

For Dealers - Direct and Indirect Channel

No.	Do's	Don'ts
1	All clients must be treated fairly and equally	Dealers shall not engage in any transaction on behalf of a client without appropriate confirmed order instructions from the client
2	Each trade should be done in client's account only on the basis of instructions received from the client on recorded line (pre approval). In exceptional cases, where client couldn't call up on recorded line but had requested dealer for placing the order in his account, client's approval will be sought through recorded line before placing the order in client's account. (Follow the script provided)	Order placed on the basis of following conversation or equivalent is strictly prohibited and is violation of the code (Acting as portfolio manager) (i) Clients saying do whatever you like, we believe in Edelweiss. (Aap ko jo thik lage kharid lo), (ii) Client saying you manage my portfolio and give me returns (Aap portfolio manage kijiye. humko to sirf returns chahiye) If client indulges in above dialogue, Dealer must negate the same.
3	Dealers shall only recommend the stock based on house research (cash/derivative) to the client leaving the ultimate decision of buying/selling at the discretion of the client.	No trading should be allowed in derivatives without explaining the concepts and risk involved in derivative contracts (leveraging). This is more important in case of senior citizens.
4	Apart from orders being placed by clients through recorded line, dealers shall confirm all trades to their clients' at the end of the trading day from recorded line.	Dealer should not accept any orders on Whatsapp or any such mode or received through text message.
5	Order placed by client and Trade confirmation shall include all details like scrip, quantity, rate for each buy and sell etc (Follow the script provided).	In case of internet trading clients, if clients are trading through online trading platform, the dealer should never ask/attempt to get user id/password from the client.
6	In case clients come personally and visit the branch office for trade, ask them to give orders through branch's recorded line. Also, in all such cases, post trade confirmation through recorded line is a must.	Dealers shall not provide any statements, records to the client other than generated from the Company's systems, records. Further, Dealer shall not modify such statements, records in any manner. Failure to adhere to this requirement, would tantamount to violation of Code of Conduct.

7	Dealers should accept the orders only after confirming the genuineness of the client in whose name account has been opened (Follow the script provided). In case client has authorized someone else to trade on his behalf e.g. wife, brother etc, appropriate authority letter must be in place. Accepting orders from the person other than client/authorized person will be treated as serious violation.	Taking orders on mobile phones are not permitted. If it is necessary for a client to call on the dealer's mobile phone, the number is to be forwarded to the landline phone available in the dealing room which is recorded.
8	Dealer should accept the orders on official Edelweiss email ID and the same should be received from client's email id registered in our records. Such email should be forwarded to the designated group id for records and retrieval purpose.	No dealer is permitted to use the user ID of another dealer. Dealers shall not give their user ID and password to any person or leave it unconcealed in such a manner that the same can be misused.
9	Dealers shall lock/sign out the terminal while leaving his seat during market hours and strictly will not allow clients to operate the terminal.	No dealer shall guarantee against losses by clients in any transaction or agree to provide any reimbursement of losses or a promise to make up the loss in further trades. No promises of any sort are permitted to be made (stock zaroor chalega or equivalent).
10	Dealers shall use only their designated Terminal ID.	No dealer shall engage in any transaction that is not executed on the floor of the stock exchange. No dealer is permitted to exercise any discretionary authority with respect to any transaction in a Clients' account.
11	Dealers shall immediately report unusual price movements in particular scrip to their RA	Dealers should not place order where he/she may have a suspicion that the client is placing simultaneous opposite orders with another broker. Dealers should place orders in the normal course and should not accept any request for time gaps between order entry and trade execution. Dealers shall watch out for any indication of simultaneous opposite orders with another broker for e.g. ease of fill.

12	Dealers shall exercise due caution while placing orders in low volume and illiquid scrips. Dealer should be vigilant and look out for any suspicious activity viz price manipulation, creation of artificial volumes etc, by clients. If the Dealer is suspicious that any of his/her clients is acting against market interest with regard to price discovery, ramping up volumes or the like, without actual transfer of interest in the securities, the dealer shall not place such orders and shall bring this to the notice of Business Head. Dealers shall not indulge in trade(s), which are designed purely to convey an impression of trading volumes, with or without price movement, and are not a genuine trade.	Dealers shall not place such orders for which an inference can be made that the trades are for testing price [indication of dabba (bucket) trading]. Dealers shall not place orders of small quantity for the purpose of price discovery or otherwise and shall ensure that the client order is reflected in full in the order placed through the Dealer. Dealers shall be cautious about clients who take bullish and bearish view on the same scrip, place multiple unrelated trades with delivery, or break up quantity while trading. All such instances shall be brought to the notice of Business Head.
13	Dealers shall exercise due care and caution when placing orders which are significantly away from the market price.	Dealers shall under no circumstances, without prior approval, switch off any voice recording machine and if machine is not in a working condition, dealers shall immediately bring this to the notice of their RA.
14	Dealers shall bring to the notice of their Business Head, if any client is indulging in frequent cross transactions.	Dealers shall not recommend "Edelweiss" scrip to any client.
15	Dealers shall immediately bring to the notice of their Business Head, if the dealer becomes aware that the client is a member of a stock exchange or closely related to a member either as a dominant shareholder, director, partner, close relative etc.	Do not indulge in rumours through any channels including in social media - this is a serious regulatory violation and will bear serious consequences
16	Dealers shall speak to clients' only through recorded lines.	Do not indulge in receiving or acting on any UPSI (Unpublished Price Sensitive Information) - this is a serious regulatory violation and will bear serious consequences
17	If a dealer makes any error in execution of a order, he/she shall immediately bring this to the notice of his/her RA and shall ensure that the trades are taken to Error account, after obtaining necessary approvals and following due process.	Do not commit any guaranteed returns

18	If a dealer is availing leave, he/she should hand over clients with their positions to a designated person. The dealer should intimate his/her travel plan, if any and contact numbers to the designated person and should also inform the clients the designated person's contact numbers.	Do not indulge in cash dealings with clients
19	All dealers shall be responsible for taking the qualifying certification exam and to keep its validity renewed from time to time. The same should be displayed on desk at any point of time.	Do not accept blank signed cheques or blank DIS slips from clients
20	Dealers shall ensure that the terminals allotted to them are operated from approved location i.e location informed to Exchange. Any changes in their location should be informed to relevant team for intimation to exchanges before shifting.	Do not accept blank authority letters from clients or any authority from clients in favour of any employee of Edelweiss