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Modicare

# CODE OF ETHICS

“Do what is right, Not what is easy.”



“Modicare and its Modicare consultants have a binding contractual relationship. A Modicare Consultant shall abide by the Terms and Conditions as outlined in Modicare Consultant Application form, Code of Ethics, Rules of Conduct, and Samir Modi Azadi Plan as updated from time to time.

This document highlights the top 6 Rules of Conduct for your ready reference.”



Joining



Sponsoring



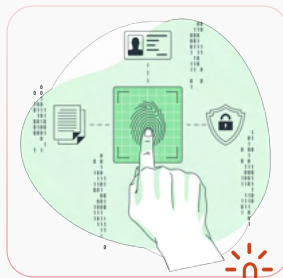
Selling



Competition Business



Re-Registration



ZERO TOLERANCE



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Support



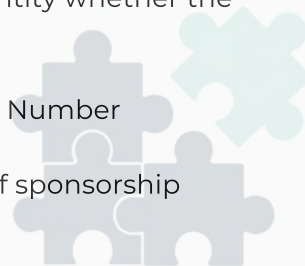
# CODE OF ETHICS



## Joining

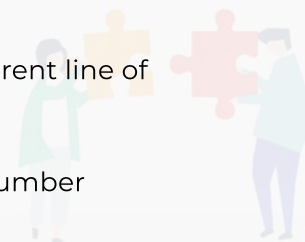
### GOOD PRACTICE

- **Single Joining** - Husband and wife are treated as a single entity whether the name of spouse given as co-applicant or not
- **Dual Joining** - Consultant can operate only under one MCA Number
- **Family Rule** - Family members must join in the same line of sponsorship



### VIOLATION OF CODE OF ETHICS

- Joining in own name or spouse name as Applicant or Co-applicant on more than one MCA number
- Joining a family member of an existing consultant in a different line of sponsorship
- Representation for recognition or trips on any other MCA number

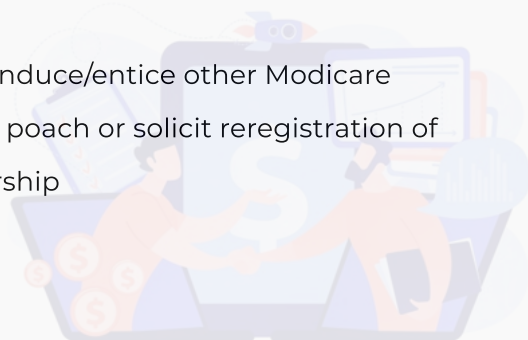




## Sponsoring

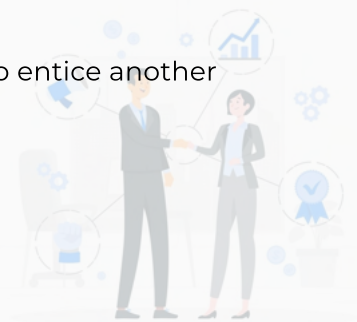
### GOOD PRACTICE

- The consultant must not directly or indirectly, induce/entice other Modicare Consultant to change their line of sponsorship, poach or solicit reregistration of existing Consultant from other lines of sponsorship



### VIOLATION OF CODE OF ETHICS

- Directly or indirectly soliciting, interfering with, or trying to entice another Modicare Consultant away from his/her line of joining





## Selling

EQUAL OPPORTUNITY FOR SELLING MODICARE PRODUCTS.

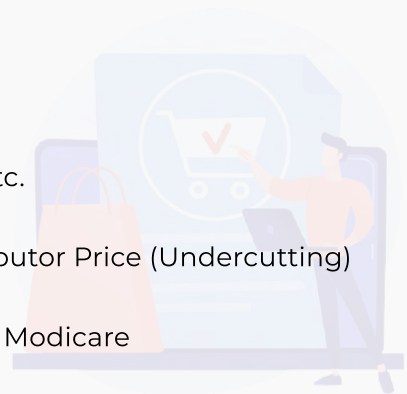
### GOOD PRACTICE

- Purchase/Sell Modicare products only through **direct selling Channels**
- Selling products through personal interaction
- Sell Modicare Products preferably on **MRP to get retail benefit and not less than Distributor Price**
- Give **offers and Promotions** that are **announced by Modicare**



### VIOLATION OF CODE OF ETHICS

- **Retailing** Modicare products through shops
- Selling on **eCommerce** platforms like Amazon, Flipkart, etc.
- **Selling** of Modicare products on price less than the Distributor Price (Undercutting)
- Offering **additional discount** schemes not announced by Modicare







## Competition Business

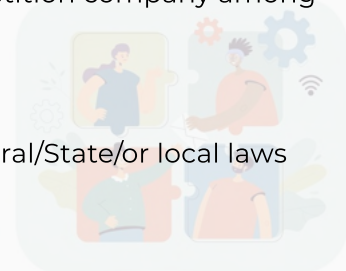
### GOOD PRACTICE

- **Consultants must promote ONLY Modicare** – opportunity & products /services using Modicare platform
- The Consultant must adhere to the laws of the land



### VIOLATION OF CODE OF ETHICS

- **Promoting Business Opportunity** or products of Competition company among Modicare Consultants
- Engaging in unlawful trade practices as defined by Central/State/or local laws

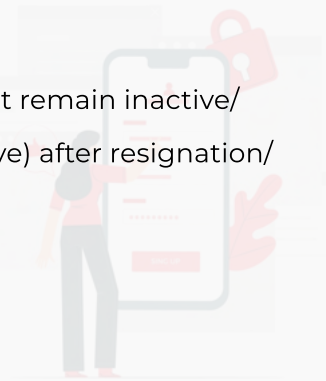




## Re-registration

### GOOD PRACTICE

- Before **re-joining** on another MCA number, Consultant must remain inactive/dormant for 6 months period (12 months for Director or above) after resignation/termination from first MCA number



### VIOLATION OF CODE OF ETHICS

- During Inactivity period consultant –
  - Holds or attends Modicare meetings or field activities
  - Participates in Modicare activity in the name of a family member, parents, siblings, etc





## Zero Tolerance

- **Comply with all guidelines set by Modicare** - Consultants must, at all times, comply with and strictly adhere to the guidelines, systems, requirements, procedures, policies, and terms and conditions mentioned under Rules of Business and Code of Ethics in Modicare publications and any other kind of literatures or any amendment thereof effected by the Company from time to time.
- **Zero Tolerance Policy** - This policy is to emphasize that Modicare will not overlook any violation of Rules of Business and Code of Ethics defined and printed in any of Modicare Publications; no leniency shall be shown in dealing with a Consultant who is found indulging in adverse conduct or to be in violation of the Rules.

*In addition, Modicare can hold the Consultant responsible for any cost or damages incurred by the Company and/or any other Modicare Consultants if the activities of the Consultant have the effect of derogating, diminishing, or damaging the reputation of Modicare or its products and/or services.*



Modicare

# CODE OF ETHICS



## Support

In case you notice non-compliance of any of the mentioned Code of Ethics/Rules of Business, Report the violation/s of to the company along with supporting evidence on below email addresses :

**[Support-modicare@modi-ent.com](mailto:Support-modicare@modi-ent.com)** ( for any Non-Compliance )

**[Report-modicare@modi-ent.com](mailto:Report-modicare@modi-ent.com)** ( for Modicare products being sold on eCommerce platforms)

You may also call our Azadi Call center number : 0124 6912900

