

# Grievance Redressal Policy

## 1. Introduction

In today's global securities market, exceptional customer service is vital for sustainable business growth and development. At Sunrise Gilts & Securities, we recognize that customer complaint resolution is an inherent part of any business operation and play a crucial role in driving organizational improvements. Customer satisfaction and service excellence are the core objectives of our organization. We are dedicated to providing prompt and effective services, recognizing that such efforts not only attract new customers but also retain and satisfy existing ones.

This Grievance Redressal Policy has been established to ensure customers' grievances are addressed in a fair, courteous, and efficient manner. The policy is built on the following principles:

- a.** Fair and impartial treatment of all customers.
- b.** Prompt, courteous, and professional handling of customer complaints.
- c.** Informing customers of the proper escalation channels and alternative dispute resolution methods.
- d.** Ensuring a transparent and equitable resolution of complaints.
- e.** Commitment from employees to work in good faith without bias, always prioritizing customer interests.

## 2. Grievance Resolution

Any complaint, whether received directly or through a regulatory body, will be addressed promptly, with a resolution timeframe not exceeding 15 business days from the date of receipt.

### Customer Touch Points:

Customers can raise their concerns or complaints through any of the following methods:

- **Contact Person:** Mr. Mayank Neel, Grievance Officer
- **Phone:** +91 96870 46466
- **Email:** [grievance@sunrisegilts.com](mailto:grievance@sunrisegilts.com)
- **Address:** 514, 5th Floor, Pinnacle Business Park, Prahladnagar, Ahmedabad, Gujarat, India – 380015

### Escalation Matrix:

If a customer is dissatisfied with the initial response, they can escalate the issue using the defined escalation matrix available on our website at: [https://www.bondspartners.com/Files/Grievance\\_Redressal\\_Policy.pdf](https://www.bondspartners.com/Files/Grievance_Redressal_Policy.pdf)

### Responsibility:

The Customer Care team, led by Mr. Mayank Neel, Grievance Officer, is responsible for handling and resolving all investor grievances. The Head of Customer Grievance Mr. Mayank Neel oversees the policy's implementation, while the Compliance Officer monitors its effectiveness to ensure timely resolution of complaints.

### 3. Periodic Review

The Company's Board of Directors will review the grievance redressal mechanism at regular intervals to maintain its relevance and effectiveness. This review ensures that the process aligns with the company's commitment to customer satisfaction.

#### 4. Ongoing Improvement

The Board of Directors will also evaluate the implementation of this policy regularly. They are responsible for introducing enhancements to the redressal mechanism to exceed customer expectations and to adapt to market dynamics. Our unwavering commitment to customer service excellence drives us to continuously improve our processes.

#### 5. Disclaimer

Sunrise Gilts & Securities reserves the right to modify or amend any part of this policy based on market conditions, operational strategies, or risk perceptions. These changes may occur with or without prior notice and will be reflected on the company's official website. In times of significant market volatility or unforeseen events, the company reserves the right to take necessary actions to ensure stability. Any amendments to this policy will be made available to the public through the company's website.

##### **Disclaimer:**

Sunrise Gilts & Securities has the discretion to alter/change any of close out parameters defined in this policy based on prevailing market conditions, considering the dynamics of operations, business plans, and strategy of management from time to time, and/or any risk perception with or without prior intimation and can use their discretion to grant any kind of exemptions/permissions in case they deem fit on case to case basis. In a time of extreme volatility or a major impending event which might trigger such volatility, Sunrise Gilts & Securities reserves the right to withdraw the same. The company may modify or amend any of these rules without prior notice. The amended policy will be uploaded on the website of Sunrise Gilts & Securities from time to time.

| Contact Person        | Designation                     | Address   | Contact No.     | Email ID   | Working Hours   |
|-----------------------|---------------------------------|---|-----------------|--|---|
| Mr. Mayank Neel       | Senior Manager - Grievance Cell | 514, 5th Floor,<br>Pinnacle Business<br>Park,<br>Pralhadnagar,<br>Ahmedabad<br>380015 Gujarat-<br>India | +91 96870 46466 | <a href="mailto:grievance@sunrisegilts.com">grievance@sunrisegilts.com</a> | Mon – Sat; 9:30<br>AM to 6:30 PM.<br>(2nd, 4th and 5th<br>Saturdays will be<br>Holiday) |
| Mr. Barun More        | CEO / Director                  |   | 079-49259451    | <a href="mailto:sunstock3@gmail.com">sunstock3@gmail.com</a>               |   |
| Mr. Pratik Kumar More | Director                        |   | 079-47651702    | <a href="mailto:Pratik@sunrisegilts.co.in">Pratik@sunrisegilts.co.in</a>   |   |
| Mr. Yash Shah         | Compliance Officer              |   | 079-40327404    | <a href="mailto:info@sunrisegilts.co.in">info@sunrisegilts.co.in</a>       |   |