



Unacademy Grievance Redressal Council (UGRC)

UGRC MONTHLY REPORT
May 2025

INTRODUCTION

Unacademy Grievance Redressal Council (UGRC) is a first-of-its kind initiative in the Indian EdTech sector to create a mechanism for Learners, Educators and other stakeholders to highlight their grievances and seek redressal.

UGRC operates with a three-tier redressal system with external independent oversight and is open to everyone, irrespective of whether the complainant is a paid subscriber studies via Unacademy's free content or is a general user.

The initiative is in line with the Government advisories and guidelines under the Consumer Protection Act, 2019. Further, it includes non-customers in its scope.

CORE OBJECTIVE

“To create robust systems and processes to ensure effective and timely solutions to grievances with an impartial approach to set higher benchmarks toward effective Learner engagement.”

KEY PILLARS

1 TRANSPARENCY & ACCOUNTABILITY

Redressal process is clearly defined and made public. Additionally, Unacademy has provided various channels to register grievances. Our robust processes also ensure that those seeking redressal know that there is a dedicated entity in charge of the process and that every grievance is considered in a timely, objective and neutral manner.

2

FAIR & EMPOWERING

A skilled centralised team is dedicated to addressing each grievance with fairness, following a robust communication channel and appropriate CRM support. Our policy also empowers the complaints redressal desk, in order to remove influences and promote objectivity and consistency in resolution.

3 EFFICIENCY & RESPONSIVENESS

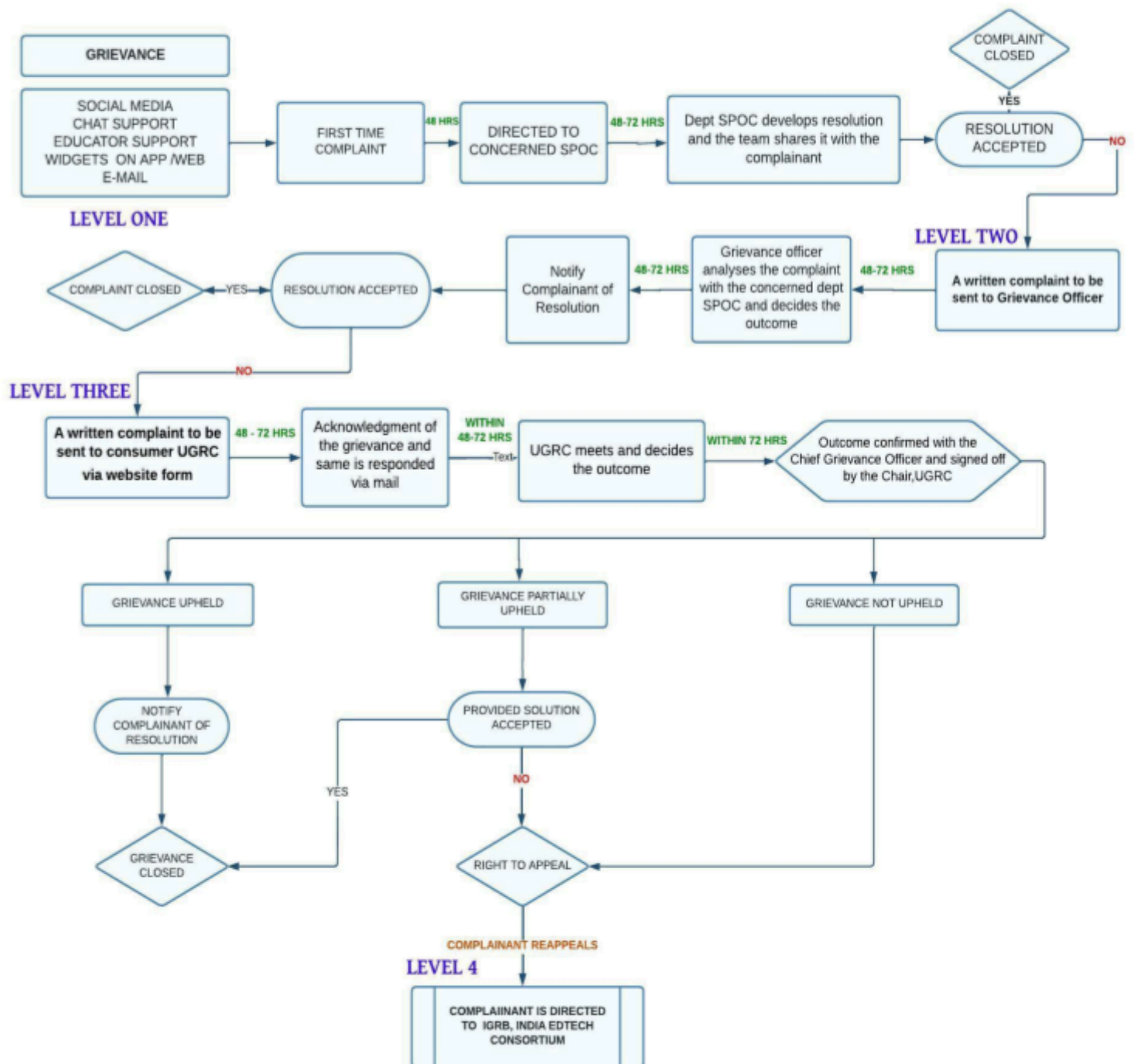
Each complaint is responded to and assigned with a unique identity for tracking. We have a well-defined turnaround timeline for resolutions which are strictly adhered to. Written acknowledgement is sent to the complainant with details of the officer handling the particular case and expected turnaround time for resolution.

4

REVIEW & IMPROVEMENT

We constantly review our processes to identify areas of improvement and ways to prevent future grievances. There is regular analysis of the frequency, patterns and cause of grievances. Review of strategies and processes used for grievance resolution. Check on the effectiveness of those strategies and processes. Improvement plans are implemented on a regular basis.

PROCESS



RESPONSIBILITY

UGRC shall be responsible to ensure that grievances are dealt with effectively in accordance with the 'Grievance Procedures'.

In doing so, the council shall adhere to these principles:

- 1 Take each grievance with utmost sincerity and address key questions on why the complainant feels aggrieved, unhappy or dissatisfied
- 2 Investigate the facts and surrounding circumstances
- 3 Communicate to the complainant about revert timelines
- 4 Provide feedback to the complainant about what can/cannot be done to resolve the grievance
- 5 Take necessary follow-up action

LEVELS OF GRIEVANCE REDRESSALS

LEVEL 1

- Level 1 includes social media/email/ chat/Educator supporter widgets
- Unacademy will acknowledge the issue and capture in the appropriate system
- Unacademy has a defined turnaround time of 3 days for a resolution
- If the complainant is not satisfied with the response offered, then the complainant may choose to refer the matter to Level 2 Email ID:
consumergrievance@unacademy.com

LEVEL 2

- Written Grievances will be acknowledged and recorded in the system
- Unacademy has a defined turnaround time of 10 days for a response
- If the complainant is not satisfied with the response offered then the complainant may choose to refer the matter to Level 3

Email ID: complaints@unacademy.com

LEVEL 3

- Written Grievance duly mentioning the unresolved grievance ticket number will be acknowledged and captured in the appropriate system
- Unacademy has a turnaround time of 10 days for a response at this level
- Contact via the Website form

(Please note: Level 2 and Level 3 are escalations. Giving a first-call resolution on the phone might not be possible and a complete email with exact details where the failure points happened in the previous levels is preferred for us to give the complainant a complete, and correct resolution)

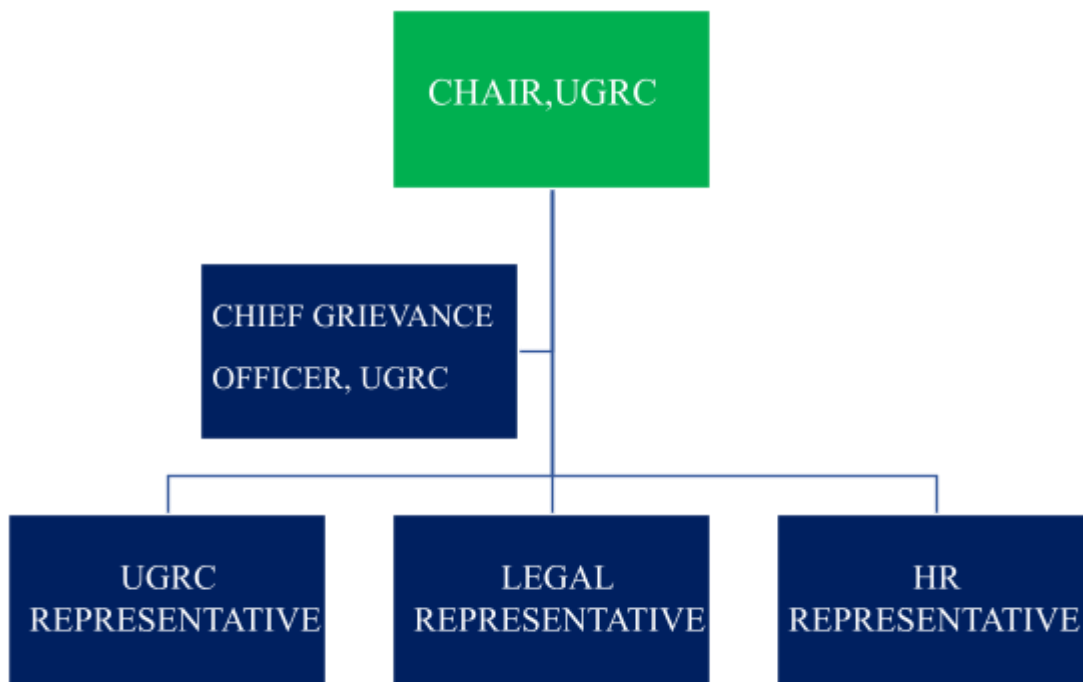
NOTE

The UGRC shall be functional from Monday to Friday during working hours (10:00 AM- 7 PM) only.

Any grievance filed after working hours or on any holiday or weekends (Saturday & Sunday) shall be treated to have been filed on the next working day.

UGRC mandates and processes are subject to revision based on the evolving guidelines and best practices.

STRUCTURE & KEY PEOPLE



CHAIRMAN, UGRC



Prof. Rajan Saxena
Ex NMIMS Vice Chancellor, Ex Director IIM Indore| SPJIMR| IBS G,
Author
External Member, UGRC

CHIEF GRIEVANCE OFFICER, UGRC



Mr. Sanjeev Reddy
Associate Director, Customer Success
Email: consumergrievance@unacademy.com

May 2025 UGRC Report

COMPREHENSIVE CONSUMER GRIEVANCE STATISTICS – May 25					
GRIEVANCE TICKET	May Week - 1	May Week - 2	May Week - 3	May Week - 4	May Week - 5
TICKETS CREATED	89	214	212	210	197
TICKETS RESOLVED	50	175	187	197	195
TICKETS UNRESOLVED	30	39	25	13	02
RESOLUTION HOURS	6 Hrs 34 Mins	13 Hrs 58 Mins	15 Hrs 19 Mins	21 Hrs 13 Mins	23 Hrs 17 Mins

Issue Category	May Week - 1	May Week - 2	May Week - 3	May Week - 4	May Week - 5
Books not received	7	39	23	23	24
Unable to access content	6	9	16	21	9
Subscription Extension Issue	2	15	12	13	17
Report stolen content	20	6	23	7	0
Batch schedule not updated	2	13	9	20	12
Content Request	5	8	5	2	6

Unable to login	3	12	12	12	13
Reward Issues	7	18	5	7	21
Partner / tie-up with Unacademy	4	9	7	17	6
Code Used while taking a subscription	0	2	18	10	6
Do not Disturb	1	4	7	3	9
Wrong goal/Subscription purchased	1	0	7	8	3
Others (Please specify)	10	21	23	18	13
Suggestions / feedback for Unacademy	3	3	6	2	3
Sign up for new subscription	0	6	5	2	3
Refund and cancellation	2	1	11	6	12
Profile change request	1	5	3	3	1
New App revamp Issues	1	2	3	3	4
Educator Parted ways	2	11	2	3	0
Teach at Unacademy	4	2	2	0	3
Extend / Renew subscription	3	4	1	2	1
Gibberish	1	2	2	1	3
BDE Miss-selling	1	2	1	1	4
Post delivery Queries	1	4	0	1	2
Sales Call back	1	5	0	0	0
Request for more tests	0	4	2	5	2
Report a bug	0	3	1	4	2
Payment issues	0	0	0	1	4
Live class chat disabled / banned	0	0	1	1	0
Request for free product/service	0	0	0	1	0
LMP issues	1	4	4	12	12
Report inappropriate behavior / content	0	0	1	0	0
Quality of Educators	0	0	0	0	1
Notification related	0	0	0	0	1
Downloading issue	0	0	0	1	0

Below is the category-wise breakdown of the top issues.

- **Books not received** - We received 112 tickets related to the non-receipt of books. A couple of categories included: 14% from UPSC CSE-GS, 14% from NEET UG, and 10% from IIT-JEE. The issue was primarily due to some books being out of stock and incorrect address details shared by the learners. These books have now been dispatched, and the tracking IDs have been shared.
- **Unable to access content** - We received 61 tickets regarding course and batch access issues, where learners faced difficulties accessing specific courses across multiple goals. These cases have been escalated to the product team for class retrieval and are currently under review by the technical team. In the meantime, we have provided alternative classes to support learners in their preparation.

- **Subscription extension issue-** We received 59 tickets regarding learners asking for a subscription extension as a part of the NEET-UG and UPSC CSE-GS Assure programs. The learners were informed that a form will be shared once the results are declared post which the extensions will be granted as per the eligibility criteria.
- **Report stolen content** - We received 56 tickets related to copyright infringement issues where learners highlighted copyrighted Unacademy content being shared for free. Each case was highlighted to the legal team for review and action.
- **Batch schedule note updated** - We received 56 tickets regarding batch schedule not updated mostly from learners from the VIP batches. The batch schedule was updated and these issues have been resolved.

Grievance Escalated to the UGRC by	LEARNERS	EDUCATORS	OTHER STAKEHOLDERS
GRIEVANCES RAISED	92	00	00
GRIEVANCES RESOLVED	87	00	00
GRIEVANCES UNRESOLVED	09	00	00
TOTAL	40	00	00

Of the overall 922 tickets received, 92 grievance was escalated to the UGRC

- All grievances registered with UGRC were resolved within the stipulated TAT

- Grievances with UGRC have been documented in detail

- Refund and cancellation (25 tickets)
 - Learners raised a query regarding refund and cancellation due to wrong goal purchased, personal/health/financial concerns and sales misselling.
 - We checked and shared the update as per the refund policy.
- Books not received (17 tickets)
 - Learners had an issue with the physical books not delivered & wrong books delivered.
 - We checked and shared the tracking details for all the eligible learners.
- Others (Please specify) (11 tickets)
 - The queries were gibberish in nature and offline centre refund cases.
 - We checked and addressed the issue accordingly.
- Subscription Extension Issue (10 tickets)
 - Learners raised a query regarding extension not activated.
 - We checked and addressed it accordingly.
- Reward Issues (09 tickets)
 - Learners raised a query regarding the referral & scholarship rewards that were not dispatched.
 - We checked and resolved the issue.
- Batch schedule not updated (04 tickets)
 - Learners reported issues with the batch schedule not updated.
 - The issue was resolved and the batch schedule was updated.
- Unable to login (03 ticket)
 - Query from learners seeking help to login to their accounts.
 - We checked and assisted the learners with the login process.

- Unable to access content (03 tickets)
 - Learners raised a query regarding not being able to access content.
 - We checked and addressed it accordingly.
- Can't find my educator on Unacademy (03 tickets)
 - Learners raised a query regarding educator parting ways.
 - We checked and shared the alternate educator recommendations.
- Payment issues (02 tickets)
 - Learner reported non-receipt of the pay-in-part payment refund.
 - We've processed the refund here and shared the update with the learners.
- How do I enrol for new course/batch (02 tickets)
 - The learners requested for the new course/batch from their favourite educator and how to enrol for the same.
 - We have shared the batch links with the learners.
- Do not disturb (02 tickets)
 - The learners has raised a query asking to not receive further calls.
 - Accordingly, we have enabled DND as per the learner's request.
- Report inappropriate behavior/content (01 ticket)
 - The learner raised concern regarding an educator's content being incorrect.
 - Accordingly, we have shared feedback with the educator.

All requests were addressed as per unacademy's norms and standards

*****THANK YOU*****