

Customer Grievance Redressal Workflow

Escalation hierarchy for resolving customer complaints as per RBI guidelines

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LEVEL 1

Company Support

Customers can reach out via the company's official support channels for initial resolution.

- ✉ support@assetify.in
- ☎ +91 935 620 8445
- 🏠 1st Floor, Maliyekkal Tower, Pallisseri Road, NH Bypass, Opp. Holiday Inn Hotel, Thammanam P.O, Cochin – 682032, Kerala, India.

Not Satisfied? Escalate

2

LEVEL 2

Grievance Officer

If unresolved at Level 1, the complaint is escalated to the designated Grievance Officer.

- Asad Bichu
- ✉ gro@assetify.in
- ☎ +91 97307 04678

Still Unresolved? Go to Next Level

3

LEVEL 3

Principal Nodal Officer

Unresolved grievances escalate to the Principal Nodal Officer for senior review.

- Deepak Kumar Gupta
- ✉ pno@assetify.in
- ☎ +91 97307 04678

No Resolution? Approach Next Level

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LEVEL 4

RBI Ombudsman

As a final recourse, customers may approach the RBI Integrated Ombudsman.

- ◆ RBI CMS Portal: cms.rbi.org.in
- ◆ File via CMS portal or email
- ✉ crpc@rbi.org.in
- 🏠 Centralized Receipt & Processing Centre, RBI

As per RBI timelines