



Social Media, Digital and Creative Content Guidelines

Why Are Guidelines Needed

- In a Direct Selling Business, Modicare Consultants play a vital role in marketing and selling of Modicare products and promoting Modicare as a brand.
- Any wrong communication either intentional or unintentional may cause damages or impact the business of Modicare Limited ('Modicare') as well as of Modicare Consultants.
- A Modicare Consultant can use only those creative / contents as relating to Modicare business for which a prior written approval is given by Modicare.
- On basis above, Modicare Consultants shall strictly follow these guidelines while making/ communicating any creative/ content relating to Modicare as a brand (including Intellectual Property Rights) or its products.
- **Any violation of these guidelines shall be considered as a violation of zero tolerance policy and strict actions will be taken against the defaulting Modicare Consultant.**
- Modicare disclaims any liability of any nature for any loss caused to anyone due to any independent act of Modicare Consultants which is against these Guidelines.

Brand Endorsement and Intellectual Property Rights (IPR)

Intellectual property rights are the **rights** given to persons over the creations of their minds. The examples are Trademarks, Copyrights etc.

- Modicare Consultant should not claim or imply endorsement by any Government Agency, professional body, independent agency or individual in a particular profession relating to Modicare as a brand or its products, unless there is a prior written consent from such person.
- In case, a Modicare Consultant wants to associate Modicare or its product with any third person or IPR owned by any third party, Modicare Consultant shall obtain a prior written consent from such person, along with prior written approval shall be sought from Modicare before using any third party brand/ IPR in relation to Modicare as a brand or its products.



Product Promotion in a fair manner

- Medicare Consultants shall strictly adhere to the following instructions while making any promotion/ advertisement of Medicare products –
 - Advertisement must be truthful.
 - Advertisements shall not, without permission from the person, firm or institution under reference, contain any reference to such person, firm or institution which confers an unjustified advantage on the product advertised or tends to bring the person, firm or institution into ridicule or disrepute.
 - Advertisements shall neither distort facts or mislead the consumer by means of implications or omissions.
 - No advertisement shall be permitted to contain any claim, which is not substantiated or approved by Medicare, as to lead to grave or widespread disappointment in the minds of consumers.
 - Advertisements should contain nothing which is in breach of the law, nor omit anything which the law requires.

- Medicare Consultants shall not write texts or put visuals in creatives/ content which can not be substantiated or is not a known fact.

- Medicare Consultants shall not misrepresent the price, quality, performance of Medicare products etc. Medicare Consultants may use only those claims and information as available on Medicare Products and/ or provided in the product information materials e.g. product catalogues, training modules etc. duly approved by/ from Medicare.

Fair in Competition

To ensure that advertisements observe fairness in competition such that the consumers need to be informed on choice in the marketplace, Modicare Consultants shall strictly adhere to the following -

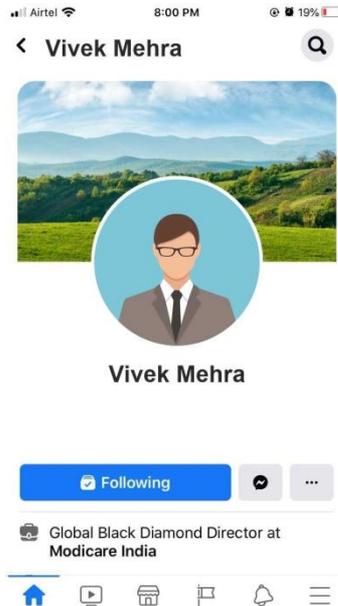
- Don't compare Modicare products with products of any other brands in any form.
- Don't give any derogatory remarks relating to products of any other brands either verbal or in creatives/ content.
- Advertisements shall not be similar to any other advertiser's earlier run advertisements in general layout, copy, slogans, visual presentations, music or sound effects, so as to suggest plagiarism.
- Advertisements shall not make unjustifiable use of the name or initials of any other firm, company or institution, not take unfair advantage of the goodwill attached to the trademark or symbol of another brand and/ or its product.

Associating with Modicare on Social Media Platforms

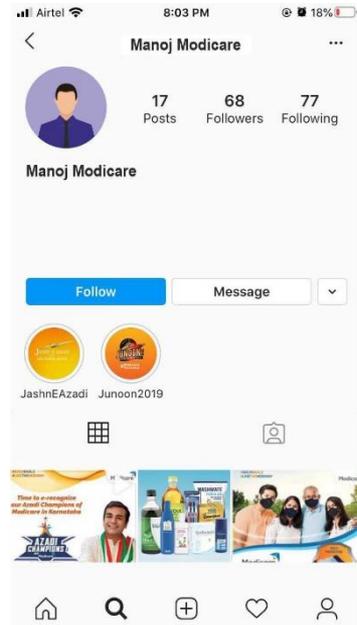
- Modicare Consultants should mention their 'Title' in their work profile. For example, instead of 'Works at Modicare', they should mention 'Presidential Director (or another title) at Modicare'.
- Modicare Consultants can not use Modicare Logo/ Name or the image or name of Mr. Samir Modi as Display or Cover Picture on any social media platform.
- Modicare Consultants should not write or use 'Modicare India' , 'Official Modicare' and 'Modicare Official' in their profile name or in profile description or in a group description. Profile/ page name should not have Modicare and Official together and name should not start with 'Modicare' or 'Official'.
- Modicare Consultants should provide a description on their social media profile about their true relationship with Modicare.
- A social media handle (or even a group) on any platform (Facebook/ Instagram/ Twitter/ Snapchat/ TikTok/ Youtube/ LinkedIn) can be created by a Modicare Consultant using any one of the following name option:–
 - Consultant Name_Modicare Consultant_Location (e.g. Vivek Mehra_Modicare Consultant_New Delhi)
 - Distribution Point_Modicare_Location (e.g. Distribution Point_Modicare_Rohini)
 - Consultant Name_Modicare Consultant (e.g. Vivek Mehra_Modicare Consultant)
 - Consultant Name_Modicare (e.g. Vivek Mehra_Modicare)
 - Consultant Name_Modicare_Consultant Title (e.g. Vivek Mehra_Modicare_Presidential Director)

Associating with Modicare on Social Media Platforms

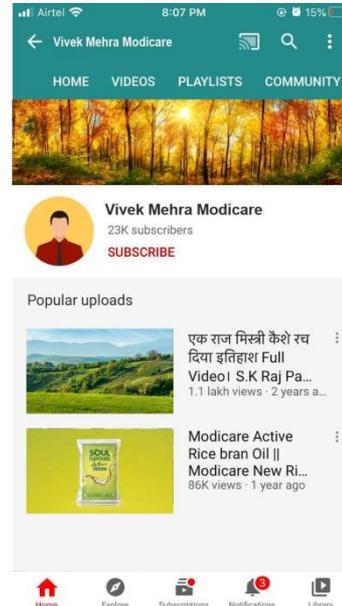
Some Examples



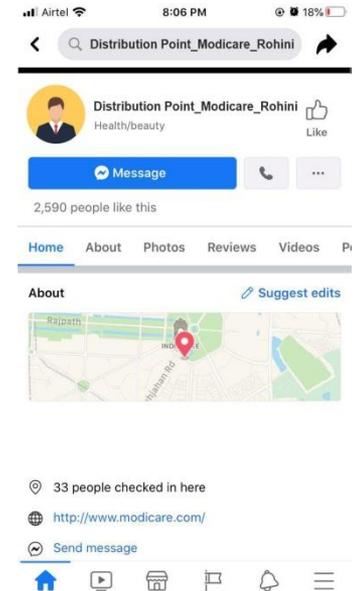
Facebook Profile with work profile update



Instagram page with Name and image



Youtube page with Name and image



DP Facebook page

Associating with Modicare on Social Media Platforms - Continue

- Modicare Consultants can promote such contents, videos or live sessions/ meetings as posted/ organized by Modicare, from time to time, on their social media platforms. Modicare Consultants should not create watch party or create their parallel content to promote their social media handles/ pages to increase their social following.
- Modicare Consultants shall not develop any Software/ Applications/ App/ Website connecting Modicare or its business activities with such Software/ Applications/ App/ Website. Modicare never allows any Modicare Consultant to develop any Software/ Applications/ App/ Website connecting Modicare or its business activities. Further, Modicare disclaims any liability of any nature for any loss caused to anyone due to the development/ usage of such Software/ Applications/ App/ Website.

Approvals

- Modicare Consultants shall obtain the prior written approval from Modicare before sharing/ disseminating any creatives/ content/ Videos/ Training material, relating to Modicare brand or its products, with others or on any digital platforms.
- Modicare Consultants are allowed to use content/ material from collaterals like posters/ leaflets/ Modicare website/ training presentations duly approved by Modicare. Further, the content taken from the above sources should not be edited.
- Modicare disclaims any liability of any nature for any loss caused to anyone due to usage of any creatives/ content (other than approved by Modicare) by any Modicare Consultant without prior written approval from Modicare.
- For any information/ clarification required, please contact us at support-modicare@modi.com or at 1800 3001 2999