



**CODE OF BUSINESS ETHICS**

**March, 2019**

## **1. PREAMBLES & INTRODUCTION**

### **a. Title and Commencement of the Code**

This Code is a non-prescribed, voluntary industry code to set standards for business conduct for companies who elect to become members of the CIABC. The Code becomes effective after member (s) have signed it.

### **b. CIABC Vision**

As the unified voice of member companies in beverage alcohol industry, CIABC's vision is to work proactively and collaboratively with policy makers for equitable, reasonable and implementable legislation, trans-seminate best practices to enhance the image of the industry as a responsible contributor to the economy and society, and help drive sustainable and profitable growth of the industry.

### **c. Why Code of Business Ethics**

CIABC provides a platform for member companies to engage with each other on issues of common interest. Existing laws permit and encourage such constructive engagement provided they are not collaborative actions meant to create monopolies, restrictive trade practices, or any other outcome not compliant with law of the land. To ensure that during the course of dealing with each other through CIABC or on their own, members companies do not, willingly or unwittingly, cross the line dividing constructive engagement and unlawful act or collaboration, it is critical to have a clear code of mutual and collective engagement and desired standard business practices.

### **d. Applicability**

This code is applicable to CIABC and its member companies, and covers invariably all directors, officers and employees of those organisations. Any member company that wilfully and deliberately violates this policy or authorizes or knowingly allow its violation will be subject to disciplinary action as other members deem fit.

## **2. CONDUCT PROCEDURES**

CIABC and all its members companies shall adhere to following ethical business practices

- a. **Environment, Health and Safety.** CIABC and its member companies will strive to prevent accidents & injuries in their organisations, comply with applicable environmental laws, company standards, and make products in environmentally responsible way, and as per legally required quality standards.
  
- b. **Competition and antitrust laws.** CIABC and its members shall comply with all applicable competition and antitrust laws. Their directors, officers and employees:
  - (i) Shall not participate in a cartel
  - (ii) Shall not exchange information, reach agreements or understandings with competitors that could restrict competition (e.g. raise prices or limit production, agreement on exclusive territories or allocation of customers)
  - (iii) Shall not fix prices

All members must strictly comply with these rules at CIABC meetings, conference calls, group emails and in all other contacts within CIABC, or with other members on one-to-one basis, or with other competitors.

- c. **Anti-corruption Laws.** CIABC and its member companies shall comply with all international and local laws that prohibit corruption and bribery. They shall not directly or indirectly give, offer, promise, or authorize anything of value to a Public Official or any other individual to secure an improper business advantage, influence business or governmental decision making in connection with any of their activities, or otherwise induce the recipient to abuse his or her power or official position.
  
- d. **Fair and Equitable Treatment.** CIABC and its member companies shall not unfairly discriminate on the basis of race, caste, religion, colour, ancestry, marital status, gender, sexual orientation, age, nationality, ethnic origin or disability.
  
- e. **Financial Controls.** CIABC and its member companies shall accurately record all transactions, funds, and assets in corporate books, records, and accounts in a manner that reflects the true and fair picture of the company's affairs in compliance with accepted accounting principles and standards. Members shall also comply with anti-money laundering and terrorist financing laws.

- f. **Confidentiality.** CIABC and its member may receive confidential, privileged or propriety information from other member companies in course of their interactions through various CIABC forums. The confidentiality of all such information should be strictly maintained, except when disclosure is authorized or required under law
  
- g. **Responsible Communication.** CIABC and its members shall ensure that all their marketing and commercial communications are responsible, fully pliant with law and do not encourage irresponsible drinking, drinking and driving, misuse of products, or target anyone below the legal drinking age. CIABC and its members shall strictly adhere to CIABC Marketing Code.

In case any clarifications are required, please write either to your company's compliance officer or to CIABC at the following email: [contact@ciabc.org](mailto:contact@ciabc.org)