PROHIBITIONS FOR DIRECT SELLERS

TRUSTLEAD™ | Allied ITCIM Pvt Ltd
Effective date: 22 November 2026

(TRUSTLEAD™) a registered trademark of Allied ITCIM Pvt Ltd

1. Misleading statements and false claims

Direct sellers must not make false, deceptive, exaggerated or unverified statements about the company, products, product results, prices, business opportunity or any company policy. Fabricated testimonials, manipulated evidence and misleading comparisons are prohibited.

2. Guaranteed income or success promises

It is prohibited to promise or guarantee a particular income, profit, rank, reward, lifestyle or business outcome. Direct sellers must not display fabricated earnings screenshots or imply that success is automatic, risk-free or assured.

3. Unauthorised medical or therapeutic claims

Direct sellers must not claim that a product diagnoses, treats, cures or prevents a disease, or provides a guaranteed health result, unless the exact claim is lawfully authorised and supported by approved company materials. Personal experience must not be presented as clinical proof.

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4. Pressure, coercion and harassment

Threatening, intimidating, pressuring or repeatedly contacting a person who has declined an offer is prohibited. No person may be forced or improperly induced to join, purchase, recruit, pay money or continue participating.

5. Unauthorised collections and payment handling

Direct sellers must not divert customer payments to unauthorised personal accounts, collect undisclosed fees, issue false receipts, alter payment instructions or make unauthorised promises concerning refunds, commissions or incentives.

6. Forgery, impersonation and false records

Creating or using forged identity documents, signatures, orders, receipts, customer confirmations or business records is prohibited. Impersonating company personnel or another seller, or accessing another person's account without permission, is also prohibited.

7. Unauthorised advertising and use of brand assets

Direct sellers must not publish unauthorised advertisements, offers, banners, websites, social-media pages or promotional materials using TRUSTLEAD's name, logo or other intellectual property. They must not suggest that an unapproved statement or offer is an official company announcement.

8. Inventory loading and improper recruitment practices

No seller may mislead or pressure another person into buying quantities of products they do not reasonably need, paying for a position, or recruiting others on the basis of false promises. Participation must not be represented as requiring unlawful or undisclosed payments.

9. Misuse of personal information

Selling, publishing, sharing or using customer or seller personal information without a lawful and authorised purpose is prohibited. Passwords, OTPs and confidential account details must never be requested, disclosed or misused.

10. Unfair or unlawful conduct

Discrimination, defamation, threats, bribery, fraud, tampering with records, interference with complaints, retaliation against complainants and any conduct prohibited by applicable law or company policy are not permitted.

11. Reporting and review

Suspected violations should be reported through the official company support or grievance channel. Reports may be reviewed under the applicable agreement, company policies and law. Any action will depend on the facts and the process applicable to the case.

12. Relationship with other policies

This document should be read with the Direct Seller Code of Conduct, Direct Seller Obligations, applicable seller agreement and other current company policies. It does not limit any rights or remedies available under applicable law.

Official contact

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Publication review note: Review this policy against the company's actual seller agreement, approved marketing rules and current Indian direct-selling and consumer-protection requirements before publication. Obtain legal review where appropriate.

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