

WELLVICA ADVERTISEMENT & LITERATURE POLICY

Introduction

WELLVICA Private Limited (hereinafter referred to as “WELLVICA” or the “Company”) is engaged in the business of direct selling of health supplements, wellness products, beauty products, and other FMCG products through its authorized WELLVICA Associates.

WELLVICA also facilitates the sale and promotion of its products through its official website, www.wellvica.com.

This Advertisement & Literature Policy is intended to guide all individuals, entities, organizations, WELLVICA Associates, employees, and consumers regarding the standards and requirements applicable to advertisements, promotional materials, and literature related to WELLVICA and its products.

WELLVICA's Advertising Policy provides guidance on the type of advertising content that is permitted. Every advertisement shall be reviewed in accordance with this Policy before approval and publication.

Objectives of WELLVICA's Advertisement Policy

WELLVICA aims to create an environment where unauthorized, misleading, or unlawful advertisements are discouraged, while ethical, transparent, and legally compliant advertisements are encouraged.

Policy Applicability

This Policy shall apply to:

- WELLVICA Associates
- Employees
- Franchisees
- Stockists
- Wellmarts
- Depots
- Authorized Representatives
- Marketing Agencies associated with WELLVICA

Applicable Laws

This Policy shall be governed by:

- Consumer Protection Act, 2019
- Consumer Protection (Direct Selling) Rules, 2021
- Information Technology Act, 2000
- Copyright Act, 1957
- Trade Marks Act, 1999
- Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954
- Any other applicable laws in force in India

Definition of Advertisement

"Advertisement" means any audio, visual, printed, electronic, digital, online, or offline publicity, representation, communication, or promotional material intended to promote WELLVICA, its products, services, or business opportunity.

This includes but is not limited to:

- Videos
- Images
- Posters
- Banners
- Flyers
- Brochures
- Labels
- Prospectuses
- Product Literature
- Social Media Posts
- Website Content
- Blogs
- WhatsApp Messages
- SMS Campaigns

- Email Campaigns
- Physical Demonstrations
- Any other promotional communication

Policy Coverage

This Policy covers all forms of advertising and promotional activities conducted through:

- Print Media
- Electronic Media
- Social Media Platforms
- Websites
- Mobile Applications
- Digital Marketing Campaigns
- Public Demonstrations
- Promotional Events

Subject of the Policy

All advertisements shall be reviewed to ensure compliance with WELLVICA's Advertising Policy. The review process may include evaluation of:

- Text Content
- Images
- Videos
- Product Claims
- Income Claims
- Business Opportunity Claims
- Brand Representation
- Target Audience Information

Guidelines for Healthy Advertisement & Literature

1. The WELLVICA trademark, logo, brand name, and other intellectual property shall be used only with prior approval of the Company.

2. Advertisements must be truthful, fair, transparent, and easy for the public to understand.
3. Regional languages may be used; however, English and/or Hindi content must be included wherever applicable.
4. All advertisements shall be subject to prior review and approval by WELLVICA.

Process & Rules

A. Consumer & Public Communication

- Every WELLVICA Associate and employee must conduct themselves professionally and respectfully while representing the Company.
- Even when using personal social media accounts, Associates should remember that their activities may be viewed by customers or potential customers.
- Every interaction should reflect WELLVICA's values and Code of Conduct.
- WELLVICA maintains zero tolerance toward racism, discrimination, harassment, hate speech, threats, bullying, or offensive behavior.

B. Privacy

- No Associate or employee shall disclose customer information or another Associate's personal information without proper authorization.
- Order numbers, addresses, phone numbers, email addresses, or any personal data must never be shared publicly.
- Personal information should only be used in accordance with applicable privacy laws.

C. Clarity & Transparency

- All information relating to WELLVICA, its products, compensation plans, and business opportunities must be presented with complete clarity and transparency.
- No misleading, exaggerated, or unsubstantiated claims shall be made.

D. Compliance with Law & Code of Conduct

- Associates must not publish content that infringes copyright, trademark, publicity rights, or intellectual property rights.

- Associates must comply with the terms and community standards of all social media platforms they use.

Liability

Associates are responsible for ensuring that their advertisements, social media posts, and communications comply with this Policy and applicable laws.

If any customer concern arises regarding advertisements or promotional materials, Associates should contact:

support@wellvica.com

for guidance and resolution.

Terms & Conditions

- All advertisements are subject to prior approval by WELLVICA.
- WELLVICA reserves the right to reject, modify, suspend, or remove any advertisement at its sole discretion.
- WELLVICA may require documentary evidence or substantiation for any claim made in an advertisement.
- Advertisements must not violate any intellectual property, privacy, publicity, or legal rights of any individual or organization.
- Advertisements must not be false, misleading, deceptive, fraudulent, defamatory, or unfair.

Prohibited Content

The following content is strictly prohibited:

Illegal Products or Activities

Advertisements must not promote illegal products, services, or activities.

Tobacco Products

Advertisements promoting tobacco, smoking products, or related items are prohibited.

Adult Content

Advertisements containing sexually explicit, obscene, vulgar, or inappropriate content are prohibited.

Unsafe Substances

Advertisements promoting unsafe drugs, harmful substances, or prohibited products are not allowed.

Intellectual Property Infringement

Advertisements must not infringe any copyright, trademark, patent, privacy, publicity, or proprietary rights.

Misinformation

Advertisements must not contain false, misleading, exaggerated, or deceptive information.

Fraudulent Practices

Advertisements must not encourage cheating, fraud, or deceptive business practices.

Personal Attributes

Advertisements must not directly or indirectly refer to personal characteristics such as race, religion, caste, gender, nationality, disability, health condition, or personal beliefs.

Harassment & Violence

Advertisements must not promote bullying, harassment, threats, or violence.

Controversial Issues

Advertisements must not exploit social, political, religious, or controversial events for commercial gain.

Income Claims

No advertisement shall guarantee or imply assured income, quick money, financial freedom, or extraordinary earnings through participation in the WELLVICA business opportunity.

Drugs and Magic Remedies Act Compliance

No advertisement shall make claims prohibited under the Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954, including claims relating to:

- Miscarriage or prevention of conception
- Sexual performance enhancement
- Menstrual disorders

- Diagnosis, cure, treatment, or prevention of diseases prohibited under the Act

Things You Should Know

- Advertisers are responsible for complying with all applicable laws and regulations.
- Violation of this Policy may result in rejection of advertisements, suspension of privileges, or termination of WELLVICA Associate status.
- WELLVICA reserves the right to modify this Policy at any time without prior notice.

Related Policies & Consequences of Violations

This Policy supplements WELLVICA's:

- Code of Conduct Policy
- Direct Seller Agreement
- Terms & Conditions
- Compliance Policies

Violation of this Policy may result in:

- Warning Notice
- Suspension of Associate ID
- Termination of Associate ID
- Legal Action, wherever applicable

Contact Us

For any clarification, approval, or support regarding advertisements and promotional materials, please contact:

Email: support@wellvica.com

WELLVICA PRIVATE LIMITED