



EIKB-CIR-0121013

CIRCULAR

Date: 24/02/2022

*This is to bring to the knowledge of our Valued Independent Distributors and the General Public that, Enagic India Kangen Water Pvt Ltd), is a company registered under the Companies Act, 2013 under the name of Enagic India Kangen Water Private Ltd., having its registered office at unit – 501, 5th floor Barton Centre No.84, M G Road Bengaluru – 560001 Enagic India Kangen Water Private Ltd., AND Administrative Office at# Unit No.401, 1 & 2, The millennia Tower-B, Murphy Road, Ulsoor, Bangalore-560008, has the exclusive Rights to use the Registered Trade Marks, **Enagic®**, **Kangen Water®**, **Change your water change your Life™**, **LeveLuk®**, **ANESPA®**, as a Licensee of M/s. Enagic H K Co.Ltd the Licensor and also holds the exclusive marketing rights to sell the products manufactured by Enagic Inc namely sale of Electrolysis water Ionizers, purifiers which makes its Kangen water and other products available to the consumers only through Enagic Direct Sellers/Independent Distributors.*

*This is to notify that; it has been brought to our attention that certain unscrupulous persons/Direct Sellers are indulging in selling our products through **e-commerce websites and SOCIAL MEDIA like Face Book and Whats-App**, without our authorization and our products are sold below the MRP rates and thus causing immense losses to us and our genuine Distributors such an act amounts to unfair trade practices apart from violation of our valuable rights. All the e-commerce websites **and SOCIAL MEDIA like Face Book and Whats-App**, have been put to notice in this regard. We wish to caution the general public that we have not*

authorized any third party to sell our branded products on any e-commerce platform or **any SOCIAL MEDIA like Face Book and Whats-App**. All unauthorized sellers and e-commerce websites **and SOCIAL MEDIA like Face Book and Whats-App**, are also put on notice that any violation of our Intellectual Property Rights associated with our brands including unauthorized sale of our products shall render themselves liable to face civil and / or criminal action against them any sale through online trading and e-commerce platform without the Company's consent is illegal and unauthorized. With **ZERO TOLERANCE** for the following: -

1. Under selling the Products at Discounted Rates as per clause Section 7 sub section 7.1 and 7.1.1 /Section 9 sub section 9.1 of the Company's Policy & Procedure Handbook. All Company water ionizers water treatment systems are sold at Company's -specified retail/MRP pricing. A Direct Seller shall not make any offer to sell any Enagic Product advertise for sale or put up for sale a Company water ionizer/treatment system that deviates from Company retail/MRP pricing which is not accurate and truthful as to price, grade, quality, performance, and availability.

2. No sales through **INTERNET SHOPPING Sites AUCTION Sites**, as per clause Section 11 sub section 11.1 of the Company's Policy & Procedure Handbook Products of the Company cannot be sold in e-commerce mode and any such selling through Internet in e-commerce, **and SOCIAL MEDIA like Face Book and Whats-App**. A Direct seller shall not make any offer to sell through Internet/social media /FB/ WhatsApp/ twitter/ Instagram etc. A Direct Seller is strictly prohibited from selling or promoting Company's products on Internet shopping sites, internet auction sites, and internet classified listings, including but not limited to eBay, Amazon, flip kart, Indiamart, Alibaba, etc., Any violation of this by the Direct Seller will constitute grounds for Termination of the Agreement.

The public at large are hereby notified to beware and abstain from buying our products from these unscrupulous Individual, Firm, Company, infringer found misusing the same legal proceedings will be initiated.

For,

Enagic India Kangen Water Private Ltd.,

Authorised Signature.

