AJIVIKA FINANCE LIMITED

RBI REGISTERED NBFC

RBI CERTIFICATE OF REGISTRATION NO. B-12.00476

FAIR PRACTICE CODE

Issue and Effective Date: 1st October 2026

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PART A — THE CODE, THE COMPANY AND ITS APPLICATION

1. The Company

1.1 Ajivika Finance Limited (the "Company") is a non-deposit taking Non-Banking Financial Company, holding a Certificate of Registration issued by the Reserve Bank of India under section 45-IA of the Reserve Bank of India Act, 1934, and is classified in the Base Layer (NBFC-BL) under the framework for Scale Based Regulation. Its registered office is at B-84, Second Floor, B Block, Sector 64, Noida, Uttar Pradesh – 201301.

1.2 The Company lends to individuals and to business entities. The products to which this Code applies are the Micro Enterprise Loan (MEL), the SME Loan, the Business Loan, the Personal Loan, and the Short Term Personal Loan of a tenure not exceeding 90 days repayable in a single Equated Periodic Instalment or multiple Equated Monthly Instalments.

1.3 In the case of the Micro Enterprise Loan, the SME Loan, the Business Loan and the Personal Loan, sourcing ordinarily involves face-to-face interaction with the borrower, while credit assessment, approval, communication of the offer, execution of the loan documents, disbursement and servicing are carried out through the Company's software. The Short Term Personal Loan is originated, disbursed and serviced wholly digitally, without face-to-face interaction at any stage.

1.4 **The Company does not rely on that distinction to limit any regulatory requirement.** The Reserve Bank of India (Digital Lending) Directions, 2025, and the other Directions in clause 2.1, are treated as applicable to all of the Company's products, and the measures at **Annexure B** accordingly apply to every product.

1.5 This Code applies to every product and service of the Company, whether now offered or introduced later. Clauses framed by reference to a particular product apply to that product; Parts B and E apply to every borrower, including a business entity.

2. Status and Purpose of this Code

2.1 This Fair Practice Code (the "**Code**") is framed under the **Reserve Bank of India (Non-Banking Financial Companies – Responsible Business Conduct) Directions, 2025**, read with the **Reserve Bank of India (Non-Banking Financial Companies – Credit Facilities) Directions, 2025**, the **Reserve Bank of India (Digital Lending) Directions, 2025** and the **Reserve Bank of India (Non-Banking Financial Companies – Registration, Exemptions and Framework for Scale Based Regulation) Directions, 2025**, each as amended.

2.2 The Code states the minimum standards the Company undertakes to observe in its dealings with borrowers. It confers no lesser protection than the applicable Directions require, and is to be construed so as to give effect to them.

2.3 Where any other policy of the Company deals with a matter also dealt with in this Code, **this Code prevails**. The Interest Rate Policy, the Grievance Redressal Policy, the Credit Policy, the Know Your Customer and Anti-Money Laundering Policy, the Outsourcing Policy and the Information Technology Policy are to be read subject to it.

2.4 This Code supersedes the Fair Practice Code previously published by the Company on its website, which stands withdrawn with effect from the date of adoption of this Code.

3. Persons Bound

3.1 This Code binds every employee of the Company and every Direct Selling Agent, Direct Marketing Agent, Digital Lending Application operator, recovery agent and other person acting for or on behalf of the Company.

3.2 It applies however a borrower deals with the Company — at its offices, over the counter, by telephone, by post, by electronic mail, over the internet, through a mobile application or by any other means — and whether the borrower is sourced directly or through an intermediary.

3.3 "**Borrower**" in this Code includes, as the context permits, a prospective borrower, a person whose application has not been sanctioned or disbursed, and a person whose application has been rejected.

PART B — STANDARDS THE COMPANY UNDERTAKES TO OBSERVE

4. General Conduct

4.1 The Company shall deal fairly and reasonably with every borrower, and shall observe integrity and transparency in all its dealings.

4.2 The Company shall comply with all applicable legal and regulatory requirements, and shall meet the standards of this Code whenever it solicits any product or service.

4.3 The Company shall not discriminate on grounds of sex, caste or religion in the matter of lending, and shall not refuse a loan solely on the ground of disability. Nothing in this clause prevents the Company from participating in a scheme framed for a particular section of society.

4.4 The Company shall not interfere in the affairs of a borrower except for the purposes provided in the loan agreement, save where information not previously disclosed by the borrower comes to its notice.

4.5 The Company shall train its customer-facing staff and its agents periodically in the requirements of this Code, and shall maintain a record of that training.

5. Advertising, Solicitation and Sale

5.1 All advertising and promotional material issued by or for the Company shall be clear, fair and not misleading. No advertisement shall state a rate of interest without stating the basis on which it is computed, and no rate shall be advertised on a flat basis.

5.2 The Company shall not compel a borrower to purchase insurance, membership or any other product as a condition of a loan, and shall not bundle any product with a loan.

5.3 Information about product features or promotional offers shall be sent to a borrower only with the borrower's prior written consent, and any withdrawal of that consent shall be given effect promptly.

5.4 The Company shall implement, and require its Direct Selling Agents, Direct Marketing Agents, tele-callers and recovery agents to observe, the Code of Conduct at **Annexure A**.

6. Confidentiality and Borrower Data

6.1 Personal information of a borrower, and information relating to a borrower's transactions, shall be treated as confidential. It shall not be disclosed to any person save with the borrower's prior written consent, where disclosure is required by law or by a regulator, where disclosure is to a credit information company, or where disclosure is necessary to enforce the Company's rights.

6.2 Data shall be collected from a borrower only to the extent required for the lending business, and only upon prior explicit consent recorded with an audit trail.

6.3 A borrower may give, withhold or revoke consent to the use of specified data, restrict its disclosure to third parties, and require its deletion.

6.4 The Company's Privacy Policy governs the collection, storage, use, retention and deletion of personal data, and applies in addition to this clause.

PART C — THE BORROWER'S POSITION AT EACH STAGE OF THE LOAN

7. Before Application — Information and Comparability

7.1 The Company shall assist a prospective borrower to choose a product suited to the borrower's requirement, and shall explain the key features of the product, namely the amount, the tenure, the rate of interest expressed on the basis on which it is charged and on an annualised basis, the processing fee, the position on charges after the due date, and the total amount repayable.

7.2 In the case of the **Short Term Personal Loan** the Company shall tell the borrower, before application, that the product carries a **single bullet repayment and/or equated monthly instalments** of principal and interest on the due date, and shall explain what that requires of the borrower's cash flow on that date.

7.3 At the point of sourcing, the Company shall disclose the indicative range of the annualised rate of interest for the product, the method of computing interest, the processing fee, the availability of pre-payment, and the position on amounts payable after the due date, so that the borrower may make a meaningful comparison with the terms offered by other lenders.

7.4 The Company shall furnish a checklist of the documents and information required to establish identity and address and to satisfy legal and regulatory requirements.

8. On Application — Language, Documents and Disposal

8.1 **Language.** Communications with a borrower shall be in English or in a language understood by the borrower, at the borrower's option. English is the Company's primary language of communication, and Hindi is made available at every stage having regard to the Company's location and borrower profile. Where a borrower elects another language, the Company shall make available, through its employees or through a translator engaged by it, the loan agreement, the Key Facts Statement, the sanction letter, the most important terms and conditions and any consent document in that language, and shall provide assistance in that language during the application.

8.2 The loan application form shall set out the information that materially affects the interest of the borrower, so that the borrower may compare the terms with those offered by other Non-Banking Financial Companies and take an informed decision.

8.3 The application form shall list the documents to be submitted with it, and that list shall also be published on the Company's website. **No document shall be demanded beyond what this Code, the Credit Policy and the Know Your Customer Policy require.**

8.4 **Acknowledgement and disposal.** The Company shall acknowledge receipt of every loan application and shall state on the acknowledgement the period within which the application will be disposed of, which shall not exceed **15 working days** from receipt of a complete application. Where the application is made through a digital channel, the status and stage of the application shall be shown to the

borrower in the loan journey, and an electronic mail or short message shall be sent on each change of stage, including approval, rejection and disbursement.

8.5 **Rejection.** A rejection shall be conveyed in writing and the reasons recorded on the file. Where the rejection rests wholly or in part on a credit information report, the borrower shall be told so and told how the report may be obtained. **Submission of an application confers no right to sanction or disbursement, and no employee or agent shall represent otherwise.**

9. On Sanction — Terms, Key Facts and Classification

9.1 All information required to process an application shall be obtained at the time of application. Where further information is required for credit or risk assessment, the borrower shall be contacted without delay.

9.2 The Company shall assess the creditworthiness of the borrower in accordance with its Credit Policy. The assessment shall include an assessment of income, verification of banking conduct, a credit information report and computation of the fixed obligation to income ratio.

9.3 The amount sanctioned, together with the terms and conditions including the annualised rate of interest and the method of its application, shall be conveyed to the borrower in writing by a **sanction letter** and a **Key Facts Statement**. The borrower's acceptance of those terms shall be retained on record.

9.4 **The Key Facts Statement shall be furnished before the loan contract is executed**, in the prescribed standardized format, and shall state: the sanctioned amount; the processing fee in Rupees and the goods and services tax on it; the net amount that will reach the borrower's bank account; the rate of interest on the basis on which it is charged and annualised; the total interest payable; the total amount repayable; the due date or the repayment schedule; the all-inclusive **Annual Percentage Rate**; the suspension of interest on and after the due date and the penal charge that applies in its place; the total cost cap at clause 14.5; the cooling-off period; the recovery mechanism; and the grievance redressal particulars.

9.5 **A charge not disclosed in the Key Facts Statement is not recoverable at any stage** during the term of the loan. The Key Facts Statement is valid for the period stated in it.

9.6 The exact due date or repayment schedule, the amount payable, the break-up between principal and interest, and **illustrations of the dates on which the account would be classified as a Special Mention Account and as a non-performing asset**, shall be communicated at sanction and again on any subsequent change to the sanction terms, until the loan is repaid in full. In the case of the Short Term Personal Loan the classification period runs from the due date, and the illustration shall be computed on that footing and on the day-end position.

9.7 The Company shall give the borrower a copy of every loan document executed by the borrower, and of every enclosure referred to in the loan agreement, with the welcome letter or electronic mail or immediately upon disbursement, at the borrower's registered electronic mail address or in downloadable form on the Digital Lending Application.

10. On Disbursement

10.1 Disbursement shall be made on the terms recorded in the sanction letter and the loan agreement, and only after the Key Facts Statement has been furnished and the loan agreement executed.

10.2 Disbursement shall be made **directly into a bank account held in the borrower's own name**, verified before disbursement, and not through a pool account or the account of any third party (see also clause 8 of Annexure B).

10.3 Where the processing fee is recovered by deduction from the sanctioned amount, the deduction and the resulting net amount shall be stated in figures in the sanction letter and the Key Facts Statement, and the borrower shall be told what sum will actually reach the account.

11. During the Currency of the Loan

11.1 **Changes in terms.** Notice of any change in the terms and conditions, including the disbursement schedule, the rate of interest, the processing fee or any other charge, shall be given to the borrower in English or a language understood by the borrower. **A change in the rate of interest or in charges shall take effect prospectively only**, and the loan agreement contains a condition to that effect. Having regard to its tenure, the rate of interest on a Short Term Personal Loan shall not be varied during the currency of the loan in any circumstances.

11.2 Recall of a loan, or acceleration of payment or performance, shall be in accordance with the loan agreement.

11.3 **Pre-payment.** A borrower may repay the loan in full at any time before the due date **without any charge**. Interest shall be recovered only for the number of days the loan was actually outstanding, and no interest shall be recovered for the unexpired period. Where interest has been collected in advance, the excess shall be refunded **within seven days** of pre-payment.

11.4 **Transfer of account.** Where a borrower requests transfer of the loan account, the Company shall convey its consent or refusal within **21 days** of the request. A transfer shall be on transparent contractual terms and in consonance with law.

12. On and After the Due Date — Charges and Conduct

12.1 **Interest is suspended after the due date.** On and from the due date, interest at the contracted rate ceases to accrue on the facility. No interest is computed in respect of any day falling on or after the due date.

12.2 **A penal charge applies in its place.** In place of interest, a penal charge applies at the rate stated in the Interest Rate Policy, computed on the amount that has fallen due and remains unpaid, for each day for which it remains unpaid. **Interest and the penal charge do not run simultaneously, and a borrower shall in no case bear both in respect of the same day.**

12.3 The penal charge is a charge and not a component of the rate of interest. It shall not be capitalised, and no interest shall be computed upon it or upon any amount of accrued interest. It shall be levied uniformly within a product category, and in the case of an individual borrower who has borrowed for a purpose other than business it shall not be higher than the charge applicable to a non-individual borrower for a similar non-compliance.

12.4 **Total cost cap.** The aggregate of interest, the processing fee, the penal charge and every other amount recovered on a Short Term Personal Loan shall not exceed the principal sanctioned. The penal charge ceases to accrue once that limit is reached, and thereafter no amount of any description is levied on the facility.

12.5 The position in this clause shall be recorded in the loan agreement, in the Key Facts Statement and on the Company's website. **Every reminder issued to a borrower after the due date shall state, in terms,**

that interest has been suspended, that the amount accrued is a penal charge at the stated rate, and the total amount then payable.

12.6 **Conduct of recovery.** At sanction the Company shall explain the repayment process to the borrower, including the total amount repayable, the due date, and the position at clauses 12.1 to 12.4. Where a borrower does not meet the repayment obligation, recovery shall follow a defined process in accordance with law, by reminders given by notice, telephone, electronic message or personal visit.

12.7 The Short Term Personal Loan being unsecured, no question of enforcement of security or repossession arises in respect of it. No borrower shall be told, or allowed to understand, that any asset may be seized, attached or repossessed otherwise than through due process of law.

12.8 The Company and its agents shall resort only to remedies legally and legitimately available, and shall not resort to intimidation or harassment of any kind, whether verbal or physical, against any person. In particular they shall not: do any act intended to humiliate the borrower publicly; intrude upon the privacy of the borrower's family, referees or friends; send inappropriate messages by mobile or social media; make threatening or anonymous calls; call the borrower persistently; **call the borrower before 8:00 a.m. or after 7:00 p.m.**; make false or misleading representations; or use muscle power.

12.9 Neither the Company nor its agents shall access the borrower's contact list, call log, photo gallery or stored files, or contact any person obtained from such a source. Communication with any person other than the borrower is limited to a reference named by the borrower, and then only to trace the borrower.

13. On Closure — Securities and Documents

13.1 The Short Term Personal Loan and the Personal Loan are unsecured. The Company shall not require a borrower to deposit any original document, title deed, identity document or instrument as security or as a condition of disbursement of an unsecured facility. Documents obtained for identification and credit assessment are copies, retained only for the period prescribed under the Know Your Customer Policy.

13.2 Where the Company takes security or holds an original movable or immovable property document in respect of any facility, the following apply: all original documents shall be released and any registered charge removed within 30 days of full repayment or settlement; the borrower may collect them from the office where the account was serviced or any other office where they are available; the timeline and place of return shall be stated in the sanction letter; a procedure shall exist for return to legal heirs on the demise of a sole or joint borrower; delay beyond 30 days attributable to the Company shall be communicated with reasons and compensated at Rs. 5,000 for each day of delay; where documents are lost or damaged the Company shall assist in obtaining duplicate or certified copies and bear the cost, with a further 30 days available for that purpose and the delay compensation running thereafter; and such compensation shall be without prejudice to any other right of the borrower.

13.3 Where the Company holds security and exercises a right of set-off or lien in respect of another claim, it shall give the borrower notice with full particulars of the remaining claims and of the conditions under which it is entitled to retain the security until that claim is settled.

PART D — PRICING

14. Rate of Interest, Processing Fee and Charges

14.1 The Board of Directors has adopted an interest rate model for determining the rate of interest and the processing fee, taking into account the cost of funds, operating cost, expected credit loss, the capital charge and margin. The rate of interest, the approach to the gradation of risk and the rationale for charging different rates to different categories of borrower shall be disclosed in the application form and communicated explicitly in the sanction letter and the Key Facts Statement.

14.2 The bands approved by the Board are:

Product	Tenure	Rate of interest
Micro Enterprise Loan (MEL)	As sanctioned	18% to 48% per annum
SME Loan	As sanctioned	18% to 48% per annum
Business Loan	As sanctioned	18% to 48% per annum
Personal Loan	As sanctioned	18% to 48% per annum
Short Term Personal Loan	Up to 90 days	Up to 1.00% per day

14.3 **The rate stated for the Short Term Personal Loan is a ceiling and not a uniform rate.** The daily rate actually applicable steps down as the sanctioned amount and the tenure rise, in accordance with the grid approved by the Board and set out in Appendix I to the Interest Rate Policy. Interest on the Micro Enterprise Loan, the SME Loan, the Business Loan and the Personal Loan is computed on a reducing balance basis, and no rate is quoted or advertised on a flat basis.

14.4 A rate shall not be applied merely because it falls within the band. Every loan shall be priced by reference to the gradation of risk set out in the Interest Rate Policy, and the basis of the rate applied shall be recorded on the credit file.

14.5 The processing fee approved by the Board is stated in the Interest Rate Policy. **No charge of any description is levied other than the interest, the processing fee, the goods and services tax payable on the fee, and the penal charge at clause 12.2.** The aggregate of all of them on a Short Term Personal Loan shall not exceed the principal sanctioned.

14.6 The rate of interest shall be communicated as an **annualised rate** as well as, in the case of the Short Term Personal Loan, a daily rate. The Key Facts Statement shall in addition disclose the all-inclusive **Annual Percentage Rate**, computed on the amount actually received by the borrower and taking the processing fee into account. In a product of this tenure the processing fee is a substantial component of the annualised cost; the borrower shall accordingly be told the Annual Percentage Rate **in figures** before the contract is executed, and shall not be left to infer it from the daily rate.

14.7 The rates of interest, the processing fee, the approach to the gradation of risk, the penal charge and the suspension of interest after the due date shall be published on the Company's website and updated on every change.

14.8 The Board approved **Interest Rate Policy** contains the pricing framework, the rate grid, the price build-up and the periodic assurance taken by the Board that pricing is not excessive. That Policy is to be read with this Code.

PART E — REDRESSAL, PUBLICATION AND REVIEW

15. Grievance Redressal

15.1 The Company maintains a grievance redressal mechanism for disputes arising in the course of its dealings with borrowers, framed so that a dispute arising out of a decision of any functionary of the Company is heard and disposed of at least at the next higher level. The mechanism operates in **three tiers**:

Tier	Recourse	Timeline
Level 1	Customer engagement team. E-mail support@jivikaloan.com; telephone 0120-4317430 on working days between 10 AM and 6 PM; the complaint form on the Company's website and on every Digital Lending Application.	Acknowledgement within 3 working days; resolution within 7 working days
Level 2	Grievance Redressal Officer. Name: XXXXXXXXXXX; Designation: Grievance Redressal Officer Address: B-84, Second Floor, B Block, Sector 64, Noida, Uttar Pradesh – 201301; E-mail grievance@jivikaloan.com.	Best efforts within 14 working days, and in any event so that the complaint is disposed of within the period at Level 3
Level 3	Reserve Bank of India under the Reserve Bank – Integrated Ombudsman Scheme, 2021: online at https://cms.rbi.org.in; by e-mail to CRPC@rbi.org.in; or by post to the Centralised Receipt and Processing Centre, Reserve Bank of India, 4th Floor, Sector 17, Central Vista, Chandigarh 160017.	Where the complaint is not resolved within 30 days of first receipt by the Company, or the borrower is dissatisfied with the resolution offered

15.2 Where a complaint warrants extensive investigation, requires the borrower's assistance to identify a perpetrator, requires root cause analysis, or is the subject of litigation or a police complaint, the Level 1 turnaround may exceed seven working days, and the borrower shall be told the reason and the revised timeline.

15.3 **The period of 30 days runs from the date the complaint is first received by the Company through any channel, and is not restarted by internal escalation between Level 1 and Level 2.** Every response shall state the borrower's right to escalate, the level to which escalation lies and the period within which it may be made.

15.4 A nodal grievance redressal officer is separately designated for complaints relating to digital lending, including complaints against a Digital Lending Application. That officer's particulars are displayed on the Company's website and on every Digital Lending Application.

15.5 The **Grievance Redressal Policy** sets out the operational detail of the mechanism, and is to be read with this clause.

15.6 The Board of Directors shall review compliance with this Code and the functioning of the grievance redressal mechanism at the various levels of management periodically, and a consolidated report of such reviews shall be placed before the Board.

16. Publication, Review and Amendment

16.1 The Company shall furnish a copy of this Code to any borrower on request; display it on its website and on every Digital Lending Application through which it lends; and display it at every office of the Company in English and in the vernacular language of the area.

16.2 This Code shall be placed before and reviewed by the Board of Directors **at least once in every financial year**, and earlier upon any amendment to the applicable Directions or any change in the product parameters.

16.3 Before this Code is placed before the Board, the officer responsible for compliance shall verify the current consolidated text of the applicable Directions on the website of the Reserve Bank of India, and shall report any provision then in force which is not reflected in this Code.

16.4 The Reserve Bank of India issued the **Reserve Bank of India (Non-Banking Financial Companies – Responsible Business Conduct) (Second Amendment) Directions, 2026** on 15 June 2026, to take effect on **1 January 2027**. Those Directions insert a chapter governing the advertising, marketing and sale of financial products and services, dealing among other matters with customer consent, suitability, sales documentation, the conduct of Direct Selling and Direct Marketing Agents, the prevention of mis-selling, the prohibition of compulsory bundling, controls on dark patterns in digital journeys, and customer feedback and compensation, and requiring a further Board approved policy and code of conduct. An amendment to this Code, together with that further policy and code of conduct, shall be placed before the Board in good time before 1 January 2027.

ANNEXURE A

Code of Conduct for Personnel and Agents Engaging with Borrowers for Collection of Dues

This Code of Conduct shall be observed by every member of the collections team and by every authorised agent and recovery agent of the Company.

1. Authorised representatives shall foster borrower confidence and a long term relationship, and shall at all times maintain the dignity and respect of the borrower.
2. Courtesy, fair treatment and persuasion shall be the basis of recovery. Unduly coercive methods shall not be adopted.
3. Where the facility is unsecured and no security is held, no representation shall be made that any asset may be repossessed, seized or attached, and no step in the nature of repossession shall be taken.
4. A borrower shall ordinarily be contacted at the place of the borrower's choice; failing any specified place, at the place of residence, and if unavailable there, at the place of business or occupation. Decency and decorum shall be maintained during any visit.
5. The representative shall at the first instance make known his identity and his authority to represent the Company, and shall carry the Company's authorisation letter together with a copy of its notice.
6. There shall be no interference in the affairs of the borrower. Interaction shall be civil and without the use of muscle power.
7. Contact shall be made only between 8:00 a.m. and 7:00 p.m., unless the special circumstances of the borrower's business or occupation require otherwise and the borrower has so requested.
8. A request by the borrower to avoid calls at a particular time or place shall be honoured so far as possible.
9. The borrower shall be given all information regarding the dues and such notice as will enable the borrower to discharge them. The communication shall state the amount outstanding, that interest stands suspended from the due date, the penal charge accruing, and the total amount then payable.
10. Every reasonable effort shall be made to resolve disputes or differences regarding dues in a mutually acceptable and orderly manner.
11. Calls and visits shall be avoided on inappropriate occasions, such as a bereavement in the family or other calamitous occasion.
12. Confidentiality of borrower information shall be maintained at all times.
13. No inappropriate message shall be sent by mobile or social media, and no communication shall be made in a manner visible to a third party.
14. No false or misleading representation shall be made, including as to the consequences of non-payment.
15. Communication in connection with collection shall be made only to the contact details furnished by the borrower, and to no other person save a reference expressly named by the borrower and then only to trace the borrower.
16. No access shall be sought or made to the borrower's mobile telephone contact list, call log, photo gallery or stored files, and no information from any such source shall be used in recovery.
17. The Company shall communicate to the borrower, at sanction and on any transfer of recovery responsibility or change of the agent responsible for recovery, the particulars of the agent authorised to approach the borrower.

18. The Company shall publish on its website, and keep current, the list of Direct Selling Agents, Direct Marketing Agents and recovery agents engaged by it.

19. A breach of this Code of Conduct by an employee shall be dealt with under the Company's disciplinary procedure; a breach by an agent shall be a ground for termination of the engagement.

ANNEXURE B

Additional Measures Applicable to Loans Sourced or Serviced through Digital Channels

These measures are framed under the **Reserve Bank of India (Digital Lending) Directions, 2025** read with the Responsible Business Conduct Directions, and are to be read with the Company's Board approved Policy on Digital Lending. In accordance with clause 1.4 of this Code, **they apply to every product of the Company**, and not only to the Short Term Personal Loan.

1. The names of all Digital Lending Applications through which the Company lends, and of all Direct Selling Agents, Direct Marketing Agents and recovery agents engaged by it, with the particulars of the services each performs, shall be displayed on the Company's website and kept current.
2. A Key Facts Statement in the prescribed standardised format shall be provided to the borrower before execution of the contract, for every product.
3. The Key Facts Statement shall contain, besides the other required information, the Annual Percentage Rate, the recovery mechanism, the particulars of the grievance redressal officer designated for digital lending, and the cooling-off or look-up period.
4. The Digital Lending Application shall disclose to the borrower, in the course of processing the application, that it is interacting on behalf of the Company. All communications, including the sanction letter, disbursement confirmation, loan agreement and welcome letter or electronic mail, shall identify the Company as the lender.
5. The sanction letter shall be issued on the Company's letterhead before the loan agreement is entered into.
6. The Company shall ensure that its Digital Lending Applications display prominently at the on-boarding stage the product features, the loan limit and the cost.
7. Cooling-off period. A borrower shall have an explicit option to exit the loan by paying the principal and the proportionate Annual Percentage Rate, without penalty, during the cooling-off period. The period prescribed is not less than three days for a loan of a tenor of seven days or more, and one day for a shorter tenor. Every product of the Company carrying a tenor of seven days or more, the cooling-off period is fixed at 3 (three) days from disbursement. A borrower continuing after the look-up period may pre-pay under clause 11.3 of this Code, without charge.
8. **Flow of funds.** All disbursements shall be made directly from the bank account of the Company into the bank account of the borrower, and all repayments directly by the borrower into the bank account of the Company. No pool account, and no account of a Digital Lending Application operator or any other third party, shall be interposed in either flow, save to the extent expressly permitted by the applicable Directions.
9. **Data.** Data shall be collected only to the extent needed and only with prior explicit consent. The Company shall not access the borrower's contact list, call log, media files or stored files. Access to camera, microphone or location shall be sought only on a one-time basis where necessary for onboarding and only with explicit consent. Biometric data shall not be stored except where expressly permitted. Data shall be stored only on servers located in India.
10. Interface conduct. No Digital Lending Application through which the Company lends shall employ interface design that obscures a material term, pre-selects consent, makes refusal of an optional element more difficult than acceptance, or creates false urgency. No automatic increase in a credit limit shall be effected without the explicit consent of the borrower recorded on each occasion.

11. Where any fraud or suspicious activity is detected using the name of the Company, the borrower shall inform the Grievance Redressal Officer immediately and shall also report the platform or application to the Reserve Bank of India through the Sachet portal at https://sachet.rbi.org.in.

12. The mechanism at clause 15 of this Code shall be communicated to the borrower. The first level of recourse for a grievance arising from a digital channel is the Company's customer engagement team, and the borrower shall not be required to approach any third party before approaching the Company.

13. The Company shall have a nodal grievance redressal officer for complaints relating to digital lending and complaints against its Digital Lending Applications. Contact details shall be displayed prominently on the Company's website and on the Digital Lending Application. A complaint not resolved within 30 days of receipt entitles the complainant to approach the Reserve Bank Ombudsman as provided at Level 3 of clause 15.1.

14. The Company shall report the particulars of its Digital Lending Applications to the Reserve Bank of India in the manner and within the timelines prescribed, and shall report any addition, deletion or change promptly.

15. No default loss guarantee arrangement shall be entered into except in conformity with the applicable Directions and with the prior approval of the Board of Directors.

Certified that this Fair Practice Code was approved by the Board of Directors of Ajivika Finance Limited at its meeting held on 1st October 2026 and supersedes the Fair Practice Code previously published by the Company.

For Ajivika Finance Limited
Kamal Kant Dang | Director | DIN: 00096385