
**Role and Responsibilities of Co-Brand Partner, DMI Finance Pvt Ltd
(RBL Bank DMI Finance Credit Card)**

SALES AND MARKETING:

- (i) DMI Finance Pvt Ltd shall be responsible for marketing and distribution of the Co-branded Credit Card to the customers, including without limitation to identification of and interaction with the potential customers, promoting and publicizing the Co-branded Credit Cards, and solicitation of Applications from interested customers. DMI Finance Pvt Ltd may assist the customer in selecting the preferred KYC mode (e.g., Video KYC or Biometric KYC), post which the collection of KYC documents and completion of KYC Verification shall be carried out solely by RBL Bank in compliance with the applicable RBI Masters Directions and internal policies.
- (ii) DMI Finance Pvt Ltd represents that it will act in its capacity as a duly appointed representative of the Applicant and will share the details of the Applicant with RBL Bank under due authorization and consent by such Applicant.
- (iii) DMI Finance Pvt Ltd on intimation by RBL Bank, shall reasonably extend all necessary support for reporting and regulatory aspects in relation to sourcing of the Applicant for the Co-branded Program, if required by RBL Bank vide its instructions, provided it is mutually agreed between the Parties.
- (iv) CUSTOMER INQUIRIES: DMI Finance Pvt Ltd shall:
 - (a) refer to RBL Bank's customer service any customers/Cardmember who contacts DMI Finance Pvt Ltd concerning a claim, complaint, dispute, service issue or request for information regarding the Co-branded Credit Cards; and
 - (b) to the extent possible, extend reasonable assistance to RBL Bank in connection with any such complaint or request for information in relation to sourcing of the Applicant for the Co-branded Program collected by DMI Finance Pvt Ltd from the Customer, upon request from RBL Bank.