

Reporting an complaint at ASHLAR

How to place an investor grievance complaint at ASHLAR?

In order to promote and build speedy investor grievance redressal and investor friendly relations, we understand that client complaints/grievances should be resolved in a proper and timely manner.

If any customer has any complaint regarding the service of Ashlar or any other issue. You can follow the procedure mentioned below to reach us with your problem.

Register a Complaint

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Where to Lodge/Register a complaint?

- **By Calling the Customer Care Department:** Client can register his/her complaint or query by calling ASHLAR's Customer Care Department on 0120-6633205 /231 between 09:00 AM to 05:30 PM.
- **By writing a letter:** The customer can also submit his complaint to Ashlar by writing a written instrument, for which the client can either deliver the complaint letter himself or through someone else to Ashlar Head Office or send it through post/courier to the address given below

To,
The Compliance Officer,
Ashlar Securities Private Limited
A-38, Sector-67,
Noida-201301, Uttar Pradesh

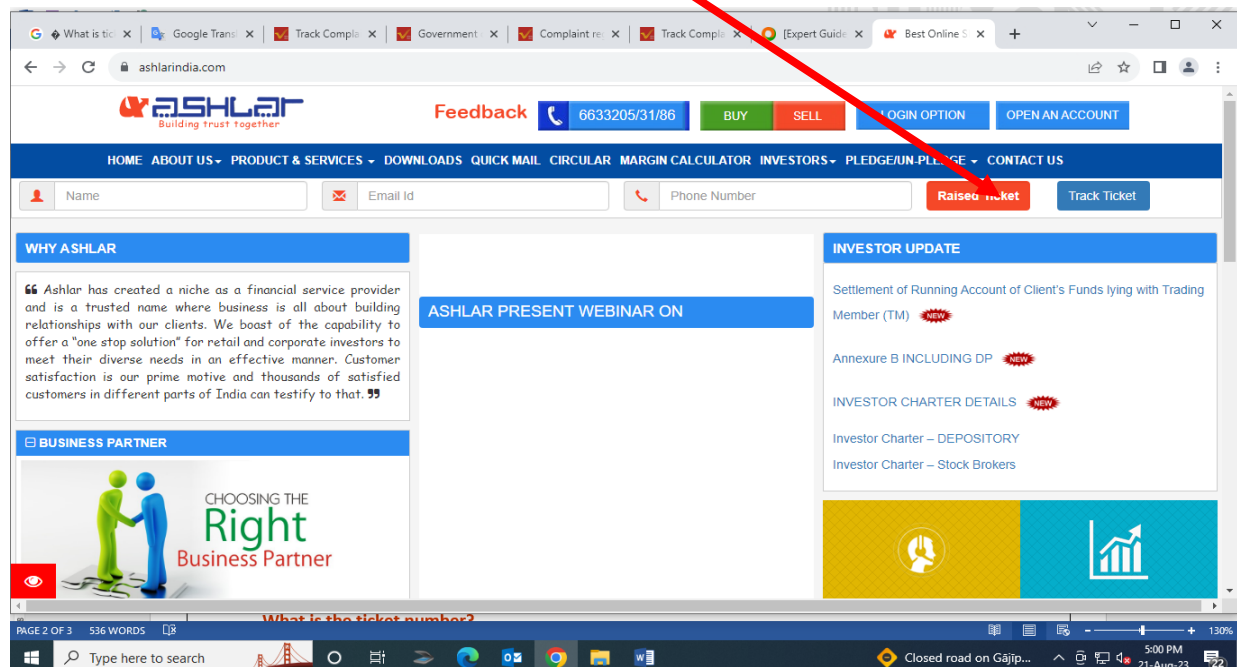
- **By personal Visit:** The Client can visit the dealing branch/CP office, nearest regional office or Ashlar's Head Office and register his/her complaint.
- **By sending an email:** The Client can register his/her complaints by sending an email to ASHLAR's Investor grievances email id i.e investercell@ashlarindia.com from his/her registered email id with ASHLAR.
- **File Complaint Online:** Now Ashlar client can register their complaints online. Ashlar has given an option to lodge complaint or ask query online on its website.

About ASHLAR's Online Investor Grievances Platform

Lodging a client complaint physically is tiring and a waste of time nowadays. Client can directly file an online complaint at Ashlar's website, online platform ensures the quickest redressal of client grievances.

How to Loge online complaint?

It's recommended to opt for online consumer complaint filing about quicker action and compensation. ASHLAR's customers can visit the official website to register their complaints. On the header area of the home page of Ashlar's website i.e. www.ashlarindia.com, a form has been provided for registering the complaint, where in order to register the complaint the customer has to provide his/her customer code, mobile number and email ID along with the name and then press the red button of the **Raised ticket**.



Once the Complaint redressal department receives the customer's request, they will contact the customer to take details of the complaint and provide the customer with a complaint ticket number on his register email id.

How to track the complaint?

Once the client complaint is registered at the head office, a ticket number is generated for the complaint. The ticket number of the complaint is sent to the client on his registered email id or which is used to track the status of the complaint.

What is the ticket number?

In case of multiple complaints, it is not easy to check the status of complaint and tracking the status of old complaint also becomes a headache. To solve this problem, complaints and queries received from customers are assigned a number called a ticket number.

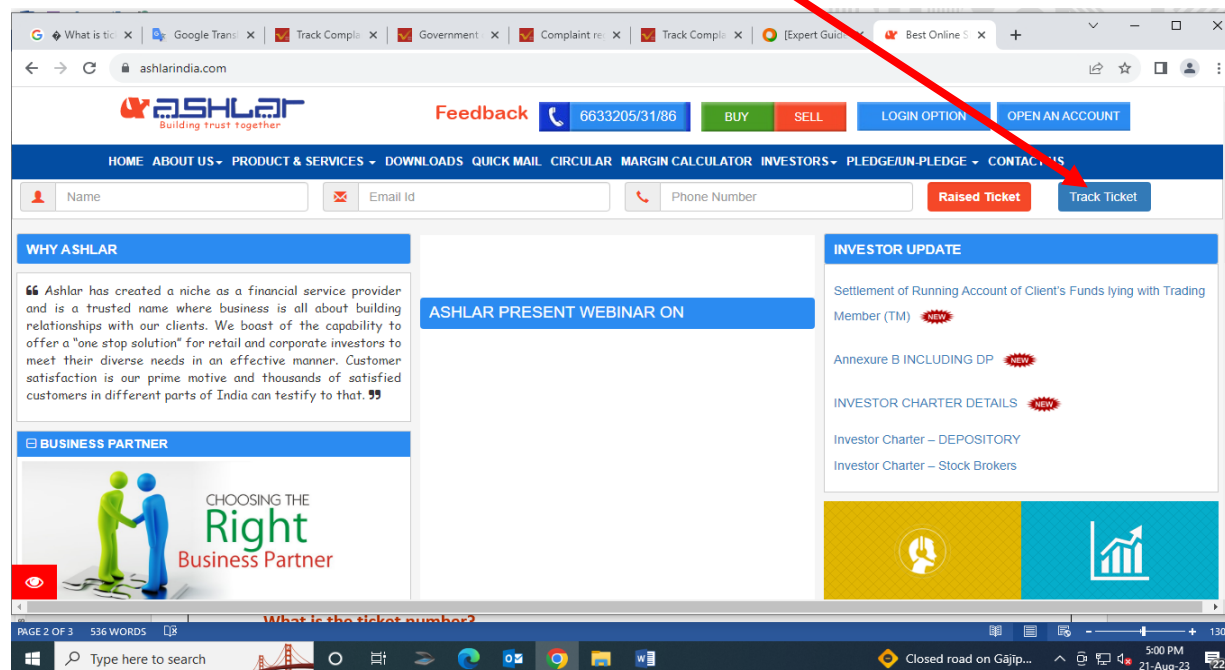
Ticket Number is a reference number of the complaint which is used to check or track the status of the complaint. Which can be used by the customer to raise an inquiry with the customer care department and follow the progress in his inbox on the online platform.

How to use Ticket number?

By Calling the Customer Care Department: Client can call to customer care department and ask the complaint status by referencing the Ticket number.

BY email: Client can email on customercare@ashlarindia.com and reference the ticket number to know the complaint status. Client has to advice mention the ticket number in the subject line of the email.

Using online platform: At the top of the home page of the official website is a blue track ticket button. Customer can click on the button to track the ticket number. On clicking, the client will be redirected to the online tracking portal where the customer has to login with the details provided on his/her email id and there the customer can check his/her live complaint status.



Procedure of complaint redressal?

Step 1: Grievances received through any means are forwarded to the centralized desk in the Grievance Redressal Department (GRD) at Noida. On complaints received through other means other than online complaints, the department first generates a ticket number and that ticket number is sent to the customer's registered email.

Step 2: First of all, the GRD department investigates the complaint, where it is listed as a complaint or query. Queries and general complaints are resolved by GRD itself and its status is updated in the system as well as by calling the client

Step 3: If the complaint is related to a specific department, then the complaint is assigned to the manager of the concerned department for resolution of the complaint. Where the department collects relevant information, evaluates the same with regard to re-evaluation of compliance and thereafter reports forwards to the GRD, at that stage if the department requires additional information they can call the customer themselves and get the details.

Step 4: In case the customer complaint cannot be resolved at the initial level, it is escalated to higher authority or specialized team for further investigation and resolution. The investor grievance escalation matrix is mentioned below

Investor Grievance Escalation Matrix

STOCK BROKERS and DP

Department	Contact Person	Contact No.	Address	Email Id	Working Hours
Customer Care	Ms. Anupma	0120-6633 231	A-38, Sector-67, Noida-201301,U.P.	helpdesk@wisdomcapital.in	9:00AM TO 5:00PM (Monday to Friday)
Head of Customer Care	Mrs. Neena Malhotra	0120-6633 205	A-38, Sector-67, Noida-201301,U.P.	care@ashlarindia.com	
Compliance Officer	Ms. Priya Rathi	0120-6633 229	A-38, Sector-67, Noida-201301,U.P.	compliance@ashlarindia.com	
	Mr. Deepak Chaudhary (DP)	0120-6633 225	A-38, Sector-67, Noida-201301,U.P.	dp@ashlarindia.com	
Chief Executive Officer (COO)	Mr. Deepak Khandelwal	0120-6633 299	A-38, Sector-67, Noida-201301,U.P.	deepak@ashlarindia.com	

Step 5: After gathering the relevant facts/information/documents by GRD, and analysis of the same, the client is suitably replied or informed. If required, the settlement terms are discussed with the client for his/her confirmation or feedback regarding the same and resolved. The complaint is considered to be resolved where no response is received from the client within 15 days of the reply sent to the client and the case is closed.

What to do next if client is not satisfied with Ashlar Grievance Redressal?

"In absence of a response/complaint not addressed to your satisfaction, you may lodge a complaint with:

SEBI at <https://scores.gov.in/scores/Welcome.html>

NSE at <https://investorhelpline.nseindia.com/NICEPLUS/>

BSE at <https://bseclrs.bseindia.com/eecomplaint/frmlInvestorHome.aspx> -(in case of BSE transaction)

NSDL at <https://www.epass.nsdl.com/frmLoginPageWebsiteComplaints.aspx> -(in case of DP transaction)

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

If you need more clarification and guidance you can contact us on 0120-6633 205/231.