GRIEVANCE REDRESSAL POLICY FRAMEWORK

CUSTOMER GRIEVANCE REDRESSAL POLICY TITLE: This Policy shall be called 'Customer Grievance Redressal Policy'.

PREAMBLE AND OBJECTIVE:

a. This Policy is formulated to provide efficient services to the customers and to effectively address and redress grievances of the customers of Northern Arc Securities Private Limited ("**NASPL**") in a timely manner.
b. The coverage of this policy is to address and redress the grievance of the products and services provided by NASPL to its Customer.
c. This Policy was approved by the Board of the NASPL in its meeting held on 06th February 2025.

DEFINITION For the purpose of this Policy, the following words will carry the meaning as under:

a. "Board" means the Board of Directors of Northern Arc Securities Private Limited

b. "Policy" means this Policy on Customers' Grievance Redressal Mechanism.

c. "SCORES" is a web based centralized grievance redressal system of SEBI (http://scores.gov.in), which enables the customers to lodge and track anywhere the status of redressal of such complaints online from the above website.

Introduction

To follow the highest standards of ethics and compliances while facilitating in securities, in a fair and transparent manner to contribute creation of wealth for customers, NACPL endeavors to redress all grievances, in a reasonable time and satisfactory manner in line with guidelines as provided by SEBI in Master Circular for Stock Brokers (**SEBI/HO/MIRSD/MIRSD-PoD-1/P/CIR/2024/53) dated 22nd May 2024 and Circular(SEBI/HO/OIAE/IGRD/CIR/P/2023/156**) dated 20th September 2023, relevant Stock Exchange and Depository Participant Circulars, guidelines and directions as amended from time to time.

All customer grievances registered with the Company shall be reviewed, monitored and resolved in compliance with the provisions of the applicable laws. The focus shall be, to ensure all grievances are resolved within 21 days and to the satisfaction of the customers.

The Company in receipt of various correspondence/communication from the Customer, related to the services being rendered and ancillary matters.

These communications may either be complaints or queries/requests and the company presently follows a set of guidelines for classifying the communication between general correspondence, requests, complaints, etc.

The Company strives to follow highest standards of corporate governance, transparency and disclosures. With a view to ensure greater transparency and as a part of the Company's Customer-friendly initiatives, it has been considered as appropriate and desirable to formally document the present guidelines w.r.t classification of Customers' communication through this Policy.

The Policy broadly defines its customer servicing timelines and further lays down the process for redressal of complaints and the escalation matrix thereof. The offices of all stockbrokers are required to display basic information, as provided in Annexure-36 of the SEBI Circular SEBI/HO/MIRSD/MIRSD-PoD-1/P/CIR/2024/110. The same should also be stated on the website and/or the policy. Accordingly, Annexure 1 is enclosed with this policy.

General Principle guiding classification of Customers' communications:

a. Multiple correspondence / communications or reminders received for the same matter within the stipulated turnaround time in this Policy for handling of the query / communication will be treated as one complaint.

b. If a query is resolved after the stipulated turnaround time and there is no reminder from the Customer during such time period, such query will not be treated as a complaint.

c. In case of any ambiguity, the Compliance officer shall be the sole authority to decide on the nature and classification of communications and such decision shall be final and binding.

Steps for handling Customer Grievances:

The Company provides a three-level process to solve any of your grievances.

Level 1 – Customer Service Team

support@altifi.ai

Level 2 - Compliance Officer

balaji.r@northernarc.com

Level 3 - SEBI SCORES portal

https://scores.sebi.gov.in/scores-home

The offices of NASPL display basic information, as per Annexure-1.

In case of any grievances against the Company or any person acting directly or indirectly on its behalf, Customer may reach out to the Company(s) representatives below at any time between 10:00 am and 6:00 pm Monday to Friday except on public holidays.

Customers are requested to address all their grievances at the first instance to the Customer Support Team. The contact details of the Customer Support Team is as below:

Email ID: support@altifi.ai

Phone Number: (044 66687235)

The Customer support team may be reached on the toll-free number/phone number provided above, anytime between 10:00 am and 6:00 pm on weekdays except on public holidays or through the e-mail address above. The Customer support team shall endeavor to resolve the grievance within a period of fifteen days from the date of receipt of a grievance.

If the Customer does not receive a response from the Customer Support Team within 15 days of making a representation, or if the Customer is not satisfied with the response received from the Customer Support Team, the Customer may reach the Grievance Redressal Officer between 10:00am and 6:00 pm on weekdays except public holidays. The contact details of the Grievance Redressal Officer is provided below:

Grievance Redressal Officer: Mr. Balaji R

Email ID: balaji.r@northernarc.com

In case the Customer does not receive a response from the Customer Support Team or the Grievance Redressal Officer within 21 days from the date of making a representation to the Company, or if the Customer is not satisfied with the response so received, a complainant can lodge a complaint on SEBI SCORES 2.0 portal - https://scores.sebi.gov.in/scores-home by clicking on "Sign Up" and selecting the category as "Customer". The Customer may also invoke the Online Dispute Resolution Process against the Company by registering a complaint in SMART ODR portal in line with SEBI circular SEBI/HO/OIAE/OIAE_IAD-3/P/CIR/2023/195 dated July 31, 2023, as amended from time to time.

This Policy shall be effective from 06th February 2025 and shall be reviewed on an annual basis or at the time of a relevant regulatory direction/amendment, whichever happening first.

Annexure: 1

Dear Customer,

In case of any grievance / complaint against the Stock Broker:

Please contact Compliance Officer of the Stock Broker Mr. Balaji R at balaji.r@northernarc.com and Phone No. - +91 22 66687555.

You may also approach the Directors at nas.compliance@northernarc.com and Phone No. - +91 22 66687500.

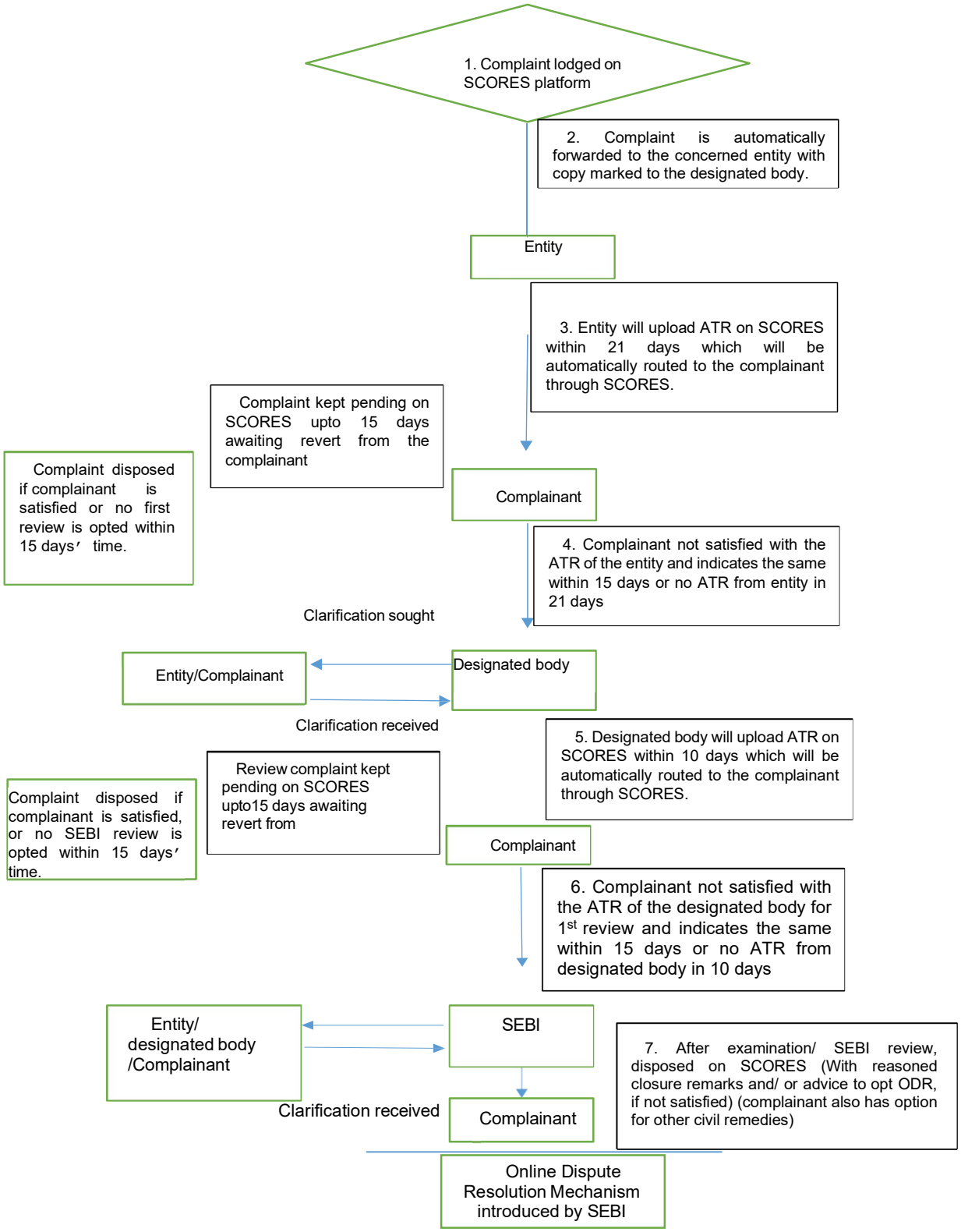
If not satisfied with the response of the Stock Broker, you may contact the concerned Stock Exchange at the following:

Web Address		Contact No	Email ID
NSE	www.bseindia.com	022 22728097	is@bseindia.com
BSE	www.nesindia.com	1800 266 0050	ignse@nse.co.in

You can also lodge your grievances with SEBI at http://scores.gov.in or SMART ODR portal. For any queries, feedback or assistance, please contact SEBI Office on Toll Free Helpline at 1800 22 7575 / 1800 266 7575.

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CIN.: U66120TN2023PTC158583

Escalation Matrix:

Details of	Contact Person	Address	Contact No.	Email Id
Customer care	Customer service team	10th, IITM RESEARCH PARK, Kanagam Rd, Kanagam, Tharamani, Chennai, Tamil Nadu 600113	18001498766	support@altifi.ai
Head Customer care	Ms. Deepa Nair	10th, IITM RESEARCH PARK, Kanagam Rd, Kanagam, Tharamani, Chennai, Tamil Nadu 600113	+91 7200286241	deepa.nair@northernarc.com
Compliance Officer	Mr. Balaji R	10th, IITM RESEARCH PARK, Kanagam Rd, Kanagam, Tharamani, Chennai, Tamil Nadu 600113	+91 22 6668 7555	Balaji.r@northernarc.com
Director	Mr. Priyashis Das	10th, IITM RESEARCH PARK, Kanagam Rd, Kanagam, Tharamani, Chennai, Tamil Nadu 600113	+91 22 6668 7500	nas.compliance@northernarc.com