



## U.S. Minimum Advertised Price Policy

Effective Date: May 1, 2019

### **1. Introduction**

ORGANIC INDIA USA (“**Organic India**”) is committed to be a Vehicle of Consciousness in the global market by creating a holistic, sustainable business that inspires, promotes, and supports True Wellness and respect for all Beings and for Mother Nature.

Our retailers (“**Retailers**”) and authorized online resellers (“**Resellers**”) are the cornerstone of our business, and our aim is to continuously support them in their efforts to bring our brand’s products to consumers and offer a high-quality consumer experience by protecting the brand’s reputation and high-quality standards.

In order to protect our brand and the strong reputation of our products, while allowing our Retailers and Resellers to effectively sell our high-quality products, we have unilaterally created and adopted this Minimum Advertised Price Policy (“**MAP Policy**”).

### **2. MAP Policy Statement**

Organic India, in its sole discretion, reserves the right to discontinue doing business with any Retailer or Reseller that advertises any of the products listed in this MAP Policy (the “**MAP Products**”) below the MAP Products’ respective MAP prices.

### **3. MAP Policy Guidelines**

Our guidelines to our MAP Policy are as follows:

- a. Organic India reserves the right to enforce this MAP Policy unilaterally and in its sole discretion.
- b. Organic India recognizes that any Retailer and Reseller can make its own decisions to advertise and sell any Organic India product at any price it chooses without consulting or advising Organic India. However, Organic India reserves the right to make its own independent decision regarding future participation by its Retailers and Resellers in product allocations and participation in any Organic India marketing or promotional programs.
- c. Organic India will maintain an updated list of its MAP Products to which this MAP Policy applies. Organic India reserves the right to update or modify that list at any time.
- d. All MAP Products listed will have a MAP retail price. Listing a price less than the MAP retail price next to a featured MAP Product in any advertising will be viewed as a violation of this MAP Policy. This Policy applies to all advertisements of Organic India’s MAP Products on any MSRP Schedule in any and all media including, but not limited to, flyers, posters, coupons, mailers, inserts, newspapers, magazines, catalogs, mail order catalogs, internet or similar electronic media including websites, forums, email newsletters, email solicitations, television, radio and public signage. Such website features as “Click for price”, automated



“bounce-back” pricing e-mails, pre-formatted e-mail responses, forms, automatic price display for any items prior to being placed in a customer’s shopping cart and other similar features are considered to be communications initiated by the Retailer or Reseller (rather than by the customer) and this constitutes “advertising” under this MAP Policy. This MAP Policy also applies to any activity which Organic India determines, in its sole discretion, is designed or intended to circumvent the intent of this MAP Policy, such as solicitations for ‘group purchases’ and the like.

- e. It will not be a violation of this MAP Policy to advertise in general that the reseller has “The lowest price” or will match or beat its competitors’ prices, or to use similar phrases; so long as the reseller does not include any advertised price below MAP and otherwise complies with this MAP Policy.
- f. From time to time, Organic India may permit its Retailers and Resellers to advertise MAP Products at prices lower than MAP retail price. In such events, Organic India reserves the right to modify or suspend the MAP retail price with respect to the affected MAP Products for a specified period of time by providing advance notice to all Retailers and Resellers of such changes.
- g. From time to time, Organic India may offer a direct manufacturer’s rebate to customers. In such events, it shall not be a violation of this MAP Policy to advertise the availability of the manufacturer’s rebate, provided that (a) the advertisement includes a MAP-compliant price, the rebate amount, and the net price after the manufacturer’s rebate in the same type size and style; (b) an asterisk is placed next to the net price after manufacturer’s rebate; and (c) the “\*After Manufacturer’s rebate” appears in the same area of the advertisement as the advertised product.
- h. It shall be a violation of this MAP Policy to include in any advertising for Organic India Products any additional discount, coupon, gift card, or incentive (whether in the form of a special event, promotion, term of doing business or otherwise) that translates into an immediate price reduction, where the cumulative effect would be to reduce the advertised price of any MAP Product below the MAP. Advertising that includes an additional discount, coupon, gift card, points, or any other incentive for future purchases (regardless of whether the future purchases is of an Organic India product) shall be considered bundling and is prohibited under the MAP Policy. This provision shall not apply to any manufacturer’s rebate from Organic India on Organic India Products or its partners’ products.
- i. It shall not be a violation of this MAP Policy to advertise that a customer may “call for price” or “email for price”, or to use similar language, specifically with respect to Organic India Products, so long as no price is listed.
- j. If a Retailer with multiple store locations or a Reseller with multiple online websites violates this MAP Policy at any store location or website, Organic India will consider this to be a violation by all the Retailer’s locations and all the Reseller’s websites.
- k. Although Retailers and Resellers remain free to establish their own resale prices, Organic India reserves the right to cancel all orders and indefinitely refuse to accept any new orders from any Retailer or Reseller following Organic India’s verification that such Retailer or Reseller has advertised any MAP Products at a net retail sales price less than the then-current MAP retail price established by Organic India, or if the Retailer or Reseller has violated this policy in any other way.
- l. Organic India’s sales representatives are not permitted in any way to negotiate or make any agreements with or provide assurances to Retailers or Resellers that would be in direct conflict with or violation of this MAP Policy regarding reseller advertising or pricing. This also includes any consumer program or promotion that affects the below-listed MAP Products.



m. Unauthorized resellers of OIUSA, are not subject to OIUSA’s quality control system or its limited warranty. Therefore, these goods are not covered by OIUSA’s limited warranty. “New” products on Amazon.com are required to come with the “original manufacturer’s warranty.” Buy selling OIUSA product without authorization on Amazon you will be unlawfully selling products bearing the OIPL trademarks in violation of common law trademark and the Lanham Act. OIUSA will consider all available legal options to prevent you from unlawfully selling Organic India products online.

#### 4. MAP Pricing List

The following lists the minimum advertised pricing for Organic India’s MAP Products. This list may be revised and adjusted from time to time by Organic India in its sole discretion.

	Product Description	UPC Code	Case PK	Retail MSRP	MAP Pricing	Case MAP
Tulsi Tea	Tulsi Tea Chai Masala	801541500017	6	\$5.29	\$4.69	\$27.99
	Tulsi Infusion Cinnamon Rose	801541507726	6	\$5.29	\$4.69	\$27.99
	Tulsi Tea Green	801541500048	6	\$5.29	\$4.69	\$27.99
	Tulsi Infusion Honey Chamomile	801541500055	6	\$5.29	\$4.69	\$27.99
	Tulsi Tea India Breakfast	801541500062	6	\$5.29	\$4.69	\$27.99
	Tulsi Infusion Lemon Ginger	801541500086	6	\$5.29	\$4.69	\$27.99
	Tulsi Infusion Moringa	801541508624	6	\$5.29	\$4.69	\$27.99
	Tulsi Infusion Original	801541500000	6	\$5.29	\$4.69	\$27.99
	Tulsi Infusion Peppermint	801541500123	6	\$5.29	\$4.69	\$27.99
	Tulsi Infusion Raspberry Peach	801541500130	6	\$5.29	\$4.69	\$27.99
	Tulsi Infusion Sweet Rose	801541500161	6	\$5.29	\$4.69	\$27.99
	Tulsi Infusion Turmeric Ginger	801541512324	6	\$5.29	\$4.69	\$27.99
	Tulsi Ashwagandha	801541514861	6	\$5.29	\$4.69	\$27.99
	Tulsi Hibiscus	801541514878	6	\$5.29	\$4.69	\$27.99
	Tulsi Turmeric Rooibos	801541514885	6	\$5.29	\$4.69	\$27.99
	Tulsi Wellness Cleanse	801541507573	6	\$5.29	\$4.69	\$27.99
	Tulsi Wellness Sleep	801541507580	6	\$5.29	\$4.69	\$27.99
	Tulsi Focus: Raspberry Lemon	801541517497	6	\$5.29	\$4.69	\$27.99
	Tulsi Focus: Clementine Vanilla	801541517503	6	\$5.29	\$4.69	\$27.99
	Tulsi Focus: Pomegranate Orange	801541517510	6	\$5.29	\$4.69	\$27.99
Tulsi Focus: Hibiscus Cinnamon	801541517527	6	\$5.29	\$4.69	\$27.99	
Tulsi Infusion Original Canister	801541505937	12	\$10.99	\$9.99	NA	
Tulsi Sweet Rose Canister	801541505982	12	\$12.99	\$11.99	NA	
Psyllium	Psyllium Pre & Probiotic Fiber Original	801541517251	4	\$15.99	\$14.99	\$55.99
	Psyllium Pre & Probiotic Fiber Cinnamon Spice	801541517268	4	\$15.99	\$14.99	\$55.99
	Psyllium Pre & Probiotic Fiber Orange	801541517275	4	\$15.99	\$14.99	\$55.99
	Whole Husk Psyllium	801541107612	12	\$15.99	\$14.99	NA



Wellness Supplements - Capsules	Amalaki	851469000717	12	\$20.99	\$16.99	NA
	Ashwagandha 90	851469000168	12	\$24.99	\$18.99	NA
	Ashwagandha 180	801541512461	12	\$41.99	\$28.99	NA
	Bowelcare	851469000809	12	\$24.99	\$18.99	NA
	Cinnamon	801541512584	12	\$24.99	\$18.99	NA
	Gotu Kola	851469000397	12	\$20.99	\$16.99	NA
	Joy	851469000472	12	\$24.99	\$18.99	NA
	Liver Kidney	851469000915	12	\$24.99	\$18.99	NA
	Memory	851469000724	12	\$24.99	\$18.99	NA
	Moringa	801541508174	12	\$20.99	\$16.99	NA
	Neem	851469000540	12	\$20.99	\$16.99	NA
	Peaceful Sleep	851469000526	12	\$24.99	\$18.99	NA
	Shatavari	851469000571	12	\$20.99	\$16.99	NA
	Trikatu	851469000274	12	\$20.99	\$16.99	NA
	Triphala	851469000175	12	\$20.99	\$16.99	NA
	Triphala 180	801541512478	12	\$37.99	\$25.99	NA
	Tulsi	851469000793	12	\$24.99	\$18.99	NA
	Tulsi 180	801541512492	12	\$41.99	\$28.99	NA
	Turmeric	851469000113	12	\$28.99	\$19.99	NA
	Turmeric 180	801541512485	12	\$48.99	\$31.99	NA
Moringa	Moringa Powder Canister	801541508181	12	\$22.99	\$16.99	NA
Bulk Wellness Supplements	<b>Amalaki</b> pwd ( <i>Emblico officinalis</i> )	851469000014	24	\$16.00	\$15.99	NA
	<b>Ashwagandha root powder</b>	851469000052	24	\$20.00	\$18.99	NA
	<b>Triphala</b> pwd ( <i>Amalaki, Vibhitaki, Haritaki</i> )	851469000588	24	\$15.99	\$15.99	NA
	<b>Turmeric</b> rhizome pwd ( <i>Curcuma longa</i> )	851469000595	24	\$14.99	\$13.99	NA
Bulk Tulsi Tea	Tulsi Tea Original	851469000618	12	\$24.42	\$19.99	NA