

# ICICI BANK CUSTOMER EDUCATION SERIES

TIMES BUSINESS ASSOCIATE COMMUNICATION

## Did You Know?

A credit bureau is a company that collects credit information on individual borrowers from lending institutions and makes it available to specified lenders. It provides information on individuals' borrowing and bill paying habits.



Increase your chances of getting good credit facilities by maintaining a good credit repayment record.

## Do You Have A Good Credit History?

Have you been rejected a loan or a credit card in recent times by any bank?

It could be possibly because of your past credit history.

Today, thanks to consumer credit bureaus, most lending institutions can track the repayment history of every customer at an individual level. When a customer requests a new credit facility (loan or card), the lending institutions refers to the record of the customer's repayment history and then decides whether or not to accept the request.

In short, in today's times, the chances of a credit defaulter getting a fresh credit facility are largely reduced.

So how do banks assess credit worthiness and that too at the level of the individual? How can they price their products differently for different customers? How can I ensure that I have a good credit history? What should I do if my credit history is impaired because of a dispute with my bank? These are some of the questions that customers have in mind.

If you have any questions on this topic, simply type <CES query> on your mobile and SMS it to 53030. We will call you back to understand your query and ensure that we answer it in the articles to come.



### SMS CONTEST

Question: If a customer defaults in paying his dues to a lending institution, his chances of getting fresh credit facilities \_\_\_\_\_.

Answer: A. increase  
B. remain the same  
C. reduce

To answer, SMS DISHA A, B or C to 53030 and win a 2N 3D holiday.\*  
Contest open for the day of publication.  
\*Terms and conditions apply.  
Visit [www.dishafc.org](http://www.dishafc.org) for details.

We welcome your questions, suggestions and feedback on this column. Please use the 'Email Us' link at [www.icicibank.com](http://www.icicibank.com) or send us an SMS to 53030. Please include your full name, address and phone number. Your comments may be edited for clarity and space.

BE AN INFORMED CONSUMER. Watch this space every Monday.