (j) Normally discuss the prospect's interest only with the prospect or any other individual/family's accountant/Secretary/spouse authorized by the prospect.
- (k) Be properly dressed.
- (l) Advising of product suitability to the client based on his/her profile

### **Don'ts**

#### **HLC shall not -**

- (a) Solicit or procure any business without holding valid authority for this purpose.
- (b) Induce the prospect to omit any material information.
- (c) Induce the prospect to submit any wrong information or documents.
- (d) Behave in a discourteous manner with the prospect.

- (e) Offer different rates, advantages, terms and conditions other than those offered by the Bank.
- (f) Mislead the prospect on any service/product offered.
- (g) Mislead the prospect about their business or organization's name, or falsely represent themselves.
- (h) Make any false/unauthorized commitment on behalf of the Bank for any Facility/service.
- (i) Accept gifts or bribes of any kind from the prospects. If offered a bribe or payment of any kind, he/she must report the offer to his/her management.
- (j) Share any customer information, in any form whatsoever, with any other person/entity.
- (k) Violate this code.
- (l) Use professional status as SBI HLC for furthering personal relations with the customers.
- (m) Divulge unauthorized information, written or spoken, to any customer or any other person.
- (n) Use obscene, profane or abusive language and/or hold out any threats.
- (o) Use violent or any criminal means which may harm the reputation or property of the borrower, guarantor or any other person.
- (p) Act in any manner which will affect the reputation of the Bank.
- (q) To avoid mis-selling and misrepresentation