



MINIMUM ADVERTISED PRICE (“MAP”) POLICY

Mahima for Life® is a company based on providing HIGH quality, EFFECTIVE potency and CLINICALLY used supplements for the health and well-being of society. Our formulas are based on the principles and practices of Ayurveda, Oriental Medicine and healthy nutrition. We have a team of Health care practitioners in our R&D department, continually striving to enhance and bring out the safest and most effective formulation to the public for their total health, harmony and well-being.

Our purpose has always been to provide availability of our products on a global bases, affordable product pricing and a convenient shopping experience.

In an effort to properly protect our brand image while maintaining a competitive presence in the market place, Mahima For Life® has established a Minimum Advertised Price (MAP) Policy.



MINIMUM ADVERTISED PRICE (“MAP”) POLICY

Policy Statement

The Minimum Advertised Price for any of Mahima For Life® products should not fall below 15% the Manufacturer’s Suggested Retail Price (MSRP) as published on the Mahima For Life® price list. Mahima For Life®, in its sole discretion, reserves the right to discontinue doing business with any reseller that is in violation of this MAP policy.

General Guidelines

These guidelines apply to any and all products in the Mahima For Life® line. This MAP policy applies to the advertised price of a product before shipping, handling, or additional charges are imposed.

Distributor/Reseller Guidelines

To better protect our product integrity, any distributor, and reseller of our products are responsible for the MAP policy compliance of their customers and any business entities to whom they are supplying. This includes disclosing all valid website information, domain addresses, and contact information of which the Mahima For Life® products are being sold.

Advertising Guidelines

All advertised pricing by any medium, including, but not limited to, print, internet or similar electronic media, radio, television, etc., cannot be more than 15% below our MAP pricing.

MAP pricing only applies to the advertised price. Temporary promotions, sales and discounts that effectively lower the retail price are permitted as long as they are not directly applied to the advertised price.



("MAP") POLICY AGREEMENT FORM

The implementation of this MAP policy is to aid in maintaining integrity, branding and the reputation of Mahima For Life®. We ask that you sign below as confirmation that you understand this policy and your agreement to comply.

Thank you for your cooperation and we look forward to forging a fruitful business relationship that contributes the health and well-being of our customers.

Company Name: _____

(Please include all other names by which company operates.)

Street Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Website/URL: _____

Authorized Company Representative: _____

(Please Print)

Title: _____

Signature: _____

Date: _____