



GUIDELINES ON FAIR TRADING

KSH AUTOMOTIVE PVT LTD

Effective Date: 01-August-2024

Applies to: All Employees, Managers, and Business Units

1. Purpose

To ensure that all employees of KSH Automotive conduct business with honesty, transparency, and ethical integrity, avoiding all forms of unfair, deceptive, or anti-competitive practices.

2. Scope

Applicable to all employees, contractual staff, and any business associates acting on behalf of KSH Automotive in procurement, sales, marketing, logistics, and administration.

3. Key Principles of Fair Trading

3.1 Honesty and Integrity

- Provide accurate and complete information in all business dealings.
- Never misrepresent, conceal, or distort facts.

3.2 No Anti-Competitive Behavior

- Strictly avoid price fixing, bid rigging, market division, or manipulation of procurement or tender processes.

3.3 Fair Supplier and Customer Dealings

- Selection and negotiation processes must be merit-based.
- Treat all stakeholders with fairness, respect, and impartiality.



Address: Plot No.11C, Industrial Park, Site – A, Ammavaripalli Village, Penukonda Mandal, Anantapur, Andhra Pradesh, India-515164

Email: govind@saehani.com

CIN -U28999AP2017FTC107297, Tel: +91-9133442003

3.4 Transparency in Communication

- Clearly state terms, pricing, and warranty conditions.
- Avoid misleading or ambiguous statements.

3.5 Zero Tolerance to Bribery

- Do not offer or accept bribes, gifts, or any undue advantage.
- Report any suspicious demands or offers immediately.

4. Prohibited Practices


- False advertising or exaggeration of product features
- Use of confidential info for business advantage
- Coercion or favoritism in deals
- Discriminatory pricing or manipulation of terms


5. Compliance and Training

- Annual training on ethical business and anti-bribery practices is mandatory.
- All employees must sign an annual declaration of understanding and compliance.

6. Reporting Violations

- Any suspected breach should be reported confidentially to:

 **Email:** complains.ksh@gmail.com

 **Phone:** +91 95334 42003



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7. Disciplinary Action

Violations may lead to disciplinary action including dismissal, legal proceedings, and blacklisting from future business.

8. Review

This guideline shall be reviewed every 12 months or upon major regulatory or legal changes.

A handwritten signature in black ink, appearing to be 'Yongsung Kim', is written over a faint, light blue circular watermark that contains the letters 'KSH'.

Mr. Yongsung Kim
Managing Director

