

**CODE OF CONDUCT FOR SELLER PARTNERS
OF
INFASTAR Alliance Ecommerce Pvt. Ltd.**

INFASTAR Alliance Ecommerce Pvt. Ltd. expects its all Seller Partners to uphold the principles of fairness, honesty and integrity in all their dealings and activities as Seller Partners.

This Code of Conduct for Seller Partners (hereinafter referred as “Code”) forms part of the Infasterae Policies & Procedures and all other regulations and agreements currently in place, which bind every Seller Partner. Any serious breach of the Code, Policies & Procedures, regulations and agreements in place will involve action(s) being taken by the Infasterae in accordance with the Company’s Policies & Procedures.

The Code explains proper conduct of business for Seller Partners to practice.

Additionally, Infasterae encourages all Seller Partners to obtain and observe the Code of Ethics, Rules and Regulations and Guidelines issued by Ministry of Consumer Affairs, Food and Public Distribution under the Consumer Protection (Direct Selling) Rules, 2021 including any further amendments, modification, or enactment, re-enactment of new legislation by the Government of India or any State of India.

It is a mandatory requirement that the Seller Partners comply with the Code at all times.

1. CONDUCT

DEALING WITH THE GENERAL PUBLIC

Contact & Communications

A Seller Partner:

- a) will at all times, when contacting anyone either from a telephone list or by other means, respect the privacy and wishes of the person contacted;
- b) will not visit a consumer’s premises without identity proof and prior appointment or approval.
- c) will never engage in objectionable or abusive conduct, unfair or aggressive conduct when contacting or dealing with any other person in relation to Infasterae or opportunity it provides;
- d) will offer the opportunities of, and association with Infasterae, on its merits without exaggeration, concealment, curiosity or misrepresentation;
- e) will ensure they maintain their personal presentation in dress, language and documentation to the highest possible standard;
- f) will observe the provisions of the law and good manners regarding times and days when making the call and appointments.
- g) shall not engage in any deceptive or unlawful trade practice as defined by any Central, State or local law or regulation. No Seller Partner shall operate any illegal or unlawful business

enterprise, engage or participate in any illegal or unlawful business activity or be convicted of any illegal or unlawful activity.

Presenting Opportunity

A Seller Partner presenting the Business Plan at any time, conducting a Training Event or Seminar or Infasterae's Seller Partners Meeting shall:

- a) not falsely represent to any person any details regarding the financial rewards available under the Infasterae Plan;
- b) not take any money or consideration in any form from any prospective person in the name of joining the Company or training;
- c) not make any false or misleading representations about the features of Infasterae's products, services and programmes, including as to their standard, quality, value, characteristics, accessories, uses for a particular purpose, merchantability or benefits;
- d) not make any false or misleading representations about the price of Infasterae products;
- e) not engage in conduct that is liable to mislead anyone as to the nature, manufacturing process, characteristics, suitability for purpose or quality of any Infasterae products;
- f) not make any false or misleading representations concerning the need by anyone for goods;
- g) use official literature as approved by Infasterae including forms, scripts and other tools.

Conducting Business

A Seller Partner must not at any time:

- a) take advantage of another person's disabilities or weaknesses, such as illness, age, infirmity, lack of education or unfamiliarity with language;
- b) actively solicit or demand orders for Infasterae products by anything other than an offer to collate any order a Seller Partner wishes to make, including by the use of physical force, undue harassment or coercion;
- c) refuse to identify themselves when requested to do so.

2. OBLIGATIONS

GENERAL OBLIGATIONS OF SELLER PARTNERS

Poaching Seller Partners

Infasterae does not condone the intentional poaching of Seller Partners from another line of referralship within the Infasterae Business.

USE OF INFASTERAE INTELLECTUAL AND OTHER PROPERTY

1. As trademarks, logos and service marks are registered and owned by Infasterae and/or its affiliates, all written materials are the Copyright and Trademark of Infasterae. The use of trademarks, logos or service marks or the publication of copyright materials shall not be

undertaken by anyone.

2. The Seller Partners shall not design any trophy or joining forms having Infasterae's logo printed on it.
3. No Seller Partners shall use the name and/or photographs of the Promoters, Directors or Officials of Company in any Joining Form, pamphlets, banner etc.
4. No Seller Partners shall use company's sponsored Functions, Literatures or CDs to support Cross Lining or Poaching.
5. A social media page shall not be named e.g. "Infasterae Chandigarh" and the like, with an official Infasterae Logo, or Infasterae images that may mislead a consumer to believe that the page is an official Infasterae page or group.
6. The Seller Partners are prohibited from registering domain names that contain the word Infasterae, IFAzone, Mr. Huffman, Earthy Scent, Another Bad Generation (ABG), Kuefit, Solasta Shoes, DBA or any other intellectual Property of the Company introduced in future.
7. It is forbidden for Seller Partner to copy content and other materials from the official Infasterae website and to publish it under his or her own name.
8. No Seller Partners shall advertise in the name of the Company, use of logo in any newspaper, social media page or any manner whatsoever.

EMPLOYMENT RELATIONSHIP

Seller Partners shall not give a false representation as to the nature of the relationship between Infasterae and its Seller Partners. A Seller Partners is required to indemnify Infasterae for the cost of any damage or prejudice stemming from such false representation, including any legal fees Infasterae may have incurred.

Infasterae's Seller Partners are independent contractors operating their own businesses. They shall not represent that they are employees of Infasterae, nor shall they refer to themselves as "agents," "managers," or "company representatives", nor shall they use such terminology or descriptive phrases on their stationery or other printed material.

Further Direct Retailers/Sellers shall not use the address of any Infasterae establishment, Infasterae intellectual property or misrepresent their association with Infasterae.

Seller Partners shall not use the Infasterae Seller Partners identification card to create the impression that there is a subordinate relationship with Infasterae. The identification card issued to a Seller Partners by Infasterae is to be used exclusively when the Seller Partners wants to purchase products from Infasterae and at the time of approaching consumer for sale and the usage of the identification card shall be governed additionally by the terms given on the identification card.

PRODUCT CLAIMS

Infasterae publishes detailed data about its products which is verifiable, accurate and complete. A Seller Partner must not make claims about any Infasterae products unless they are sourced from appropriate official Company literature and accurately reflect the information contained in the appropriate literature.

OBLIGATIONS OF A SELLER PARTNER

Promote Ethical Business Practice

A Seller Partner shall:

- a) ensure the Seller Partner in his/her group are aware of this Code and at all times carry out their Business relationships either within the group or with Seller Partner of the public in a lawful manner, with courtesy and integrity, and in accordance with this Code;
- b) ensure they remain well informed regarding laws applicable to the Business and duties of a Seller Partner including other essential facts and public policies or regulations which may affect such Business and duties;
- c) keep confidential and not unethically use information that may be of detriment to another Seller Partner's Business.

Compliance

Infasterae and a Distributor will ensure full compliance of the Code:

- a) for Infasterae by Directors, Executives and all other employees;
- b) for Seller Partner by Seller Partners and their Downlines.

Administration

Infasterae will administer its dealings with Seller Partner in a manner that is conducive to compliance of the Code of Conduct.

COMPLAINTS

If a Seller Partner becomes aware of a breach of this Code, and wishes to proceed to lodge a complaint, the complaint should be made in writing in accordance to Infasterae's Policies & Procedures by sending an email at info@Infastaralliance.com or by contacting at +91-9406539701.

LIABILITY IN CASE OF DEFAULT

If a Seller Partner violates any Rules and / or the Code or breach the terms of Direct Seller Contract, the Company reserves right to terminate distributorship of the concerned Seller Partner with immediate effect. Once, distributorship terminated, Seller Partner shall lose all rights and benefits accompanying with Infasterae distributorship as well as their network. The Company also reserves the right to take appropriate legal action against such Seller Partner.

To

INFASTAR Alliance Ecommerce Pvt. Ltd.

A12, sewak park,
dwarka mor ,
new delhi 110059

Re: Code of Conduct for Seller Partners

Dear Sir / Madam,

I am associates with your company as an Independent Seller Partner.

In the discharge of my duties, I am obligated to follow the Code of Conduct attached to this document. I confirm that I have read and understood and agree to abide by the Code of Conduct. In case of any violation, non-adherence to the said Code, you shall be entitled to take such action against me as you may deem appropriate.

Signed on this _ day of _____ 202_

Signature:

Name of Seller Partners:

FCID:

Place:

Date:

*Note: Updated on 19th October, 2023