



AMWAY TOP TEN RULES

1. PROHIBITED SPONSORING PRACTICES (REF: RULE 3.6)

No Direct Seller, in the development of their Amway Distributorship, require the prospect or such new Direct Retailer to:

3.6.1) Pay any joining fee or purchase any specified amount of products.

3.6.2) Maintain a specified minimum inventory.

2. ABIDE BY THE RULES/DIRECT RETAILER/SELLER CONTRACT (Ref: RULE 4.1)

At all times, Direct Retailers/Sellers must strictly adhere to the Rules of Conduct and to other documents that comprise the Direct Retailer/Seller Contract. Amway may from time to time amend the Rules of Conduct and any other document comprising the Direct Retailer/ Seller Contract through notice on its website, www.amway.in or any other official means of communication such as Leaderships, group mailers, etc.

3. NO SELLING THROUGH RETAIL STORES AND E-COMMERCE WEBSITES (Ref: RULE 4.3)

Amway does not permit Direct Retailers/Sellers to display/sell its products/ literature through retail stores and e-commerce websites.

4. TRUTHFUL AND ACCURATE (Ref: RULE 4.4)

Amway Direct Retailers/ Sellers are expected to be truthful and accurate in offering Amway business opportunity or selling Amway products. They should not make false claims about the opportunity, products, earnings and effort required to build the business.

5. NO REPACKING/RE LABELLING OF AMWAY PRODUCTS (Ref: RULE 4.5)

Direct Retailers/Sellers shall not repackage, or otherwise change or alter any of the packaging labels of Amway Products.

6. WRITTEN SALES RECEIPTS (Ref: RULE 4.6)

Amway Direct Retailers/Sellers must always issue a written sales receipt bearing all relevant details at the time of the sale of Amway products to the customers.

7. NON-AMWAY SELLING ACTIVITIES (Ref: RULE 4.14)

An Amway Direct Retailer/Seller must not use Amway Direct Retailers/Sellers/ activities/events to promote his/her/its non-Amway business/profession and must not try to sell the same to other Amway Direct Retailers/ Sellers.

8. ENTICEMENT TO CHANGE LINES OF SPONSORSHIP (Ref: RULE 4.15)

No Direct Seller shall, directly or indirectly induce/entice other Amway Direct Retailers/ Sellers to change their Line of Sponsorship. E.g. Inducing an Amway Direct Retailer/ Seller to start a new business in their parents' name under a different sponsor and then advising them to resign their existing Distributorship and build their parents Amway business without complying with (6 months / 2 years) inactivity rule.

9. ONE DISTRIBUTORSHIP RULE (Ref: RULE 6.8 & 3.17)

An Amway Direct Retailer/Seller can own or have ownership interest in only one distributorship. A Husband and wife can be sponsored only as a single distributorship. However, an Amway Direct Retailer/Seller can have more than one Distributorship, when

- Where two Direct Retailers/Sellers marry and one or both have attained Platinum status or above prior to marriage pursuant to Rule 3.17.
- Where an existing Distributorship purchases another Distributorship pursuant to Rule 6.6.
- Where a Direct Retailer/Seller (transfer or), in order to facilitate the transfer of a Distributorship in the event of his or her death, requests the name of another existing Direct Retailer/Seller be added to their Distributorship. The name of the transferor(s) must continue to be on the Distributorship until his or her death and supporting estate-planning documentation must be provided to Amway.
- Where an existing Distributorship inherits all or a portion of a Distributorship.

10. ZERO TOLERANCE POLICY

At present, six areas have been identified by Amway India as 'Zero Tolerance'. These are:

- Selling and/or making available Amway products for sale through retail shops, unauthorized channels and online stores.
- Unauthorized Direct Retailer/Seller activity in un-opened markets.
- Business Support Material Policy, as amended from time to time.
- Quality Assurance Standards, as amended from time to time.
- Direct Selling Guidelines, as amended from time to time.
- Digital Communications Standards, as amended from time to time.

Consequences of Non-Compliance

Those who fail to comply or who have shown a disregard for the policy may be subject to one or more of the following actions:

- a) Suspension of business activities and commissions.
- b) Elimination from all GIP awards/ rewards.
- c) Reduction and/ or elimination of GAR points for India.
- d) Non-invitation to award trips.
- e) Denial of any cash/ non cash awards and rewards from affected Sales Teams to uplines.
- f) Termination of their Amway Business.

Please note: The rules mentioned above are only a summarised version part of the Code of Ethics and Rules of Conduct. For complete set of Rules, refer to the Code of Ethics and Rules of Conduct in your Business Starter Guide or visit www.amway.in. For any queries on the Rules or reporting any rules violation, write to plain_speak@amway.com. For more information, contact at your nearest Amway Office. It is the responsibility of every Amway Direct Retailer/Seller to read the Code of Ethics and Rules of Conduct and comply with the same.