



Enagic India Kangen Water Pvt. Ltd.

CIN : U41000TN2015PTC100366

Date: 27/03/2019

ENAGIC INDIA – CIRCULAR - EIKB-CIR-0319001

To,

Independent Distributors of Company (“Company” means “Enagic India Kangen Water Pvt.Ltd).

Subject: Regarding conducting Enagic business in adherence to Enagic Policy and Procedures.

Dear Sir/Madam,

Greetings from Enagic India.

Enagic India is a market leader of Water Ionizer Machines and one of the reasons for having attained this leadership position is by ensuring that business is conducted with the highest standard of integrity and ethics as provided in the company Policy and Procedures Handbook.

We are proud of your association as an Enagic distributor and as a senior leader in Enagic we wish to bring to your attention certain responsibilities that are associated with leadership position like yours and one such responsibility is to ensure that you and your team members are conducting the Enagic business in adherence to company Policy and Procedures and distributor agreement executed with the company.

Among other it is very important to ensure that there is no price under cutting or offering discounts on Enagic products so as to maintain the level playing field among all distributors, who also fairly compete in the market to sell Enagic machines. Such a practice of offering discounts or under cutting price are not only detrimental to the brand and reputation of Enagic but is also considered anti-competitive predatory pricing that may not be permitted under law.

As a leader, we request you to educate your entire team about this requirement as laid down in **Section 7.1.1** of Policy and Procedures Handbook which is reproduced below:

“..... All Company water treatment systems are sold at Company-specified prices. A Direct Seller shall not advertise for sale or put up for sale a Company water treatment system that deviates from Company pricing. A Direct Seller shall not advertise, offer or provide a customer with a rebate or other consideration to facilitate a lower customer price for a Company water treatment system.

We hope that through right education and enforcement of Enagic policies, together we will be able to build even a stronger and sustainable business which offers the best product and business opportunity. We seek your support. Sincerely,

For Enagic India Kangen Water Pvt Ltd


Compliance Department



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