

# A. K. EQUITIES PVT. LTD.

SEBI REG. No. INZ000239939

## Investor Redressal Mechanism

Our policy on grievance redressal follows the under noted principles

- Customers to be treated fairly at all times.
- Complaints raised by customers are dealt with courtesy and on time.
- Customers are fully informed of avenues to escalate their complaints/grievances within the organization and their rights to alternative remedy, if they are not fully satisfied with the response provided by us.
- We will treat all complaints efficiently and fairly as they can damage our reputation and business if handled otherwise.
- Our employees must work in good faith and without prejudice to the interests of the customer.

We have the complaint register at our main office. In addition to above, we have designated separate e-mail id for the investor grievance which is also displayed on our web-site. Hence, the customer can give his complaint in writing, orally or over telephone or through e-mail.

At HO, our compliance officer speaks with the client to understand his grievance. If required meeting is arranged with the client and we are trying to solve the matter.

The clients are informed regarding the designated e-mail id for complaints in the Welcome Letter/ Website itself. All complaints either received by way of letter, telephonic call, personal representation, email etc. are recorded in complaints register maintained manually and the same is updated regularly. In case, the complaints received are not redressed, the clients can escalate the same to Mr. AVINASH BHADORIA on **avinashbhadoria@akequities.com**

Our past experience has shown that most complaints / problems are getting resolved at the first level itself. However, If customer's complaint is not resolved within given time or if he is not satisfied with the solution provided by us, he can approach IG Cell of the Exchange with his complaint or other legal avenue available for grievance redressal. The entire process is recorded in the complaint register which is maintained at HO.

For A.K. Equities Pvt. Ltd.

  
Nimish Mehta  
(Director)



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