

bloom

Code of Conduct



What is Code of Conduct?

Code of Business Conduct and Ethics of Bloom Hotels summarizes the values, principles and business practices that guide our business conduct. This Code sets out a set of basic principles to guide employees regarding the minimum requirements expected of them; however, this Code does not provide a detailed description of all employee policies

Objectives:

- To understand various aspects of Ethics Code of Conduct
- To understand the correct response to unethical situations
- To learn about “Reporting a Violation of the Code”



Bloom Code of Conduct:

Confidential Information:

In your role you have access to a variety of confidential information. Examples of this may be brand standards, operating manuals, systems, or sales and financial information. You are expected to safeguard all confidential information except when sharing this information is authorized or legally required.



Scenario 1 - Confidential Information

You are a sales manager and have a long list of clients with whom you have worked throughout your career with Bloom. Your friend has found a job in a different city after being unemployed for nearly a year. You are excited to see your friend be able to provide for his family once again and want to offer him the names of your clients who could do business in his city, to be helpful.

What's Wrong here?

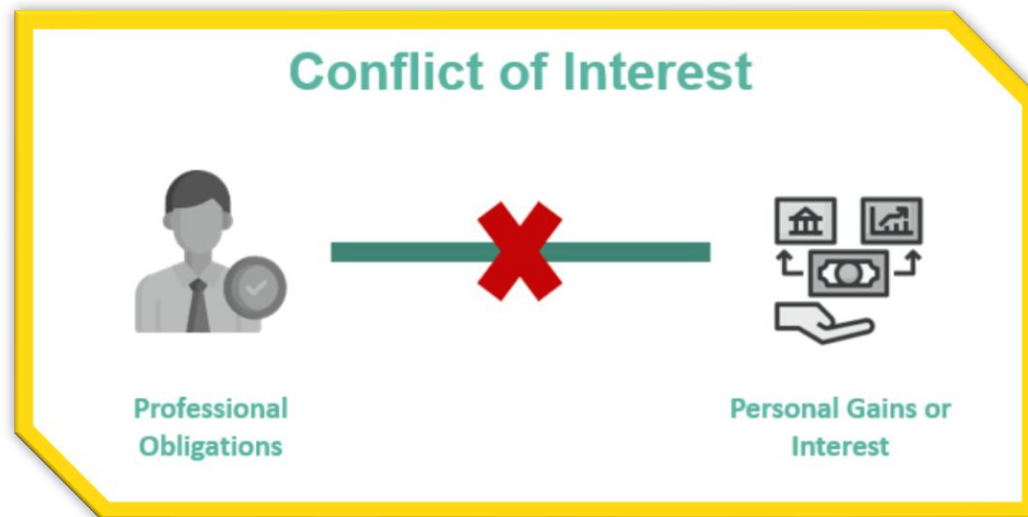
Offering the names of your clients to your friend who has found a job in a different city can be considered a breach of the code of conduct. It's because when you share information about clients without their permission, it goes against their right to keep things private. It can also create a problem where your own interest's conflict with your professional responsibilities, and it might damage how people see you as a professional.



Bloom Code of Conduct:

Conflict of Interest:

Conflicts of interest can occur when your personal interests interfere with the interests of Bloom. You should avoid any personal interests that may influence your ability to act in the interest of Bloom or make it difficult to perform your work objectively or effectively. Situations involving a conflict may not always be obvious or easy to resolve.



Scenario 2 – Conflict of Interest

Working part-time at a company that sells a competing product or service as your full-time employer.

Failing to investigate a subordinate or coworker's wrongdoing because they are a friend.

Making a purchase or business choice to boost a business that you have a stake in.

What is wrong with all 3 scenario?

Working part-time at a company that sells a competing product or service as your full-time employer.

Working part-time at a company that sells the same things or offers similar services as your full-time employer can be a problem. It creates a conflict because you have divided loyalties and may not be able to do your job properly. It can also lead to sharing secrets or giving an unfair advantage to the competing company. In general, employees should put their main job first and not work for a competitor or do anything that goes against it.



Failing to investigate a subordinate or coworker's wrongdoing because they are a friend.

As a responsible professional, it is your duty to address and investigate any potential wrongdoing or misconduct in the workplace, regardless of personal relationships. By deliberately overlooking or failing to take appropriate action, you are compromising the principles of fairness, integrity, and accountability expected in your role. This behavior undermines the trust and credibility of the organization and can contribute to a toxic work environment. Upholding the code of conduct requires treating all employees fairly and impartially, irrespective of personal relationships.



Making a purchase or business choice to boost a business that you have a stake in

As a professional, it's crucial to be fair, unbiased, and act in the best interests of the organization and its stakeholders. If you make decisions that benefit a business you have a personal interest in, it can create problems. It goes against being fair, open, and honest in the decision-making process. It's expected that business choices are made objectively and without personal favoritism to ensure a fair environment and uphold ethical behavior.



Bloom Code of Conduct:

Competition and Fair Dealing:

You should compete fairly, without collusion or collaboration with competitors. You may not take unfair advantage of anyone through manipulation, abuse of privileged information, misrepresentation of material facts or any other practices that could constitute unfair competition.



Scenario 3 – Competition and Fair Dealing

You work in Front Office department at a Bloom hotel. Presently you are doing a night shift. As an employee in the Front Office department at a Bloom hotel, you are currently assigned to the night shift. We had a reservation under the name of Mr. Singh for a single occupancy and a one-night stay. However, upon Mr. Singh's arrival, it became apparent that there was one guest accompanying him. In accordance with our hotel's policy, You informed Mr. Singh about the situation, explaining that there would be an additional charge of INR 1500 for the second occupant. Mr. Singh agreed to the extra charge and made the payment in cash. However, instead of immediately recording the cash payment in the Property Management System (PMS), you placed it in your personal possession.

Whats wrong in this scenario?

As an employee, it is your job to handle money matters correctly and honestly. When you don't record the cash payment in the hotel's system, it means you're not following the right way of keeping track of the hotel's finances. This can cause problems like mistakes in the records, loss of money, and not being clear about how much was paid. This breach in our code of conduct would not be tolerated & will have serious consequence hence It's important to be honest, accurate, and responsible when handling money in your role.



Bloom Code of Conduct:

Use of Bloom Property or Corporate Assets:

You should protect the assets of Bloom and ensure their use is strictly for legitimate business purposes. Assets of Bloom may not be used for any unlawful or unethical purpose. Use of Bloom's property should only be for legitimate business purposes as appropriate in connection with your job responsibilities. Additionally, you may not use Bloom's assets, funds, services or facilities for the purpose of supporting or opposing a political party, association, organization or candidate where such an action is illegal or improper under the rules in the location you do business.



Scenario 4 – Use of Corporate Assets

You are a F&B Manager in one of the Bloom Hotels in Mumbai and you have cracked a deal with a vendor using Bloom's name and future business promises to supply items for your family business at a discounted price.

As a F&B Manager, you have a responsibility to act in the best interests of the hotel and its stakeholders. Using your position and the reputation of Bloom to secure personal benefits for your family business goes against the principles of fairness, transparency, and integrity. It creates a conflict of interest, undermines the trust placed in you, and can lead to unfair advantages over other vendors. It is essential to maintain impartiality, avoid personal gains, and prioritize the interests of the organization you represent.



Bloom Code of Conduct:

Bribes and Kickbacks:

You should not engage in any form of bribery or kickbacks, and you should refrain from using Bloom's assets to improperly influence the action of a government official, customer, supplier or any other private person.



Scenario 5 – Bribes & Kickbacks

You are a Hotel Manager of one of the Bloom Hotels in Goa and you do not have permission/license to serve alcohol in your hotel. In order to increase revenue, you have decided to serve alcohol without license, and you have made a deal with local excise inspector to offer him Rs. 5000 per week to allow you to serve alcohol without license.

What's wrong here?

If you run a hotel without the required licenses, like a liquor license, it's against the law and goes against the rules set by the government. Making a secret deal with a government official to let you serve alcohol without a license by paying them money is also wrong. Doing these things breaks the ethical standards and can lead to legal problems for the hotel. It's not fair, honest, or right to conduct business this way.



Bloom Code of Conduct:

Gifts and Entertainment:

The giving of gifts is a common business practice. Appropriate business gifts and entertainment are welcome courtesies designed to build relationships and understanding among business partners. What is important is that gifts and entertainment should not compromise, or appear to compromise, your ability to make objective and fair business decisions. As a general rule, you may give or receive gifts or entertainment to and from customers or suppliers only if it would not be viewed as an inducement to or reward for any business decisions and if the expenditure reflects an amount that is customary and appropriate for the particular occasion. Please consult



Scenario 6 – Gifts & Entertainment

You are a Hotel Manager of one of the Bloom Hotels in Delhi and one of the restaurant company has offered you a family trip to Maldives complimentary just before the finalization of restaurant outsourcing deal of your hotel.

What's wrong in this scenario?

If you accept a free trip to the Maldives from a restaurant company just before finalizing a deal to outsource the restaurant in your hotel, it will likely break the rules. Taking such a gift can make it hard for you to make fair decisions that are best for the hotel. People might think you're accepting the gift to influence your decision. This can damage how people see you as a professional and make them question if the outsourcing process is fair and transparent.



Bloom Code of Conduct:

Commissions and Referral Fees:

You should not accept anything of value in exchange for referring third parties to anyone seeking to do business with Bloom.

Insider Trading:

You may not trade Bloom's stock or other related securities of Bloom while in possession of material, non-public information. Additionally, you may not recommend, suggest or provide "tips" to anyone else to buy or sell Bloom stock or other securities on the basis of material, non-public information that you possess.



Bloom Code of Conduct:

Accuracy of Records and Financial Reports:

All our records must be complete, accurate and reliable. You are expected to act in good faith, responsibly and with common sense in a timely manner. You may not misrepresent facts or allow your judgment or decisions to be influenced or biased by others or by other factors such as performance results, forecasts or financial commitments.



Scenario 9 – ACCURACY OF RECORDS AND FINANCIAL REPORTS:

- Emily, a finance manager at a company, is under pressure to meet quarterly performance targets set by senior management. To achieve favorable financial results, Emily started to manipulate the records and financial reports.
- She intentionally misrepresents sales figures, inflates revenues, and understates expenses to create the illusion of better financial performance. She knows that her actions are dishonest and go against the policy of maintaining complete, accurate, and reliable records.
- Emily's decisions and judgments are influenced by the desire to meet performance targets rather than acting in good faith and responsibly. She disregards the importance of providing accurate financial information and allows external factors, such as financial commitments and forecasts, to cloud her judgment.
- What is wrong here?



By engaging in such unethical practices, Emily compromises the integrity of the company's financial records and reports. Her actions not only mislead stakeholders but also violate the trust placed in her role as a finance manager.



Bloom Code of Conduct:

Dignity, Respect & Harassment:

The Company is committed to providing a work environment that values diversity among its employees. Bloom intend to create a respectful workplace in which every individual has the incentive and opportunity to reach his or her highest potential. We are firmly committed to providing equal employment opportunities to all individuals and will not tolerate any illegal discrimination or harassment of any kind.



Scenario 10 – Dignity & Harassment

You are an old employee of one of the Bloom Hotels in Delhi and working for more than 5 years in the company. You are very popular figure in the office and have group of people working under you. Your behavior with freshers/new joiners is harsh and rude while you are different when you deal with old employee even if they commit errors.

As an employee and a popular figure in the office, it is essential to adhere to principles of fairness, respect, and professionalism in dealing with all individuals, regardless of their tenure. Treating new joiners harshly and differently from established employees creates an unhealthy work environment, undermines team morale, and can lead to feelings of discrimination or favoritism.



Breach of Code:

- **Always remember:** If you are unsure of what to do in any situation, seek guidance before you act. A failure by any employee to comply with the laws or regulations governing the Company's business, this Code or any other Company policy or requirement may result in disciplinary action up to and including termination, and, if warranted, legal proceedings. All employees are expected to cooperate in internal investigations of misconduct.



Reporting Illegal or Unethical Behavior

As an employee of the Company, you are expected to conduct yourself in a manner appropriate for your work environment and are also expected to be sensitive to and respectful of the concerns, values and preferences of others. Whether you are an employee, contractor, supplier or otherwise a member of our Company family, you are encouraged to promptly report any practices or actions that you believe to be inappropriate. If you have any questions or concerns about compliance with this Code or you are just unsure of what is the “right thing” to do, you are encouraged to speak with your supervisor, manager or other appropriate persons within the Company. If you do not feel comfortable talking to any of these persons for any reason, you should call HR immediately.

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Whistle Blower Policy

A whistleblower is a person who reveals information about activity within a organization that is deemed illegal, immoral, illicit, unsafe or fraudulent.



Inform us & Earn Reward Points

**Email: Report incident with all required details at
whistle.blower@staybloom.com**

Call: +91 9599339185



Bloom to your best!

