

## REFERRAL PARTNER ONBOARDING POLICY

All referral Partners shall be eligible to receive a commission for referring friends/family and prospective clients at Alice Blue. Referral Partners would earn 100% of all brokerage generated from referred clients for 3 consecutive months and 60% brokerage commission following the 4<sup>th</sup> month, if the below stated points are met, and till such time we continues to carry on this Referral Brokerage Commission Scheme which would be read along with the laws, regulations, rules prescribed by SEBI and the Exchanges (i.e. NSE, BSE, MCX) which are applicable to stock brokers/trading members. All the referral Partners shall register with us and provide necessary details such as PAN number, mobile number, and email address, residential and official addresses. Once the referral partner agreement (T&C) is executed between the parties, the referral Partner shall attend the induction process to understand the compliance requirements of the Company as per the Exchange norms.

### Referral Client:

1. Referral Client gets Rs. 1000/- incentive on Account Opening incentive.
2. Earn 20 % trail commission on Brokerage from referred clients.
3. There is a condition of UCC activation

### Referral Partner:

A person who can refer more clients through his own network who can join in a Partner program as a referral partner.

Referral Partner means he/she joined as a business associate/Channel Partner and who introduced/referred to multiple clients and earned a trial commission on brokerage under referral with certain responsibilities.

The Partner can only introduce the clients and earn the trail commission on brokerage through under referral.

**Partner Program and client referral both are same but only the Brokerage sharing is different.**

Sharing Difference for Referral client and Referral Partner	
Referral Partner	Referral Client
Earn 30% to 60 % Trail commission on Brokerage	Earn 20% Trail commission on Brokerage
-	Rs.1000 Account Opening Incentive
20 UCCs -Accounts Newly Activated	No conditions

1. Referral Partner gets 100 % Brokerage commission for the first three month, from 4th month onwards 60 % trail commission earned on Brokerage yield from referred Client Brokerage. (10 UCC newly activated).
2. Referral partner on boarded with Proper due diligence Process and obtaining sufficient information in order to identify persons to comply to the SEBI circular “**Association of persons regulated by the Board and their agents with certain persons**”
3. All the referred clients order placement obtained from the respective clients and their own logins only.
4. Alice blue does not avail any terminal facility to the referral partner.
5. Referral partner referred the client and earned a trial commission on Brokerage.

## **Duration**

The duration of Account opening is 31 days (Calendar Month). The Account opening commission amount will be released on the 7th of a consecutive month.

## **Terms and Conditions**

1. Partners are always encouraged to recommend potential clients/customers to Company with an assured commission and you can refer as many clients as possible. The company will release the payment only when the referred client trades.

2. Referred clients can trade in any and all segments.

3. Commissions will be paid on the 5th of every month.

4. Referral Partner cannot refer to themselves, and no commission will be amounted in their own accounts.

**5. a) In case of any client complaints against the referral partner, in the 1<sup>st</sup> instance a warning notice will be served to the referral partner and the pay-out will be withheld until the issue is resolved.**

*If the partner has provided the RA, RIA services without obtain approval from SEBI or involved in any indulged activities immediately we shall suspend on the first instances.*

*Once the Warning notice is served to the partner, the Brokerage plan will be changed from T Pro Plan to F15 Plan for all the referred clients.*

**b) On 2<sup>nd</sup> instance, we shall suspend the referral partner from continuing with us.**

**c) Once Served the Suspended notice to the partner, we will block the Partner lead generation hence the partner will not refer any clients under his/her referral code, further all the referred clients transfer to Direct under HO.**

**e) We will not entertain the Debit/Credit Adjustments between the partner and clients.**

6. We monitor the activities of all the referral partners. The referral partners are bound to diligently follow the terms and conditions of the company. In failure to do so, stern actions will be taken which could result in suspension and termination.

7. Using affiliate referral links as paid or sponsored advertisements on any social media channels/websites/searches are strictly prohibited, and leads generated by any client from such means shall be terminated under this Referral Commission Scheme.

8. The referring partner shall not undertake any form of selling/advisory activities w.r.t securities and shall not manage the portfolio of any person who is being referred. He/she shall strictly limit his/her role to "Referral" only.

9. The referring partner is not allowed to conduct IPV/OSV.

10. All correspondences viz. contract notes, daily margin statement, and statement of accounts, Annual global transaction statements etc. should be sent to the respective client only and under no circumstances will go to the referring partner.

11. For Referring Partner, company will not provide any Multi User Terminal Trading Platform to Place Orders.

12. The Company shall have the right to adjust funds of the Referring Person lying in any account (security deposit/margin/trading/etc.) in any exchange/segment at the member's discretion against any amount due from the Referring Person (in any account/ segment/exchange).

13. If the Referral Person wishes to advertise in media or in any form, the Referral Person along with the Member shall jointly ensure compliance of the code of advertisement prescribed for the Member of the Exchange in this regard, therefore the Referral Person shall first submit to the Member the advertisement matter for obtaining prior approval by the Exchange at least 15 days prior to the date of advertisement and await written approval from the Member.

**Your partner/Agent commission or status in the program may be suspended or terminated for any of the following reasons:**

1) If any fraudulent accounts are discovered during the Commission Payment, Alice Blue will have the authority to either hold or stop the payment release to that particular franchise.

2) Inappropriate advertisements (False claims, misleading hyperlinks, etc.).

3) Spamming (mass email, mass newsgroup posting, etc.).

4) Advertising on sites containing or promoting illegal activities.

5) Violation of intellectual property rights. Alice Blue reserves the right to require license agreements from those who employ trademarks of Alice Blue in order to protect our intellectual property rights.

6) Offering rebates, coupons, or other forms of promised kickbacks from your affiliate Commission. Adding bonuses or bundling other products with Alice Blue, however, is not acceptable.

7) Self-referrals, fraudulent transactions, suspected Affiliate fraud.

8) The Referral Agents are prohibited for offering any trade/sales promotion/advisory to the investors

9) Referral Agents are forbidden to share any promotional content without the due approval by the Company/Exchange.

10) Referral Agent is indulged in any non-compliance and unlawful activities, the Company holds discretionary right to suspend the Partner.

11) Referral Agent had falsely selected a Brokerage plan to mere intention of generating excess brokerage

\* In addition to the foregoing, Alice Blue reserves the right to hold the payments or terminate any partner account at any time, for any violations of these terms or for no reason.

#### **Mandatory dos and don'ts for the Referral Partners**

1. No Partner shall ask the Clients for their login credentials.
2. The Partners are restricted to use names which may mislead clients/investors, including names with "Portfolio/wealth management/advisory" without a valid SEBI registration.
3. The Partners are not permitted to undertake activities such as providing assured/guaranteed return schemes, unauthorised portfolio management & investment schemes etc.

4. The partner should not directly accept and pay or deliver any funds securities from/to the clients/investors.
5. The Partner shall not collect or receive any funds or securities from the clients and shall not charge any amount from the clients, directly or indirectly, for the services rendered on behalf of the Member as an agent.
6. The Partners shall inform the Clients and take their prior permission in writing regarding "Brokerage" in case of account opening from their end and explain about various brokerage plans before opening the account.
7. The partners shall abstain from changing/modifying the Client's brokerage plan without their permission and a written confirmation is mandatory for the same purpose.
8. No person shall trade on Client's behalf with/without his permission, any loss incurred and unauthorized trades shall be compensated between the Client and the Partner, the Company shall not be held liable to compensate and intervene in resolving the complaint.
9. The Partner shall not assign RM's/staffs/representatives to the Clients and make any false promises, in case of any loss/excessive brokerage generated the Partner shall take due care of it.
10. The Partner shall not assign Alice Blue Financial Services Pvt. Limited identity cards to the executives/representatives unless the Company permits and the same shall not be shared with the Clients.
11. The Client and the Partner shall not have any agreement and the Company shall not be a party to it and no responsibility should fall upon the Company to compensate the Client in such instances.
12. Any dispute between the Client and Partner shall be resolved within 48 hours to prevent the issue from escalating to the Exchange level. If the Partner fails to acknowledge and further resolve the issue amicably, the Company shall credit the claim amount to the Client after due consideration and validation and the same amount will be debited/blocked from the Partner's payout.
13. If the Partner has amicably resolved/settled the issue with the Client, he/she shall take written confirmation of the same and prepare a data sheet of the no. of complaints along with the Client information for their reference and prevention of repetitive complaint from the same Client.
14. The Partner who is found to be indulged in any unauthorized trade practices shall be suspended and any claim from the clients/investors shall be borne by the Partner and the Company will not be liable to compensate considering the claim. The Company shall not entertain even one instance of unauthorized practice, we shall suspend the operations with the Partner immediately with email intimation.
15. The partners can represent themselves as the agents of Alice Blue Financial Services Pvt. Limited however they shall restrain from using the Company's name/logo in promoting/advertising any scheme, publications, articles, market analysis, posters unless specified by the Company itself. The Partners shall take due approval from the Company before advertising and publishing any piece of article to the public using the Company's name and logo.

All the referral agents/partners are monitored on a regular basis, any non-compliance found shall be rectified with immediate effect. The referral partners are lawfully obliged to follow the above-mentioned terms and conditions. Any non-compliance can result in adverse consequence and

suspension/termination of your period with us. We encourage you to bring potential clients to benefit the business and your own self.

Referral Partner shall be subject to reasonable audits from Alice Blue and its representatives from time to time, as Alice Blue may seem fit. Alice Blue, through any of its agents or representatives or employees or consultants or Directors, shall have the right to audit any of the Introducers/ Referrals at any point of time during the working hours on any weekday.

**Please refer Exchange circular of Code of Advertisement: Download Ref No: NSE/COMP/55482**