

**CODE OF CONDUCT FOR
DIRECTORS AND SENIOR
EXECUTIVE**

OF

**HELLOJI HOLIDAYS LIMITED
FORMERLY KNOWN AS
(HELLOJI HOLIDAYS PRIVATE
LIMITED)**



1. Preface

Helloji holidays Limited Formerly Known as (Helloji holidays Private Limited) (“the Company”) as an institution has always strived to achieve highest ethical standards in its conduct of business. The Company’s reputation and goodwill are recognized and valued as its most important asset, which warrants faith and trust of its various stakeholders.

This model Code of Conduct is designed to formally put these corporate values of the Company into practice.

2. Coverage

- (a) All the Directors of Helloji holidays Limited (Formerly known as Helloji holidays Private Limited); and;
- (b) All the Senior Management employees of the Company who are of the rank of General Manager or equivalent and above, (hereinafter “Senior Executives”).

3. Purpose

The purpose of this Code of Conduct is to articulate the high standards of honesty, integrity, ethical and law-abiding behavior expected of Directors and Senior Executives while also meeting the requirements of external stakeholders and applicable laws.

4. The Model Code

(A) Honesty and integrity

The Company expects each Director and Senior Executive to foster a culture of honesty, integrity, ethical and law-abiding behavior among other officers and employees.

(B) Conflicts of interest and duty

- (1) Each Director and Senior Executive must fully and frankly inform the Company of any personal or external business interest that may lead to an actual or potential conflict of interest or duty.
- (2) Each Director must:
 - (a) not participate when the Board considers any matter in which the Director has or may have a conflict of interest or duty; and
 - (b) comply with the Companies Act, 2013 and Listing Agreement provisions in relation to the disclosing material personal interests and restrictions on voting by Directors.



(3) Each Director must inform the Board of:

(a) any existing Directorship or other office held by the Director in another entity; and

(b) any proposed appointment as a Director or Senior Executive of another entity before accepting the appointment.

(4) Each Director and Senior Executive must not exploit for their own personal gain the opportunities that are discovered through the use of corporate property, information or position unless the opportunity is disclosed fully in writing to the Company.

(C) Compliance with laws, regulations, policies and procedures

Each Director and Senior Executive must:

(a) comply with the letter and spirit of any applicable law, rule or regulation;

(b) comply with the protocols, policies and procedures of the Company; and

(c) encourage other officers and employees to do the same.

(D) Confidentiality

(1) Any information acquired by a Director or Senior Executive while performing their duties is confidential information of the Company and must be kept confidential. A Director/Senior Executive must not disclose the information to a third party except where that disclosure is:

(a) Authorized by the Board; or

(b) Required by law or a regulatory body (including a relevant stock exchange).

(2) The existence and details of any Board and management information, discussions, and decisions that are not publicly known and have not been approved by the Board for public release, are confidential information of the Company and subject to paragraph (D)(1).

(3) Each Director's and Senior Executive's obligations of confidentiality continue even after he or she leaves the Company.

(E) Protection and proper use of assets

(1) A Director or Senior Executive may only use a Company asset for legitimate business purposes or other purposes approved by the Board.

(2) Each Director and Senior Executive must immediately report any suspected fraud or theft of a Company asset for investigation.



(F) Connection with Press/TV/Radio.

- (1) A senior level officer of the Company, appointed by the Chairman-cum- Managing Director shall only act as ‘Spokesman’ who would interact with the media/ radio/ press.
- (2) No officer of the Company may discuss about company matters, answer any questions or provide any personal opinion, whether favorable or adverse, about the Company in any article /in radio/ TV broadcast/to outsiders etc.

(G) Reporting of unlawful and unethical behavior

- (1) A Director or Senior Executive may use their own judgment in deciding to whom to report any violation or behavior, however:
 - (a) Directors are encouraged to report to the Chairman-cum-Managing Director; and
 - (b) Senior Executives and other Officers are encouraged to report to their immediate Reporting Officer or to the Chairman-cum-Managing Director.
 - (c) Senior Executives and any employee who is aware of the violation may report to the Compliance Officer of the company {Currently the Company Secretary}
- (2) If an employee or officer reports, in good faith, any violation or behavior, each Director and Senior Executive must ensure:
 - (a) the reporting person's position is protected;
 - (b) the reporting person's identity is only disclosed with their consent, except where disclosure is required by law; and
 - (c) no disciplinary, discriminatory or other adverse action is taken or tolerated against the reporting person for reporting the violation.

(H) Waivers And Amendments of The Code

Any amendment/ inclusion or waiver of any provision of this Code shall be approved by the Company’s Board of Directors or a Committee of Directors, constituted for the purpose.

(I) Duties of Independent Directors :

The Independent directors shall:

- (1) undertake appropriate induction and regularly update and refresh their skills, knowledge and familiarity with the company;



- (2) seek appropriate clarification or amplification of information and, where necessary, take and follow appropriate professional advice and opinion of outside experts at the expense of the company;
- (3) strive to attend all meetings of the Board of Directors and of the Board committees of which he is a member;
- (4) participate constructively and actively in the committees of the Board in which they are chairpersons or members;
- (5) strive to attend the general meetings of the company;
- (6) where they have concerns about the running of the company or a proposed action, ensure that these are addressed by the Board and, to the extent that they are not resolved, insist that their concerns are recorded in the minutes of the Board meeting;
- (7) keep themselves well informed about the company and the external environment in which it operates;
- (8) not to unfairly obstruct the functioning of an otherwise proper Board or committee of the Board;
- (9) pay sufficient attention and ensure that adequate deliberations are held before approving related party transactions and assure themselves that the same are in the interest of the company;
- (10) ascertain and ensure that the company has an adequate and functional vigil mechanism and to ensure that the interests of a person who uses such mechanism are not prejudicially affected on account of such use;
- (11) report concerns about unethical behavior, actual or suspected fraud or violation of the company's code of conduct or ethics policy;
- (12) acting within his authority, assist in protecting the legitimate interests of the company, shareholders and its employees;
- (13) not disclose confidential information, including commercial secrets, technologies, advertising and sales promotion plans, unpublished price sensitive information, unless such disclosure is expressly approved by the Board or required by law.

(This document was approved by the Board of Directors at its Meeting held on Sep 5, 2025)

