



Address:
Rose Medicare Pvt Ltd
203, Prafulla Place,
Govind Mitra Road,
Patna - 800004
Formerly:

GST: 10AABCR2703B1ZF
Drug Licence No: 01/01A/2017
Tel: 0612- 230 3103/3182/1922
Email: jain@rosemedicare.com
Website: www.rosemedicare.com
Jain International
(A Unit of Rose Medicare Pvt Ltd)

Code of Ethics and Business Conduct

1. Our Foundation and Promise

Since 1984, Rose Medicare Private Limited has been a trusted partner in the healthcare landscape of Bihar and Jharkhand. We have earned our reputation for excellence by reliably delivering critical medical and diagnostic supplies to hospitals, laboratories, blood banks, and research centers. This trust is our most valued asset.

This Code of Ethics and Business Conduct is the definitive guide to our professional values. It is a promise to our customers, our partners, and to each other. The principles within this document apply to every member of the Rose Medicare Private Limited family—from our directors and officers to every employee and agent representing us. We hold our partners, including the world-class multinational firms we represent, to these same high standards. Our mission extends beyond legal compliance; it is about embedding a strong moral compass into every decision, ensuring that patient well-being and professional integrity guide everything we do.

2. Our Guiding Principles

Our entire operation is anchored to these five fundamental principles:

- **Integrity:** We believe in straightforward, honest business. We are transparent in our dealings and honor our commitments. Our word is our bond.
- **Compliance:** We have a deep respect for the law and are rigorous in our compliance with all applicable Indian laws, regulations, and industry codes.
- **Patient Focus:** We never forget that our work ultimately affects people's lives. The quality and safety of the products we distribute are non-negotiable.
- **Professionalism:** We engage with healthcare professionals, government officials, and all partners with the highest degree of respect, courtesy, and professionalism.
- **Accountability:** We own our actions and their outcomes. Every individual at Rose Medicare Private Limited is responsible for upholding the standards laid out in this Code.

3. Adherence to Law and Regulation

Strict compliance with the laws of India is the bedrock of our operations. This includes, but is not limited to:

- **The Drugs and Cosmetics Act, 1940 and Rules, 1945:** We meticulously follow all mandated standards for storage, transport, and distribution to protect the quality, safety, and efficacy of every product we handle.
- **The Prevention of Corruption Act, 1988:** We maintain a zero-tolerance stance against bribery and corruption in any form.
- **The Indian Contract Act, 1872:** All our business agreements are designed to be fair, clear, and legally sound.



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- **Competition Act, 2002:** We are dedicated to fair and open competition and will not participate in any practice that hinders it.

4. Conducting Business with Integrity

4.1. Zero Tolerance for Corruption

At Rose Medicare Private Limited, there is no room for bribery or corruption. We strictly forbid offering, paying, requesting, or accepting bribes, kickbacks, or any other improper payment to anyone. This applies to interactions with government officials, private sector employees, and any other third party.

- **Interacting with Healthcare Professionals (HCPs):** Our goal is to build relationships based on mutual respect and the shared goal of improving patient care. We provide education and information about our products, never payments or benefits intended to improperly influence their professional judgment.
- **Guidelines on Gifts, Meals, and Donations:**
 - Small, infrequent promotional items (like pens or notepads) are acceptable, but they must never be offered as a condition of business. Gifts of cash or its equivalent are always prohibited.
 - Providing a modest meal as part of a legitimate business meeting is permissible. We do not engage in lavish or inappropriate entertainment.
 - All charitable contributions are made to legitimate organizations, never to individuals. These donations must be fully documented, approved by management, and completely independent of any sales considerations.

4.2. Avoiding Conflicts of Interest

Employees must proactively avoid any situation where personal interests could interfere—or even appear to interfere—with the interests of Rose Medicare Private Limited. This includes having a financial stake in a competitor or using company contacts for personal benefit. Any potential conflict must be disclosed to management without delay.

4.3. Fair and Honest Marketing

We compete on the merit of our products and the quality of our service. All marketing and promotional materials will be accurate, balanced, and truthful. We will not disparage our competitors or make misleading claims.

5. Commitment to Product Quality and Patient Safety

Our duty of care extends through the entire supply chain. We are committed to the secure and proper handling of all products, ensuring they are stored and transported according to precise manufacturer and regulatory specifications. This diligence protects against product degradation, contamination, and counterfeiting, safeguarding the end patient.



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6. Protecting Confidential Information

In our work, we are entrusted with confidential information belonging to our company, our partners, and our customers. Every employee has a duty to protect this information from being shared improperly. We are equally committed to protecting the personal data of our employees and partners in accordance with the law.

7. Maintaining Accurate and Honest Records

All company records, accounts, and financial reports must be accurate, complete, and transparent. We will not maintain any off-the-books accounts or assets. This practice is fundamental to our financial integrity and our commitment to transparency.

8. Speaking Up: Reporting Concerns

Upholding this Code is a collective effort. We foster an environment where employees feel safe to ask questions and raise concerns about ethical issues. If you suspect a violation of this Code, you are encouraged to report it to your supervisor or a member of senior management.

Rose Medicare Private Limited provides an absolute guarantee against retaliation. No employee will face negative consequences for reporting a concern in good faith. All reports will be treated with confidentiality and investigated thoroughly.

9. Our Commitment to Enforcement

- **Training and Education:** We will provide regular training to ensure every employee understands their ethical and legal responsibilities.
- **Personal Acknowledgement:** Every employee will be asked to formally acknowledge that they have read, understood, and committed to following this Code.
- **Disciplinary Measures:** Any violation of this Code will be taken seriously and will lead to disciplinary action, which may include termination of employment and referral to law enforcement authorities.

This document is more than a policy—it is a reflection of who we are. It is our pledge to act as a responsible, ethical, and trusted partner within the Indian healthcare community.

Revised On: 05-05-2022

