



Code of Conduct and Ethics Policy

Introduction

At Prism Industries Pvt Ltd, we are committed to maintaining the highest standards of ethics, integrity, and professionalism in all our operations. As a leading player in the pharmaceutical industry, particularly in the manufacturing and distribution of nicotine-based products such as nicotine salts and e-liquids, Nicotine, Quinine, Hyoscine, Lumefantrine, Artemether, we recognize the vital importance of conducting business in a manner that is consistent with not only regulatory requirements but also the values that guide our organization. Our Code of Conduct and Ethics Policy is designed to foster an environment where our employees, management, and partners act with integrity, respect, and accountability at all times.

This policy is not just a set of rules but a foundational framework that governs how we interact with each other and the world around us. Our business decisions, both large and small, are guided by the principles outlined in this document, ensuring that we remain trustworthy, ethical, and transparent in all our business dealings.

Scope and Applicability

This Code applies to all employees, contractors, suppliers, business partners, consultants, and any other entities affiliated with Prism Industries Pvt Ltd, across all functions and operations. It serves as a guiding document for behavior and decision-making across the organization. Whether dealing with customers, vendors, regulatory authorities, or fellow employees, we uphold these principles in every interaction.

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Core Ethical Principles

• Honesty and Integrity

- **Commitment to Truth:** Employees are expected to provide honest and accurate information at all times, whether in internal communications, reporting, or external interactions. Misleading statements, omissions, or deception are strictly prohibited.
- **Transparency in Operations:** We strive to be open and transparent in all our business dealings, providing full and accurate information to our customers, suppliers, and regulatory bodies. This includes clear labeling of products, responsible marketing, and complying with advertising regulations governing Nicotine, Quinine, Hyoscine, Lumefantrine, Artemether products.
- **Fair Dealing:** We are committed to conducting our business fairly and justly. We do not engage in or support unfair competition or business practices and adhere strictly to legal and ethical standards, whether in our interactions with suppliers, customers, or competitors.

• Respect for People and Diversity

- **Equal Opportunity:** Prism Industries values diversity and is committed to creating an inclusive and respectful work environment. We ensure that all employees are treated fairly, with dignity and respect, regardless of their race, gender, sexual orientation, religion, or cultural background. We promote a culture where individuals are empowered to share their diverse perspectives and thrive in a supportive environment.
- **Non-Discrimination:** Discrimination or harassment of any kind will not be tolerated, whether based on race, nationality, gender, religion, or any other characteristic. Every employee deserves to work in a safe and respectful environment where their contributions are valued.

• Compliance with Legal and Regulatory Standards

- **Regulatory Adherence:** As a company operating in the pharmaceutical industries, we understand the importance of adhering to local, national, and international regulations. We comply with all relevant laws, including those governing the production, sale, and distribution of Nicotine, Quinine, Hyoscine, Lumefantrine, Artemether, ensuring that all our products meet health and safety standards and comply with age restrictions, packaging requirements, and consumer protection laws.

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- **Anti-Corruption and Bribery:** We maintain a strict policy of zero tolerance toward bribery or corruption in any form. Employees and partners must not offer or accept bribes, kickbacks, or gifts that may influence business decisions. Any actions of this nature will be subject to disciplinary action, including potential termination and legal proceedings.
- **Confidentiality and Privacy**
 - **Protection of Information:** Employees are required to maintain confidentiality regarding sensitive business information, proprietary data, and intellectual property. This includes protecting both the company's internal data and any information shared by our clients, suppliers, or customers. Employees are expected to follow company protocols regarding data security and privacy.
 - **Confidentiality Agreements:** All employees and partners are bound by confidentiality agreements, which remain in effect even after the termination of employment or the cessation of business relationships. Any unauthorized sharing or use of proprietary company data is strictly prohibited.
- **Accountability and Responsibility**
 - **Responsibility for Actions:** Employees are expected to take ownership of their actions and decisions, ensuring that their behavior aligns with the principles outlined in this Code. When mistakes or violations occur, employees must report them promptly, take responsibility, and work toward resolving any issues in a constructive manner.
 - **Disciplinary Measures:** Failure to comply with this Code of Conduct may result in disciplinary actions, including reprimands, suspension, or termination of employment. In cases of severe violations, legal actions may be pursued.

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Expectations from Employees, Management, and Partners

1. Employees

- Each employee must adhere to the guidelines of this Code in all aspects of their work, from everyday decision-making to long-term strategic planning.
- Employees must report unethical behavior, conflicts of interest, or violations of company policy to the appropriate management or through our established whistleblowing channels.
- Employees should avoid situations that may create a conflict of interest, where personal interests conflict with their duties to the company.

2. Management

- The management team plays a critical role in leading by example. Managers are expected to uphold the highest ethical standards and ensure that their teams are educated and trained in the principles outlined in this Code.
- They should foster an open and communicative environment where employees feel comfortable seeking guidance on ethical dilemmas and issues.
- Managers are responsible for ensuring compliance within their teams and addressing any violations swiftly and decisively.

3. Business Partners and Suppliers

- We expect our business partners, suppliers, and contractors to align with our ethical standards and adhere to the principles outlined in this policy. This includes ensuring fair business practices, respecting intellectual property, maintaining transparency, and adhering to regulatory standards.

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Implementation and Compliance

To ensure this Code of Conduct and Ethics Policy is effectively implemented, Prism Industries will:

- Provide ongoing training to employees on ethical practices and company policies.
- Regularly audit and review internal procedures to ensure compliance with this Code.
- Maintain an anonymous whistleblower system for reporting unethical practices, with protection for those who report in good faith.
- Engage in transparent communication with stakeholders regarding our ethical stance and adherence to industry norms.

Conclusion

At Prism Industries Pvt Ltd, our commitment to integrity, transparency, and respect for others is fundamental to our success. Upholding these values ensures that we not only meet the legal and regulatory standards of the pharmaceutical industries but also build trust and long-lasting relationships with our customers, employees, and business partners. By maintaining high ethical standards, we continue to position ourselves as a company that is responsible, credible, and dedicated to positive, sustainable growth.

We encourage all stakeholders to embrace this Code as a reflection of our collective responsibility to operate in a fair, ethical, and socially responsible manner.

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