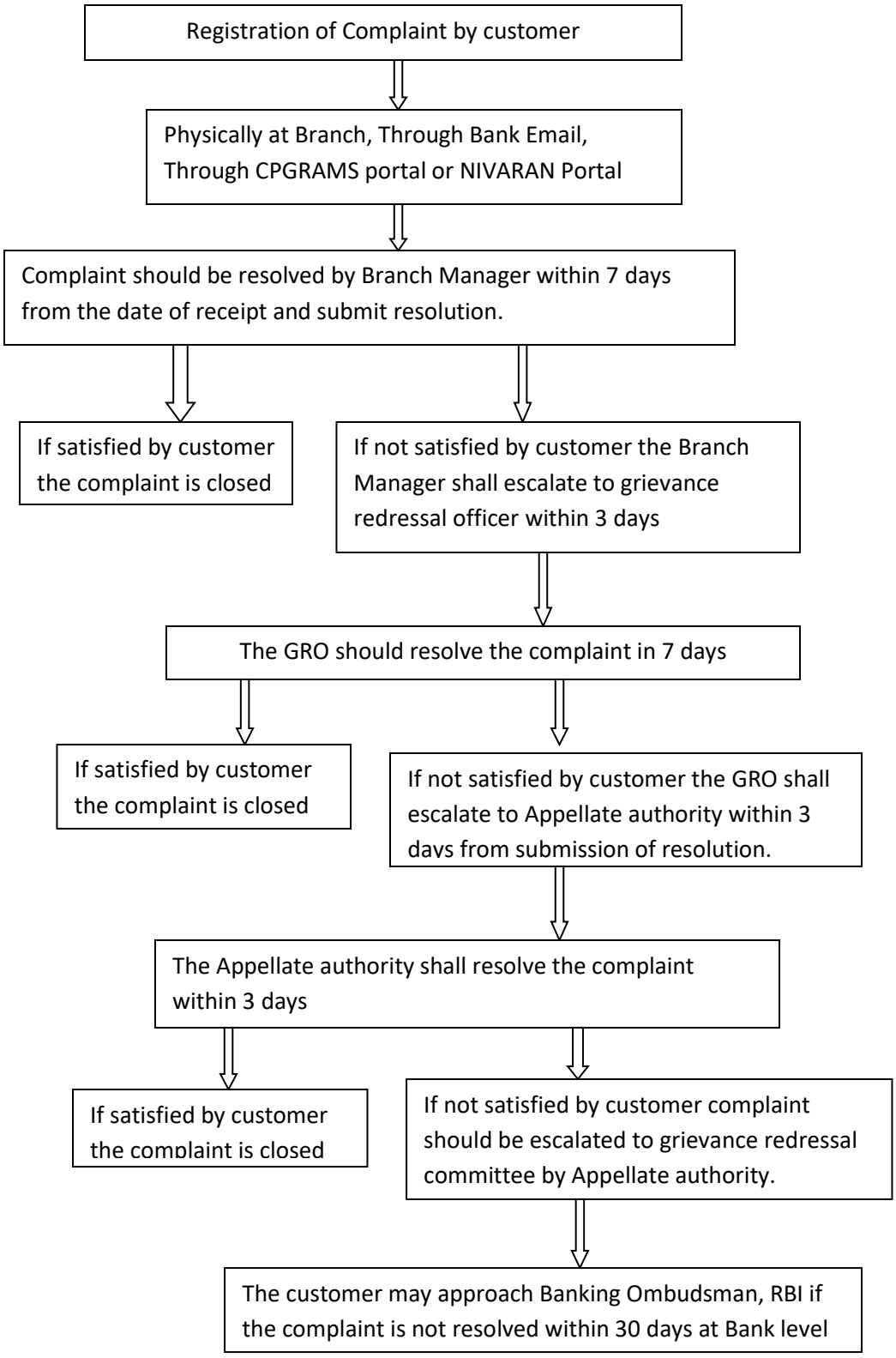CUSTOMER GRIEVANCE REDRESSAL MECHANISM