

Investor Grievance & Complaint Redressal Mechanism

At Ashlar, we are committed to speedy resolution of investor grievances and ensuring transparency in the complaint redressal process. Below is the step-by-step guide to registering and tracking complaints.

1. How to File a Complaint

You can register your complaint through the following channels:



Call Customer Care

Call

0120-6633205 / 231

between 09:00 AM to 05:30 PM (Monday to Friday)

Email Complaint/Query

Email

investorcell@ashlarindia.com



Postal/ Courier a written Complaint

Address:

Investor Grievance Department
Ashlar Securities Private Limited
1D, A-1, Sector-10, Noida-201301,
Uttar Pradesh, India

In-Person Submission

Visit

our nearest branch, regional office, or head office to submit a complaint in person



2. How to Track Your Complaint

Once a complaint is registered, you will receive a Complaint Reference Number for tracking. You can check your complaint status via:

- **Email Inquiry:** Send an email to investorcell@ashlarindia.com with your complaint reference number.
- **Phone Inquiry:** Call 0120-6633205 / 231 and provide your complaint reference number.

NOTE: When lodging a complaint with regulators, please mention your Service /Complaint Ref No. for reference.

3. Complaint Resolution Process

Step 1: Complaint Registration

Complaints received through any mode are logged and assigned a Ticket Number by our Grievance Redressal Department (GRD).

Step 2: Initial Review

- General complaints and queries are resolved by GRD directly.
- If a complaint requires departmental intervention, it is assigned to the relevant department.

Step 3: Departmental Investigation

- The concerned department collects relevant information and evaluates compliance.
- If needed, the department contacts the client for additional details.

Step 4: Escalation (If required)

- If not resolved at the initial level, the case is escalated to senior management for resolution.
- The escalation matrix is as follows:

Department	Contact Person	Phone Number	Email ID
Customer Care	Ms. Anupma	0120-6633 231	helpdesk@wisdomcapital.in
Head of Customer Care	Mrs. Neena Malhotra	0120-6633 205	care@ashlarindia.com
Compliance Officer	Ms. Priya Rathi	0120-6633 229	compliance@ashlarindia.com
Chief Executive Officer	Mr. Deepak Khandelwal	0120-6633 299	deepak@ashlarindia.com

Step 5: Final Resolution & Closure

- After reviewing all relevant facts and documents, a response is provided to the client.
 - If settlement terms are discussed, client confirmation is obtained.
 - The complaint is considered resolved if no response is received from the client within 15 days of our final reply.
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4. What to Do If Your Complaint Is Not Resolved?

If you are unsatisfied with the resolution, you may escalate your complaint to the regulatory bodies:

- SEBI SCORES: <https://scores.gov.in/scores/Welcome.html>
- NSE Investor Helpline: <https://investorhelpline.nseindia.com/NICEPLUS/>
- BSE Investor Complaints:
<https://bsecrs.bseindia.com/ecomplaint/frmInvestorHome.aspx>
- NSDL Complaints (for DP issues):
<https://www.epass.nsdl.com/frmLoginPageWebsiteComplaints.aspx>