

**Model Code of Conduct for Direct Selling Agents****CODE OF CONDUCT****(APPLICABLE TO TELEMARKETERS AND FIELD SALES PERSONNEL)****1.1 Preamble**

This Code of Conduct for Direct Selling Agents (DSAs) is put in place by Zoho Finance Private Limited (hereinafter referred to as “ZFPL”) to provide precise guidance and establish standards for the DSAs engaged. This code serves as a definitive framework, underscoring our organizational commitment to ethical practices, integrity, and the highest standards of professionalism.

This Code delineates the principles and practices essential for DSAs to adhere to. With a commitment to transparency and fairness, DSAs are expected to integrate these principles seamlessly into their operations.

**1.2 Applicability**

The Code is and is deemed to be adopted and included in the Agreement between ZFPL and the DSA / Partners. This code will apply to all persons involved in the marketing and distribution of any loan or other financial product of the ZFPL. The Direct Selling Agent (DSA)/Direct Selling Team (DST)/agent and its Tele-Marketing Executives (TMEs) and field sales personnel, namely, Business Development Executives (BDEs) must agree to abide by this code prior to undertaking any direct marketing operation on behalf of ZFPL. Any TME/BDE found to be violating this code may be blacklisted and such action taken be reported to ZFPL from time to time by the DSA. Failure to comply with this requirement may result in permanent termination of business of the DSA with ZFPL.

**2.1 Tele-calling a Prospect (a prospective customer)**

A prospect is to be contacted for sourcing ZFPL loan products only under the following circumstances:

When the prospect has expressed a desire to acquire a product through the ZFPL internet site/call centre/Branch or through the executives at ZFPL or has been referred to by another prospect/customer or is an existing customer of ZFPL who has given consent to accept calls on other products of the ZFPL.

When the prospect's name/telephone no/ address is available and has been taken from one of the lists/directories/databases approved by the DSA Manager/Team leader, after taking his/ her consent.



The TME should not call a person whose name/number is flagged in any "do not disturb" list made available to him/her.

### **3.1 When you may contact a prospect on the telephone**

Telephonic contact must normally be limited between 09:30 Hrs and 17:00 Hrs. However, it may be ensured that a prospect is contacted only when the call is not expected to inconvenience him/her.

Calls earlier or later than the prescribed time period may be placed only under the following conditions:

- When the prospect has expressly authorized TME/BDE to do so either in writing or orally

### **4.1 Can the prospect's interest be discussed with anybody else?**

DSA / Partners should respect a prospect's privacy. The prospect's interest may normally be discussed only with the prospect and any other individual/family member such as the prospect's accountant/secretary /spouse, authorized by the prospect.

### **4.2 Leaving messages and contacting persons other than the prospect.**

Calls must first be placed to the prospect. In the event the prospect is not available, a message may be left for him/her. The aim of the message should be to get the prospect to return the call or to check for a convenient time to call again. Ordinarily, such messages may be restricted to:

- Please leave a message that \_\_\_\_\_(Name of officer) representing ZFPL called and requested to call back at \_\_\_\_\_(phone number)".

As a general rule, the message must indicate:

- The purpose of the call is regarding selling or distributing a ZFPL Loan product/s

### **5.1 No misleading statements/misrepresentations permitted**

TME/BDE should not -

- Mislead the prospect on any service/product offered;
- Mislead the prospect about their business or organization's name, or falsely represent themselves.
- Make any false/unauthorized commitment on behalf of ZFPL for any facility/service.

- Resort to intimidation or harassment of any kind, either verbal or physical, against any person in their debt collection efforts, including acts intended to humiliate publicly or intrude on the privacy of the debtors' family members, referees and friends.
- Make threatening and anonymous calls.

## **6.0 Telemarketing Etiquettes**

### **PRE-CALL**

- No calls prior to 09:30 Hrs or post 17:00 Hrs unless specifically requested.
- No serial dialling.

### **DURING CALL**

- Identify yourself, your company, and your principal.
- Request permission to proceed
- If denied permission, apologize and politely disconnect.
- State the reason for your call
- Always offer to call back on a landline, if the call is made to a cell number
- Never interrupt or argue
- To the extent possible, talk in the language which is most comfortable to the prospect
- Keep the conversation limited to business matters
- Check for understanding of "Most Important Terms and Conditions" by the customer if he plans to buy the product
- Reconfirm next call or next visit details
- Provide your telephone no, your supervisor's name or your ZFPL officer contact details if asked for by the customer.
- Thank the customer for his/her time

### **POST CALL**

- Customers who have expressed their lack of interest in the offering should not be called for the next 3 months.
- Provide feedback to the ZFPL on customers who have expressed their desire to be flagged "DoNot Disturb"
- Never call or entertain calls from customers regarding products already sold. Advise them to contact the Customer Service Staff of the ZFPL.



## **7.0 Gifts or bribes**

TMEs/BDE's must not accept gifts from prospects or bribes of any kind. Any TME/BDE offered a bribe or payment of any kind by a customer must report the offer to his/her management.

## **8.1 Precautions to be taken on visits.**

### **BDE should :**

- Respect personal space - maintain adequate distance from the prospect.
- Not enter the prospect's residence/office against his/her wishes.
- Not visit in large numbers - i.e. not more than one BDE and one supervisor, if required.
- Respect the prospect's privacy.
- If the prospect is not present and only family members/office persons are present at the time of the visit, he/she should end the visit with a request for the prospect to call back.
- Provide his/her telephone number, supervisor's name or the concerned ZFPL officer's contact details, if asked for by the customer.
- Limit discussions with the prospect to the business - Maintain a professional distance.

## **9.0 Other important aspects - Appearance & Dress Code**

BDEs must be appropriately dressed.

### **For men this means**

- Well, ironed trousers.
- Well-ironed shirt, shirt sleeves preferably buttoned down.

### **For women this means**

- Well-ironed formal attire.
- Well-groomed appearance.

## **10.0 Handling of letters and other communication**

Any communication sent to the prospect should be only in the mode and format approved by the ZFPL.

*This code of conduct was approved by the Board of Directors at its meeting held on 14<sup>th</sup> December 2023.*