




**SENEMI MART PVT. LTD
CODE OF CONDUCT
FOR
SENEMI BUSINESS OWNERS
(SBOs)**



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Preamble


M/s Senemi Mart Pvt. Ltd. is committed to conducting business with the highest ethical standards. This Code of Conduct (the “Code”) sets forth the principles, rules, and guidelines that govern the activities of all Senemi Business Owners (SBOs), also referred to as Senemi Mart Associates. SBOs are independent contractors authorized to market and distribute Senemi Mart products. Adherence to this Code is mandatory and is designed to protect the interests of SBOs, Preferred Customers, and the company.





I. Guiding Principles

SBOs must uphold the following principles in all business dealings:

1. **Integrity:** Conduct business with honesty, transparency, and fairness.
 2. **Respect:** Treat all individuals with dignity and courtesy, irrespective of race, religion, gender, or other protected characteristics.
 3. **Compliance:** Adhere to all applicable laws, regulations, and company policies.
 4. **Professionalism:** Maintain a high standard of conduct that reflects positively on Senemi Mart.
 5. **Responsibility:** Act ethically and responsibly in all business activities.
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II. Compliance with Laws and Regulations


1. **Direct Selling Rules, 2021:** SBOs must strictly adhere to the Direct Selling Rules, 2021, and all subsequent amendments, including:

- Avoidance of unfair trade practices.
- Accurate representation of products and services.
- No involvement in pyramid or money circulation schemes.

2. **Other Laws:** SBOs are responsible for compliance with all applicable laws, including:


- **Consumer Protection Laws:** Provide truthful information to consumers.
- **Tax Laws:** Ensure proper GST compliance.
- **Data Privacy Laws:** Safeguard customer and company data.


3. **Licenses and Permits:** SBOs must obtain any necessary licenses or permits required to conduct their direct selling activities.





III. Ethical Business Practices

1. **Truthful Representations:** SBOs shall provide accurate and truthful information about products, the business plan, and income potential. Misleading or exaggerated claims are strictly prohibited.
 2. **No Misrepresentation:** SBOs are independent contractors, not employees or agents of Senemi Mart.
 3. **No Unfair Competition:** Prohibited practices include:
 - Cross-lining or soliciting SBOs from other teams.
 - Disparaging other direct selling companies.
 4. **Cooling-Off Period:** Inform customers of their right to a cooling-off period of at least 30 days, during which they may cancel their purchase and receive a refund.
 5. **Inventory Loading:** SBOs are discouraged from purchasing excessive inventory to meet targets. Retail sales and sustainable business growth are emphasized.
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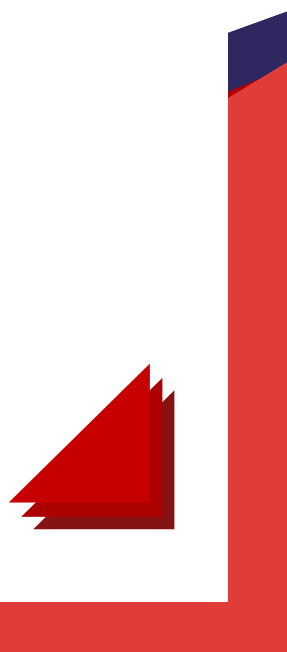
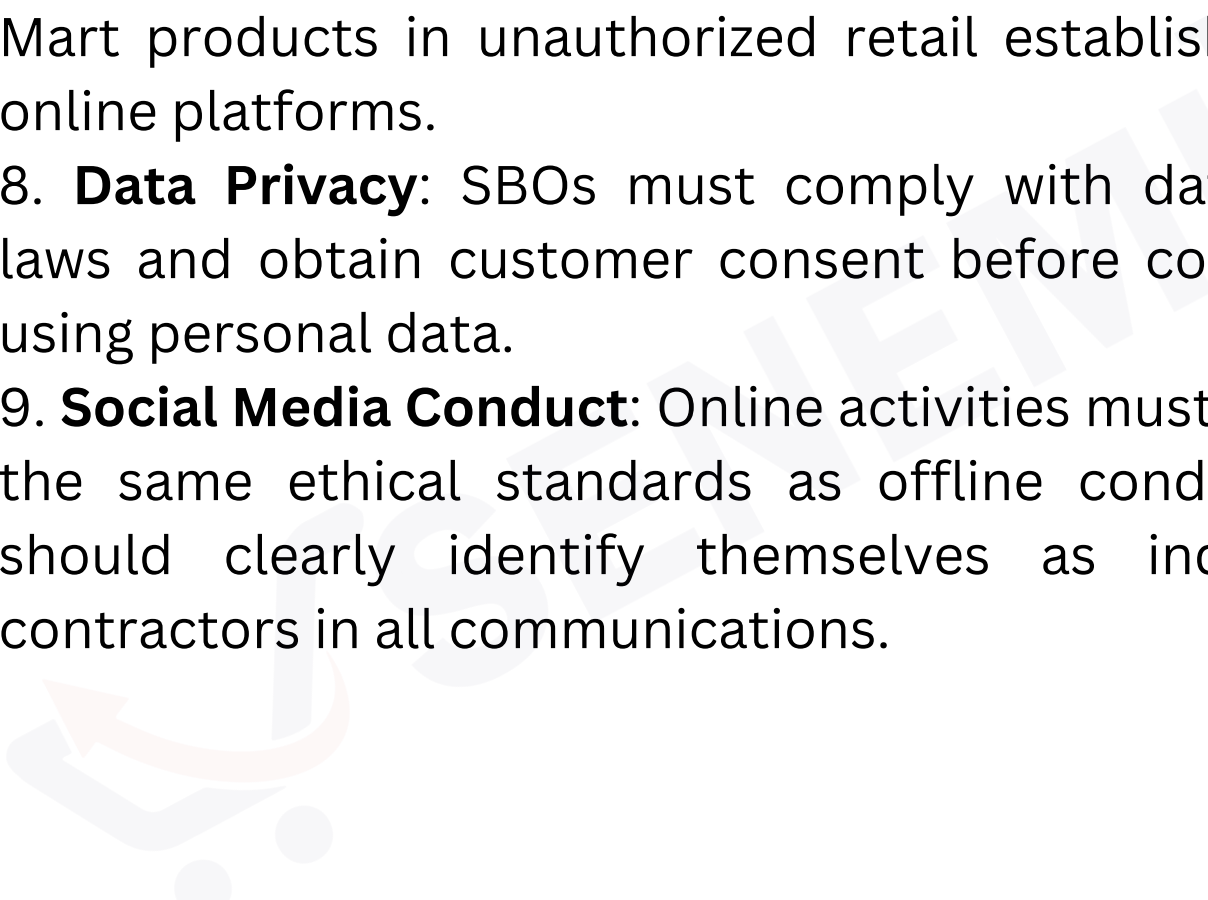


6. **No Unauthorized Claims:** Health, therapeutic, or product claims not approved by regulatory authorities are prohibited.

7. **Authorized Sales Channels:** SBOs may not sell Senemi Mart products in unauthorized retail establishments or online platforms.


8. **Data Privacy:** SBOs must comply with data privacy laws and obtain customer consent before collecting or using personal data.

9. **Social Media Conduct:** Online activities must adhere to the same ethical standards as offline conduct. SBOs should clearly identify themselves as independent contractors in all communications.



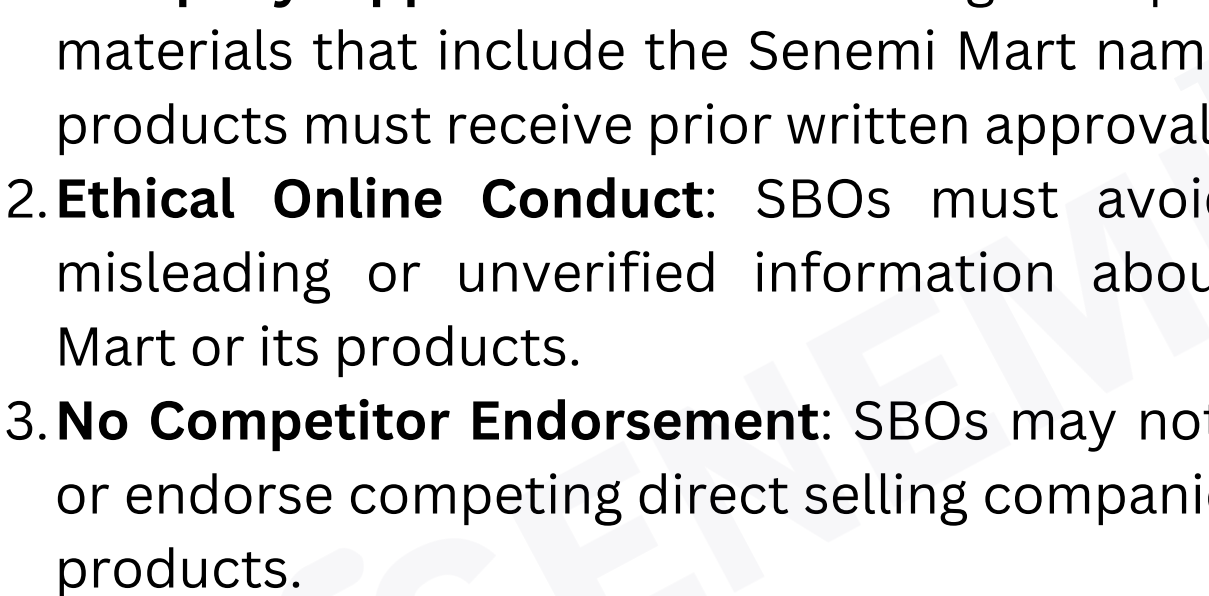


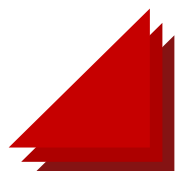
IV. Responsibilities of SBOs

1. **Active Status:** Maintain active status by achieving a minimum of 20 PV monthly.
 2. **Downline Support:** Provide training, mentoring, and support to downline SBOs, including guidance on ethical practices and product knowledge.
 3. **Accurate Reporting:** Submit truthful and accurate reports of sales and business activities.
 4. **Record Keeping:** Maintain detailed records of sales, expenses, and downline activities.
 5. **Grievance Resolution:** Resolve disputes with other SBOs or the company through the designated Grievance Redressal Officer (GRO).
 6. **Professional Meetings:** Conduct meetings and events in a manner consistent with company guidelines and legal requirements.
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V. Advertising and Promotion

1. **Company Approval:** All advertising and promotional materials that include the Senemi Mart name, logo, or products must receive prior written approval.
 2. **Ethical Online Conduct:** SBOs must avoid posting misleading or unverified information about Senemi Mart or its products.
 3. **No Competitor Endorsement:** SBOs may not promote or endorse competing direct selling companies or their products.
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VI. Intellectual Property

1. **Respect for IP:** SBOs must respect all intellectual property owned by Senemi Mart, including trademarks, logos, copyrighted materials, and proprietary designs. Unauthorized use is prohibited.
 2. **Authorized Use:** SBOs may use company-provided materials for promotional purposes but must obtain prior approval for any modifications or customizations.
 3. **Reporting Infringements:** SBOs are required to report any unauthorized use or infringement of Senemi Mart's intellectual property to the company immediately.
 4. **Consequences of Misuse:** Unauthorized use or reproduction of intellectual property will result in disciplinary action, including potential termination and legal consequences.
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VII. Confidentiality


1. **Obligations of Confidentiality:** SBOs must safeguard:

- Customer data, including personal and purchase information.
- Proprietary business strategies, marketing plans, and internal communications.
- Any other sensitive information shared by the company for business purposes.

2. **Duration of Obligation:** Confidentiality obligations remain in effect during and after the termination of the SBO agreement.

3. **Third-Party Disclosures:** SBOs must not share confidential information with third parties without prior written consent from the company.

4. **Breach of Confidentiality:** Any breach of confidentiality will result in severe penalties, including immediate termination and possible legal action.





VIII. Termination of SBO Status


1. Voluntary Termination:

- SBOs may terminate their agreement by submitting written notice to Senemi Mart. A notice period of 30 days is required unless otherwise specified in the agreement.

2. Termination for Cause:

- Grounds for termination include but are not limited to:
 - Violations of this Code.
 - Involvement in illegal or unethical practices, including pyramid schemes or misrepresentation.
 - Misuse of intellectual property or breach of confidentiality.

3. Effect of Termination:

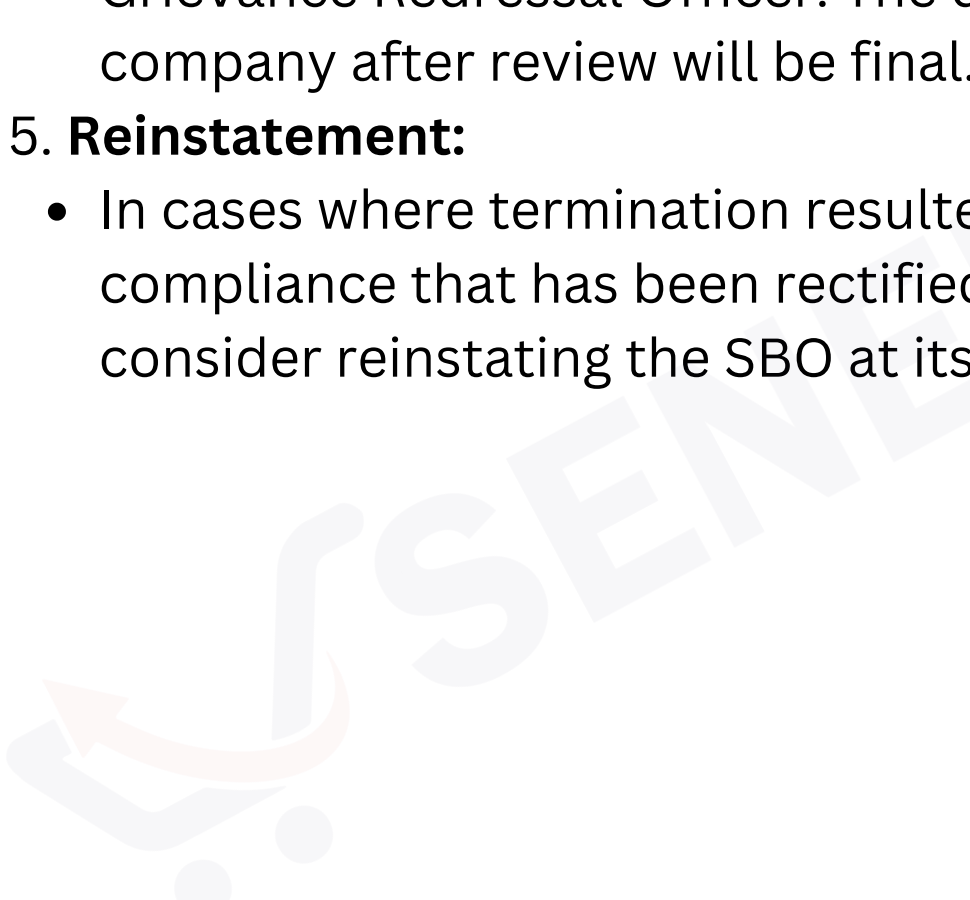

- Terminated SBOs will lose all rights to commissions, bonuses, and their downline network.
 - The SBO must return any company-owned materials in their possession.
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4. **Appeal Process:**

- Terminated SBOs may appeal the decision within 14 days by submitting a written request to the company's Grievance Redressal Officer. The decision of the company after review will be final.

5. **Reinstatement:**

- In cases where termination resulted from non-compliance that has been rectified, the company may consider reinstating the SBO at its sole discretion.
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IX. Grievance Redressal and Dispute Resolution

1. **Grievance Officer:** All disputes must be addressed to the GRO, who will resolve issues within 30 days.

2. Arbitration: Unresolved disputes will proceed to arbitration under the **Arbitration and Conciliation Act, 1996:**

- Seat of arbitration: Delhi.
- Sole arbitrator: Appointed by Senemi Mart.
- Costs: Borne as determined by the arbitrator.

X. Amendments to the Code

1. Senemi Mart reserves the right to update this Code. SBOs will be notified of changes through official channels.

