

(On the letter head of the member)

**Annexure 3**

**Undertaking for adherence to Code of Advertisement**

**(Date)**

To

**The Membership Compliance Department  
Indian Commodity Exchange Ltd.**

Corporate Office: Reliable Tech Park,  
403-A, B-Wing, 4th Floor, Thane-Belapur Road, Airoli (E),  
Navi Mumbai – 400708, India Tel.No:+91-22-40381500

Dear Sir/Madam,

I/We hereby undertake and confirm that the advertisement submitted by me/us for your approval is meeting the following parameters as per the Code of Advertisement for Stock Brokers (Members):

1. The full name, registered office address of the member, SEBI Registration No (all registration numbers and names of the Exchanges in case of multiple memberships) / Member ID allotted by Exchange and logo of the Stock Broker, if any are mentioned/displayed.
2. Information mentioned in the advertisement is accurate, true, fair, clear, complete, unambiguous and concise.
3. Standard warning in legible fonts (minimum 10 font size) which states '**investment in securities market are subject to market risks, read all the related documents carefully before investing**' is mentioned in the advertisement. No addition or deletion of words has been made to the standard warning. In audio-visual media based advertisements, the standard warning in visual and accompanying voice over reiteration has been made audible in a clear and understandable manner i.e. in standard warning both the visual and the voice over reiteration containing 17 words have been running for a minimum of atleast 5 seconds.
4. In case the mode of advertisement is SMS/Message/Pop-up, etc. and the details such as full name, logo, full registered office address, SEBI registration numbers and standard disclaimer are not mentioned, then official website hyperlink has been provided in such SMS/Message/Pop-up, etc. and the website contains all such details.
5. The advertisement does not contain anything which is otherwise prohibited for publication under the relevant Act, unwarranted, or make any promises.

6. The advertisement does not contain statements which are false, misleading, biased or deceptive, based on assumptions/projections.
7. The advertisement does not contain any misleading or deceptive testimonials.
8. The advertisement does not contain statements which directly or by implication or by omission may mislead the investor.
9. The advertisement does not contain any statement designed as likely to be misunderstood or likely to disguise the significance of the statement.
10. The advertisement does not contain any statement designed to exploit the lack of experience or knowledge of the investors
11. The advertisement does not contain any slogan that is exaggerated or unwarranted or slogan that is inconsistent with or unrelated to the nature and risk and return profile of the product.
12. The advertisement does not contain any promise or guarantee of assured return to the general investors.
13. The advertisement does not contain any statement which directly or indirectly discredits other advertisements or Stock Broker or make unfair comparisons.
14. No representations are being made about the performance or activities unless accompanied by data regarding performance, disclosures of all the risk factors, etc. and disclaimer that "Such representations are not indicative of future results". Such disclaimer is in the same font as the rest of the advertisement.
15. Superlative terms, such as best, no. 1, one of the best, among market leaders, etc. is not mentioned unless such terms are provided by an entity independent of the Stock Broker and its affiliates, and whose services are not procured by the us or any of our affiliates to assign such term.
16. No celebrity has form a part of the advertisement/material.
17. Statistical information, charts, graphs, etc. used, if any is being supported by their source.
18. If there are any advertising claims expressly stated that is based on or supported by independent research or assessment, the source and date of the same is indicated in the advertisement.
19. The advertisement shall not be issued during the period in which we are subjected to suspension due to any reason.
20. There are no proceedings/ action initiated against us by any regulatory body or Exchange.

21. The advertisement is not related to any games/leagues/schemes/competitions etc. which may involve distribution of prize monies/medals/gifts, etc.

22. In case any specific Commodity/Commodities are displayed in the advertisement as examples, disclaimer that “The Commodities quoted are exemplary and are not recommendatory” is mentioned.

23. If the advertisement contains prepaid Brokerage schemes or if anything related to the brokerage rates offered is mentioned in the advertisement, then disclaimer stating that the “Brokerage will not exceed the Exchange prescribed limit” as per ICEX/MEM/2018/152 is being mentioned.

I/We further confirm that the above declarations are true and factual. We understand that our Designated Director/ Person in Charge of the business by whatever name called and the Compliance Officer are jointly and severally responsible and accountable for compliance with Code of Advertisement for Stock Brokers and that the advertisement in this application is fully compliant with all the guidelines and eligible for approval of the Exchange.

Yours faithfully,  
**For (Member Name)**

**Name**

**Designation** (Compliance Officer or Proprietor/designated partner/designated director)  
(Stamp/Seal of Member to be affixed)

Note: No changes/deviations will be accepted in the declarations mentioned in this document.