

# SAROJ SECURITIES

309 KAN CHAMBER ,14/113 CIVIL LINES , KANPUR – 208 001

Member :The National Stock Exchange of India Ltd .

SEBI Regn No :INZ 00224427

## **Policy on sales practices**

- a) The management /employees of the Firm owe their clients a duty to provide suitable investment advice in the best interest of the clients. The basis of sales efforts should reasonably represent fair treatment for the persons towards whom the sales efforts are directed.
- b) While recommending purchase or sale of any security / derivatives contract to a client, ) The Management/employees of the Firm shall have reasonable grounds for believing that the recommendation is suitable for such client on the basis of the facts disclosed by such client as to his / her financial position, other security holdings, past investment experience & pattern and investment needs.
- c)The Management/employees of the Firm shall not recommend to any client any transactions unless they have reasonable grounds for believing that the entire recommended transaction is not unsuitable for the client, based on the information provided by the client and after reasonable enquiry by the trading member.
- d) The Management/employees of the Firm shall ensure that the client is adequately informed of the nature and the implication of the recommended transactions and the facts or circumstances which the client needs to know in order to make informed purchase or sale decision.
- e)The Management/employees of the Firm shall also assure themselves that the client understands the risks involved in such orders and has sufficient net worth to be able to assume the risks and bear the potential losses if such orders result in trades.
- f)The Management/employees of the Firm shall not recommend to their clients securities or derivative contracts on such securities in a concentrated manner, which represents a subjective or arbitrary supply of information.
- g)The Management/employees of the Firm shall also ensure timely execution of such transactions of their clients so as to ensure best available price for the client.
- .h) The Management/employees of the Firm shall provide sufficient disclosure of their holding /open positions to the clients while providing any recommendation to clients .

Updated on 01.04.2021