



**FIRST FINANCE LIMITED**  
**CITIZEN'S CHARTER**


Approved on March, 2023

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BOARD OF DIRECTORS HELD ON 20 MARCH,  
2023.

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## CITIZEN'S CHARTER

### 1.01 ABOUT FIRST FINANCE LIMITED

First Finance Limited (FFL) was established in the year 1993. The company obtained permission from Bangladesh Bank as a Non-banking Financial institution on October 05, 1999 and subsequently converted into a Public Limited Company. It was listed in Dhaka Stock Exchange, Chittagong Stock Exchange on October 09, 2003. Currently, the company has been offering lease financing, term loan financing, real estate and housing financing, SME financing with its 6(Six) branches in 6(six) different prime locations of the country with an objective to meet up all types of financial needs for its clients.

During the past decades of its operation, FFL has played a major role in producing alternative source of term and capital asset financing to the private, commercial and SME sectors. FFL's primary focus has been in the area of 2-5 years term financial leasing with particular emphasis on balancing, modernization, replacement and expansion of existing units. To ensure steady and long-term growth as well as to sharpen its competitive edge in an ever changing and challenging business environment. FFL always endeavors to diversity into different financial services, which have long-term prospect. As deposit products the company offers TDR (Term Deposit Receipt) and MSS (Monthly Savings Scheme) to its valuable customers.

The company's Authorized Capital is Tk. 5,000.00 million divided into 500 million ordinary shares of Tk. 10 each. The Paid-up capital (including issued share) is Tk. 1,185.54 Million and the *Statutory Reserve is Tk. 369.94 Million as on 30 June 2021. The issued shares comprises of Directors/Sponsors, Institutions and General Public.*

Our long-standing sustainability efforts are creating environmental and social value while we move forward by embracing high ethical standards, governance and transparency. FFL dreams to go further and grow bigger. Its ethos is simple: - The Company envisions its success lies in becoming the growth partner of its enterprising clients. FFL is committed to empowering lives and inspire changes in community.

### 1.02 MISSION & VISION

First Finance Limited (FFL) is one of the pioneer financing sectors in Bangladesh. Since its inception FFL has been playing a significant role in financial sector and provides financial support to private and public sectors for acquiring Industrial machineries, Working capital, Housing financing, Work Order financing, SME financing etc. Recently the Management of FFL has emphasis on SME Finance particularly for the Women Entrepreneurs to contribute in the development of country economy.

FFL always endeavors to diversify into other financial services, which have long-term prospects. FFL has expanded its range of services by introducing Housing and Short term financing in the year 2001, which have broadened our customer base. In line with further diversification program FFL has encouraged in transport facility, SME financing and Bangladesh Bank Refinancing projects. With its continuous drive in introducing new financial products and services tailored to clients need, FFL is on its way to become one of the leading multi-product financial institutions of the country in coming years.

We ensure that all of our valued customers have an excellent services and facilities. We are determine to do all we can to build, maintain and enhance as an international standard financial institution and provide various financial services of excellence.

### 1.03 BRAND PILLARS

- Trust
- Security
- Progress

### 1.04 PRODUCTS

FFL offers a wide range of investment and term deposit products.

### 1.05 BRANCHES

<b>Corporate Branch</b> Jahangir Tower(3 <sup>rd</sup> Floor), Kawran Bazar C/A, Dhaka-1215. Phone:(+0882)9103689-90	<b>Gulshan Branch</b> Gulshan Bhaban(1 <sup>st</sup> Floor), Plot No.: 355,A.K. Khondaker Sarak, Mohakhali, Dhaka-1212. Phone:(+8802)8815725,222280125.	<b>Motijheel Branch</b> Elite House (2 <sup>nd</sup> Floor), 54, Motijheel C/A, Dhaka-1000. Phone: 09678888999.
<b>Board Bazar Branch</b> Member Complex (3 <sup>rd</sup> Floor), Board Bazar, Gazipur-1704. Phone: (+8802)9293060-61.	<b>Agrabad Branch</b> Ayub Trade Center (5 <sup>th</sup> Floor), 1269/B, SK.Mujib Road, Agrabad, Chattogram-4000. Phone: (+880-312)510961-2	<b>Sylhet Branch</b> H S Tower (2 <sup>nd</sup> Floor), Fayzu Mension, East Dargah Gate, Sylhet-3100. Phone: (+880-821)716003.

### 2.01 CUSTOMER CHARTER

We seek to build long-term, sustainable beneficial relationships with all our customers based on the service commitments and on our underlying pillars trust, security and progress in all our dealings.

- Our primary concern is to understand and satisfy customers' needs and expectations. We promise to use all means open to us to establish and understand these needs which are both mutually beneficial and respect the values and principles in all our actions.
- We promise to deal quickly, courteously and accurately with all correspondence between us.
- Should disagreements arise between us, we undertake to seek a speedy and equitable solution, which takes account of the rights and obligations of both parties and is framed in the context of a long-term and enduring relationship.
- We believe in openness, integrity, transparency and accountability and provide high standard of services to our valued customers.
- We create customer value, loyalty and equity, which create customer delight over a lifetime of patronage.



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## 2.02 THE FUNDAMENTAL ETHICS AND PRINCIPLES

SL No	Core principles/ ethics	Details of approach
1	Accountability	Accountability and Responsibility of each employee engaged in customer service should be clear and specific. NBFi official should provide services to their customers with a sense of urgency commitment and accuracy.
2	Transparency	Terms & conditions and information relating to banking products and services provided by FFL to the customers will be transparent.
3	Equity and integrity	NBFi officials must exhibit their honesty, integrity, loyalty, impartiality to their customers. The officials dedicated to customer services should avoid conflict of interest.
4	Compliance	NBFi officials must comply with relevant rules & regulations, policies and BB's instructions while rendering services to the customers.
5	Safety and security	NBFi will ensure safety and security in operating system and dealings of its banking products and services.
6	Privacy and confidentiality	NBFi officials should maintain privacy and confidentiality of their customers with some exception such as disclosure under compulsion of law, public interest, customer's consent etc.

## 2.03 CODE OF CONDUCT

All employees must observe and comply with internal policies and procedures, rules and regulations of the Company in carrying out his or her duties.

### A. GENERAL NORMS

The normal working hours of the Company starting from 10.00 am to 6.00 pm from Sunday to Thursday, i.e., 40 (forty) hours in a week. However, working hours may vary depending on work location and job responsibility or based on regulatory and/or company requirements.

- Every employee shall conduct her/himself in such a manner that will enrich the image, dignity and reputation of the Company and shall refrain from acting in such a manner as to bring the Company into disrepute and bring discredit thereto.
- An employee shall at all times conduct her/himself in a reasonable manner and shall discharge his/her duties honestly, faithfully, diligently and to the best of his/her abilities and efficiency.
- Every employee shall at all time maintain absolute integrity and devotion to the duty conforms to and abides by the rules and regulations applicable to him/her.
- Every employee shall attain her/his duty punctually and regularly duly attained.
- The supervising officer should give their personal attention towards the punctuality in attendance of the subordinate officials. The attendance should be brought to the Office in-charge at the latest time the officials are required to be in the office and late comers asked to explain orally the reasons for their late attendance to the office-in-charge. Habitual offenders should be reported to the Management by the Office-in-charge for such disciplinary action as the Management thinks fit.



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- If any employee requires coming late under unavoidable circumstances she/he shall make an application beforehand, preferably on that day immediately before she/he requires coming late, and the management after considering the reasons shall give necessary permission so that employee concerned to come late on that day for which such permission is sought. But under no circumstances, this shall be allowed to be a regular practice.
- If a member of the staff requires going early, before the office hours are over, she/he shall request her/his superior either verbally or in writing explaining the reason for her/his intention to do so, and after specific permission is given thereon she/he may leave the office at the appointed hours. But under no circumstances, this shall be allowed to be a regular feature.
- In case where an employee comes to the office late most of the working days, one day's earned leave at the rate of every three days late attendance shall be forfeited and a warning with the advice to rectify her/his habit in this respect shall be issued.
- In the case of leaving office earlier without prior permission of the superior, similar warning and advice shall follow to the employee concerned and a copy of such warning shall be sent to the Personal Department for recording the same in her/his confidential file maintained in the Office. This shall be viewed as a disfavor at the time of reviewing the performance reports of the employees for annual increment and promotion at the end of the year.
- No employee shall be absent from office without prior permission. In case of exceptional circumstances, the absenting employee must inform the Office of the reasons for such absence at the first available opportunity.
- An employee shall not conduct any action in such a manner as is likely to bring her/his private interest to conflict with her/his official duties.
- An employee shall not subordinate her/his official duties to her/his private interest.
- No employee shall indulge in gossiping, lying, back-biting, political discussion or spread such rumor which may cause panic among the employees or criticize the activities of her/his colleagues or speak ill of others or behave with other employee(s) in such a manner which may cause moral turpitude to the latter or involve himself in any activities repugnant to the rules of law of the land.

Except whether so required by the law or regulatory authorities, an employee shall not give evidence before a public committee without the previous permission of the Management. This Rule will not, however, apply to evidence given before official committee(s) appointed by the Management.

#### **B. SPECIAL NORMS**

- An employee shall not commit insubordination or non-compliance with any legitimate, lawful or reasonable order or instruction of a superior.
- All employees must give proper attention to the clients of the Company and treat them with suave manners, politeness, honesty and sincerity and make utmost efforts to render improved customer service at the quickest possible time. No employee shall utter any calumny or use any offensive, slanderous or obnoxious language with or in presence of the client of the Company, breach of which will be subject to disciplinary action.
- An employee shall not bring or attempt to bring any form of outside influence or pressure to support a claim relating to the Company's service whether the claim is her/his personal or those of other employees.



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- An employee shall not take up additional job or employment with other organization or involve in any trade or business without the prior written approval of the Management.
- An employee shall not make any public statement or comments on the activities of the Company without prior written approval of the management.
- In case of company's need whether it is urgent or emergency or in need to completion of regular closing, an employee shall not practice deliberate non-cooperation and continuous refusal to work beyond working hours without valid reason.
- An employee shall maintain secrecy regarding the affairs of the Company, including the affairs of its clients, irrespective of whether the information or documents relating to the Company came into his/her possession in the course of her/his duties as an employee or otherwise.
- An employee shall always submit her/his representation (if any) through proper channel.
- Every employee shall refrain from criticizing the Company's lawful and approved policy, rules, order etc.
- An employee shall not participate in any illegal strike or abet, incite, instigate and act in furtherance thereof.
- An employee shall not associate her/himself in any activities, which may be prejudicial to the interest of the Company and subversive of the state.
- An employee shall not take part in or subscribe in aid of or assist in any way any political activities in Bangladesh or relating to any political affairs of Bangladesh.
- Employee(s) entrusted with the duty of cash transaction shall not leave office unless the day accounts are agreed in all respects.
- An employee shall not accept directly or indirectly on her/his own behalf or on behalf of any other person or permit any member of the family, dependent on her/him to accept any gift, gratuity or reward or any offer of a gift, gratuity, or reward from any one with whom she/he is acquainted or connected in any way in her/his official dealings. This rule shall also apply in the case of gifts offered by persons likely to have dealings with the Company or any constituent or a subordinate employee of the Company.

## **2.04 STANDARD BEHAVIORAL PATTERN AND INDICATORS AT CUSTOMER SERVICE POINT**

FFL management will strive to motivate their employees to expose standard behavior while delivering their service to customers over the phone or face-to-face:

- 1) Use basic courtesies such as always try to say "Please" and "Thank you" while conversing with the customers.
- 2) Address customers properly such as Mr. or Ms. and surname of customer may acceptable. Never use casual terms of endearment such as "honey", "yeah", "huh", or "dear."
- 3) Treat others as you would like to be treated in the same situation.
- 4) Never show emotional impression or expression
- 5) Be positive, pleasant, courteous and cheerful with a good impression.
- 6) Never interrupt interactions with a customer to take a break, lunch or any lame excuse, etc.
- 7) Avoid any rubbish or junk word to the customers.
- 8) Never disparage or criticize another employee or customers.
- 9) Do not react negatively when someone approaches any help.

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- 10) Do not take anything personally.
- 11) Avoid technical terminology with all customers
- 12) Assume everything (remark, comment or any approach) positively and take the best theme or idea, even if the customer actually meant the comment in a negative manner, he or she will see that you sincerely want to help them and then their attitude will change.
- 13) Present a professional approach and appearance by practicing good personal hygiene and dressing appropriately in the work place
- 14) Be a bank employee, not just a department employee as the customers see us as the banker – they do not see individual department or division.

## 2.05 COMMON PRACTICES FOLLOWED AT OUR SERVICE POINTS

NBFI's system should be oriented towards providing better customer service and therefore, FFL will periodically study its system and its impact on customer service. Management of FFL will instill an approved Policy for General Management of the branches, which will include the following aspects:

- a. Providing customers with booklets containing all details of services and facilities available at branches in Bangla and English.
- b. Surprise inspection and survey of customer services.
- c. Training of staff in line with customer service orientation.
- d. Developing products or services keeping view to suitability and appropriateness for general customers.
- e. Annual survey of customer satisfaction and grievances resolution

## 2.06 SERVICE TIME

Days	Office Time
Sunday to Thursday	10:00 AM to 5:00 PM

## 2.07 FFL SERVICE STANDARD DETAILS

List of Services	Initiating Level(Customer Service Point)	Disposal Level	Total Time Limit
Account Opening TDR & MSS	Group in charge/RM* Officer/Senior Officer	COO*/FAD*/Head of Treasury /BM	3 working days
Short Term Loan sanction	Relationship Manager/BM	CC*/Board	15 days
Long Term Loan sanction	Relationship Manager/BM	CC*/Board	30 days
Bill Payment (vendor)*	Branch/COD*/ Accounts & Finance	BM/FAD/MANCOM/Board	30 to 45 days
Balance confirmation. certificate* 1. Personal A/C 2. Institutional A/C Tax Certificate (Deposit) Tax Certificate (Loan)	Treasury Dept.(for deposit)/BM( for deposit & loan)	Head of Treasury/Head of FAD/BM	Same day



\*Balance confirmation certificate and tax certificate are issued at the request of customer(s) \*day means working day \*Bill payment to vendor refers to the bills under approved limit \*BM: Branch Manager RM: Relationship Manager, COD: Central Operation Department, FAD: Financial Administration Division, CC: Credit Committee, MANCOM- Management Committee.

### 3.01 CUSTOMERS' RIGHTS/INSTITUTIONS' OBLIGATIONS

#### A) Disclosure of Current Interest Rates:

Prior to signing the contract with the consumers for both interest-bearing deposits and loans, FFL shall:

- 1) inform the customers of the terms & conditions of the fixed deposit or loan;
- 2) inform the customers of the charges, if any, and consequences of premature termination of a fixed deposit or loan;
- 3) inform the customers whether the interest rate is fixed or variable;
- 4) inform the basis and frequency on which interest payments or deductions are to be made;
- 5) explain the method used to calculate interest of each product;
- 6) disclose prominently the total amount of income that the customers shall receive on the fixed deposits; and
- 7) disclose the total cost of credit with break-up, if any.

#### B) Disclosure of latest Schedule of Charges, Fee, Commission, etc.

As financial service provider FFL shall, for all charges and fees to be levied at the time of service rendered or on request,

- 1) Provide the customers with a schedule of charges, fees, commissions payable for the products or services that the customers have chosen;
- 2) Display prominently their standard fees and charges at all branches,
- 3) Inform the customers of any additional charges or expenses that the customers have to pay, such as searching fees to retrieve available past records, etc.

#### C) Notice of Changes to Terms and Conditions:

The terms and conditions provided by FFL shall highlight to a consumer the fees, charges, penalties, relevant interest rates and any other consumer liabilities or obligations in the use of the financial products or services. The company shall ensure that a consumer is notified:

- 1) At least thirty days in advance before implementing any changes to the terms and conditions, fees or charges, discontinuation of services or relocation of premises of the financial services provider.
- 2) Immediately of any changes in interest rates regarding the product or service.



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**D) Value Added Services:**

NBFI must take written consent from their customers for any value added services and inform the customers of the terms and conditions along with the charges, levied for that.

**3.02 CUSTOMERS' OBLIGATIONS/INSTITUTIONS' RIGHTS**

- a) Customers shall follow the general norms, practices, functional rules, etc.
- b) Customers shall maintain disciplinary arrangement at the customer service points.
- c) Customers shall convey their grievance to the NBFI in proper way or in prescribed form.
- d) Customers shall convey the NBFI any changes in their address, contact numbers, KYC & TP.
- e) Customer shall not try to show unreasonable persistence, demand, argument and behavior.
- f) Customers generally shall ask any query at prescribed desk such as Customers' ServiceDesk, Help Desk and Information Desk at first instance.
- g) Customer should avoid misunderstanding as far as possible.

**3.03 COMPLIANT MANAGEMENT**

Complaint lodgment procedure:

a) FFL facilitates the customers to lodge complaints by any available means (for example, letter, telephone, facsimile, e-mail, or in person) and the company shall not insist that complaints be necessarily made only in writing.


b) FFL will facilitate the customers to drop their complaints in the complaint box at any branch or Head Office.

c) FFL shall accept complaints by customers, or authorized representative of the customers.

**Prioritization of complaints:**

FFL will prioritize the complaints on the basis of the gravity and sensitivity of the matter involved. For this purpose, complaints received at any level of the NBFI shall be classified into the following categories and shall be marked as H.S. for Highly Sensitive, S for Sensitive or G for General category on the complaints:

Nature of complaint	Category
<ul style="list-style-type: none"> <li>- Allegations of fraud forgery</li> <li>- Allegations that require prompt action in the failure of which it may cause huge loss to the complainant.</li> <li>- References from Ministries of Govt./ Bangladesh Bank/ BAB/VIPs</li> </ul>	Highly Sensitive (H.S)
<ul style="list-style-type: none"> <li>- Allegations of rude behavior, bribery</li> <li>- Allegation related to foreign remittance, non-payment of overdue foreign bills.</li> <li>- Allegations related to the different prioritized products of the bank</li> <li>- Allegations related to the Govt. prioritized products (Agricultural Credit, subsidies to the farmers, etc.), loans under Government's Poverty Alleviation Programs, Social Security Products (old age allowances, widow allowances etc.)</li> </ul>	Sensitive (S)
Other kinds of complaints	General (G)



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NBFI shall take necessary action on the basis of priority of the complaints.

Time limit for complaint resolution:

There must be a time limit for every task to complete it in time. As per Bangladesh Bank guideline, FFL set a time limit in the initiating and disposal level of the complaints as mentioned below:

	<b>MANCOM functions</b>	<b>Board functions (if required)</b>
Complain arise	Detail discussion.	If internal complain final decision will be taken by the Board.
	Forwarded to HR Committee.	
	HR Committee report submission to MANCOM again.	External complains resolve by MANCOM.
	Final decision by MANCOM.	

### 3.04 CUSTOMER COMPLAINT

With a specific complaint anyone may visit the branches or head office

**NOTE:**

- Facts, figure, information etc. given in this charter is subject to change and revision time to time.
- This Citizen Charter is not a legal document to create any legal right or obligation. Its only objective is to promote better understanding between the NBFI and the Citizenry, from which many wouldopt to be our valued customers.
- Each of the Product/Service/Obligation/Description etc. mentioned here are only the brief expressions, or indicative ones. Details on these may be had at our website or at our service points.
- Present office timing mentioned here 10 am to 5 pm. When concern authority will change the timing then office timing will be re-fix to 10 am to 6 pm.



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