

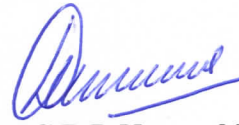
Ref.: 08/24/008/0020/001

Direction on Customer Charter for Primary Dealers and their customers

This Direction is issued under Regulation 11 of the Local Treasury Bills (Primary Dealers) Regulations No. 01 of 2009 dated 24.06.2009 and Regulation 11 of the Registered Stock and Securities (Primary Dealers) Regulations No. 01 of 2009 dated 24.06.2009 made by the Minister of Finance under the Local Treasury Bills Ordinance No. 8 of 1923 and the Registered Stock and Securities Ordinance No. 7 of 1937, respectively, and will be effective from 07 November 2013.

Colombo

Date: 07 November 2013



N W G R D Nanayakkara
Superintendent of Public Debt

1. Customer service has great significance in the Government Securities market. The Primary Dealer system in Sri Lanka today is the largest organized outreach for delivery of debt instruments and is also serving as an important conduit for delivery of financial services. While the coverage of the Primary Dealer system has been expanding day by day, the Central Bank of Sri Lanka is of the view that the quality and content of dispensing of customer service is required to be further improved to ensure meeting the demands and expectations of the investors in Government Securities. Therefore, it has become a necessity to put in place a formal Customer Charter to govern the relationship between Primary Dealers and their customers.
2. The Primary Dealers are hereby directed to adhere to the Customer Charter given in the Annex 1(a), (b) and (c) to this Direction.
3. Primary Dealers are required to publish the annexed Sinhala, Tamil and English versions of the Customer Charter prominently in their websites, and make copies available for customers on request in their preferred language and educate the customers if and when necessary.