

MODEL CODE OF CONDUCT

FOR PRODUCT SELLING AGENTS

Issued by Ayurazone Wellness Pvt Ltd

CODE OF CONDUCT

1. PREAMBLE

This Model Code of Conduct for Product Selling Agents (hereinafter referred to as “Distributor” / “Direct Seller” / “Marketing Associate”) is a non-statutory code issued by Ayurazone Wellness Pvt Ltd for adoption and implementation by its Distributors while operating as authorized agents of the Company.

This Code is intended to ensure ethical, lawful, and professional conduct in all marketing, selling, distribution, and promotional activities.

2. ABIDE (COMPLIANCE WITH AGREEMENT)

This Code shall be read in addition to the Distributor Agreement signed with the Company.

Every Distributor shall:

- Strictly abide by the Distributor Agreement
- Follow all Product Selling Guidelines
- Comply with all Terms & Conditions issued by the Company
- Adhere to all applicable local, state, and national laws

Violation of this Code may result in suspension or termination of distributorship.

3. ETHICAL BUSINESS PRACTICES

All product selling activities must be legal, honest, transparent, socially responsible and conducted in good faith.

Distributors must not:

- Make false or exaggerated claims
- Mislead customers
- Use pressure tactics
- Damage the reputation of other brands

4. FAIR DEALING

Distributors shall deal fairly and respectfully with consumers, avoid deceptive or misleading practices, avoid harassment, and respect consumer age, health condition, and understanding.

5. PRIVACY & CONFIDENTIALITY

Customer data must be handled confidentially. No data shall be shared without consent.

Contact should be made only at reasonable hours. “Do Not Disturb” requests must be respected.

6. IDENTIFICATION & TRANSPARENCY

At the beginning of any sales interaction, the Distributor must clearly state:

- Their name
- That they are an Independent Distributor
- That they represent Ayurazone Wellness Pvt Ltd

- Purpose of the visit/call
All promotional material must be approved by the Company.

7. PRODUCT PRESENTATION

All presentations must be accurate, complete, not misleading, and clear regarding price, return policy, warranty, delivery, and refund.
Consumers must be given sufficient time to read agreements.

8. ORDER & DELIVERY

Orders must be fulfilled within 30 days unless otherwise specified.
Any delay must be communicated immediately.
Cancellation and refund must be processed as per Company policy.

9. GUARANTEES & WARRANTIES

Distributors must not falsely claim extra guarantees beyond legal rights or unauthorized warranties.
All warranty terms must be clearly disclosed.

10. SOCIAL MEDIA CODE OF CONDUCT

The Company follows the principle of "Self-Regulation" in digital marketing.
Distributors must:

- Post only truthful and approved content
 - Not create social media accounts in the Company's name without written approval
 - Not sell products on e-commerce portals without prior written consent
 - Not purchase fake followers or likes
 - Not post defamatory, offensive, or misleading content
 - Clearly identify themselves as Independent Distributors
- No confidential information may be posted online.

11. TELE-CALLING RULES

Distributors may contact prospects only if consent is given and the person is not in a Do-Not-Disturb list.

During call:

- Introduce yourself clearly
- Take permission before proceeding
- Be polite and professional
- Avoid arguments
- Provide correct information only

Post call:

- Do not repeatedly contact uninterested prospects
- Respect "Do Not Disturb" requests

VISIT PROTOCOL

Distributors must respect personal space, not enter premises without permission, maintain professional conduct, and dress appropriately (formal attire).

MARKETING MATERIALS

Only Company-approved materials may be used. No misleading claims or unauthorized training materials may be sold.

COMPLAINT REDRESSAL

All complaints shall be handled through official helpline, company email, or grievance redressal mechanism.

All complaints must be acknowledged and resolved within reasonable time.

DISCIPLINARY ACTION

If a Distributor violates this Code:

- Warning may be issued
 - Account may be suspended
 - Distributorship may be permanently terminated
- The Company reserves full rights to take action in case of misconduct.

DECLARATION

All Distributors must declare in writing that they:

- Have read this Code
- Understand its provisions
- Agree to abide by it fully