

Advertisement & Communication Policy- Dazz Tech Private Limited

Company: Dazz Tech Private Limited | Brands: Palpable and other company-owned brands

1. Purpose and Scope

The purpose of this policy is to ensure that all marketing, advertising, and promotional activities conducted by Dazz Tech Private Limited and its authorized Direct Sellers are transparent, fact-based, and fully compliant with the Consumer Protection (Direct Selling) Rules, 2021 and the ASCI (Advertising Standards Council of India) guidelines.

2. Mandatory Compliance Standards

All advertisements for products under Dazz Tech Private Limited and its brands (including Palpable) must adhere...":

- * Truthful Representation: No false or misleading claims regarding the grade, quality, characteristics, or benefits of the products.
- * Price Accuracy: Advertisements must clearly state the Maximum Retail Price (MRP). Any discounts must be genuine and not based on inflated base prices.
- * Scientific Validation: Health or performance-related claims must be backed by documented evidence or lab reports. Terms like "100% Guaranteed" or "Permanent Cure" are strictly prohibited unless scientifically proven and pre-approved by the company.
- * Medical and Product Disclaimer: No advertisement or social media post shall claim that the products can diagnose, treat, or cure chronic or specific diseases, especially those listed under the Drugs and Magic Remedies Act. All promotional materials must clearly state that the products are Proprietary Ayurvedic Medicines, Herbal Formulations, or Wellness Products, and are not intended to be a substitute for professional medical advice.

3. Digital & Social Media Protocol

To protect the brand identity of Palpable, all Direct Sellers must follow these digital rules:

- * Identity Disclosure: Every social media profile used for business must clearly state: "Independent Distributor of Dazz Tech Private Limited.
- * No Unauthorized Ads: Direct Sellers are prohibited from running paid Google Ads, Facebook Ads, or YouTube Ads using the company name "Dazz Tech Private Limited" or any of its brand names (including Palpable) without prior written authorization.
- * Anti-Spam Policy: Unsolicited commercial communications (spamming via WhatsApp, Email, or SMS) are strictly forbidden under the Direct Selling Rules.

4. Intellectual Property (IP) Protection

- * Trademark Usage: The company name "Dazz Tech Private Limited", its brand names (including Palpable), and all associated logos are the exclusive property of Dazz Tech Private Limited. Unauthorized modification or usage of the logo or branding materials is a breach of contract.
- * Approved Creatives: Only company-issued banners, videos, and brochures may be used. Any self-designed marketing material must be submitted for compliance review before public use.

5. Prohibited Practices

The following activities are strictly prohibited and will be dealt with according to the company's 3-Step Penalty Framework (as detailed under Point 7):

Deceptive Earnings Claims: Promising "Quick Wealth" or "Passive Income" without explaining the effort and sales required.

Product Comparisons: Making derogatory or false comparisons with competitors' products.

Pyramid Promotion: Advertising the business model as a recruitment-focused scheme rather than a product-sales-focused model.

6. Indemnification & Liability

> Legal Disclaimer: Any Direct Seller who publishes an unauthorized or misleading advertisement shall be personally liable for any legal consequences, fines, or damages arising from such actions. Dazz Tech Private Limited shall not be held responsible for any independent claims made by distributors that exceed the official product label information.

7. Monitoring and Penalty Framework

The company reserves the right to monitor offline and online advertisements.

- * Level 1 Violation: Formal warning and immediate removal of the advertisement.
- * Level 2 Violation: Suspension of the distributor ID and withholding of commissions.
- * Level 3 Violation: Permanent termination of the partnership and potential legal proceedings.