

1. **Product Categories** - The Model Code of Conduct for Direct Selling Agents (DSAs) will apply to all the selling agents of Staragri involved in marketing and/or distributing the following financial products:
 - **Agri Term Loan (ATL)**
 - **Agri Commodity Loan (ACL)**
 - **Secured Term Loan (STL)**
 - **Unsecured Loan against Imperfect Collateral (ULIC)**
 - **Agri Flexi Loan (AFL)**
 - **Commercial Flexi Loan(CFL)**

2. **Applicable to** - The model code of conduct will apply to all sales channels – SFL Sales, other third-party DSAs and their employees.

3. **Code of Conduct** - The code of conduct lays down the rules and regulations with respect to the following important aspects of the selling & distribution process:
 - i. A prospective customer may be contacted for prospect identification or sales only under the following circumstances:
 - o When a prospective customer expresses the desire to acquire a financial product through SFL website / email service / sms service / office / promotional event or exhibition.
 - o When a prospective customer expresses the desire to acquire a financial product through the sub-agents of SFL for a SFL product.
 - o Has been referred by another customer / prospective customer or is an existing customer of SFL who has given consent for accepting communication on other products of SFL.

 - ii. The prospective customer should be visited on timings convenient to him / her, ideally, between 8:00 hours to 20:00 hours, at the place of his/her choice and if no place is specified at the place of his/her residence or place of business/occupation, as per his/her instructions.

 - iii. Sales visit to office or residence of a prospective client should be made only after seeking prior appointment.

 - iv. Agent should identify himself, state the purpose of visit/calls, educate the customer about important terms and conditions of the product and services and maintain courteous disposition towards the customer, whatsoever.

 - v. Identity and authority to represent the Company should be made known to the Customer at first instance. Customers' privacy should be respected.

- vi. Interactions with the customers should be in a civil manner. Visit to the prospective customer should not be in large numbers. Preferably not more than two executives should visit the customer.
 - vii. The DSA or its employees should be formally dressed for any sales call.
 - viii. The agent should educate the customer in detail about the products and services he/she is willing to buy.
 - ix. The customer should be provided with SFL's printed product brochure and application form.
 - x. Misrepresentations are prohibited. The DSA and its employees / representatives should uphold highest levels of sales ethics and should not
 - Mislead the prospective customer on any service / product offered by SFL;
 - Mislead the prospect about their business or organization's name, or falsely represent themselves.
 - Make any false / unauthorised commitment on behalf of SFL for any facility or other product or service.
 - Employees / representatives of DSA must maintain highest levels of integrity and should not accept gifts in kind or cash from prospective customers. Any employee/representative of the DSA, who is offered a bribe or payment of any kind by a customer, must report the offer to his /her management.
 - Prospective customer should not be denied any information regarding office telephone numbers or email address of any concerned employee of SFL.
4. **Privacy of Transaction and Customer:** DSAs should respect the prospective customer's privacy and his /her interest may normally be discussed only with him /her and with any other individual /family member such as prospect's accountant /secretary /spouse only when authorised to do so by the prospective customer.
5. **Events of Violation of Code of Conduct:** The following will construe as event/s of violation of the SFL's Code of Conduct for its DSAs if within 30 calendar days of the violation.
- SFL receives a written complaint from an aggrieved person with or without sufficient proof of violation of the code of conduct;
 - Reporting of any of the principle mentioned in Point 3 and 4 of code of conduct during any internal or regulatory audit of the SFL's marketing and sales process.
6. **Punitive Action on violation of the code of conduct:** In event of violation of the SFL's code of conduct for DSAs, SFL will seek written explanation from the concerned entity and may on its sole assessment based on the seriousness and the extent of violation, take any of the following action:

- a) Seek detailed explanation on the customer complaint, and/or;
- b) Issue written warning against allowing violation of code of conduct and seek details of control process to be adopted by the entity to avoid re-occurrence of act of violation, and/or;
- c) Blacklist or seek blacklisting of erring employees of the concerned entity; and/or;
- d) Permanent termination of the agency with an advertisement in the paper informing public that the said DSA has seized to be a representative of SFL, and/or;
- e) Seek from the violating DSA, reimbursement of any expenses incurred by the SFL and / or;
- f) Payment of penalties levied by any competent authority on the SFL due to violation of model code of conduct for DSAs.
