

CPM India Sales & Marketing Pvt. Ltd

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**Human
Resources**

Dress Code Policy

November' 2025

CPM India Sales & Marketing Pvt. Ltd

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1.Objective:

At CPM India, we believe that personal appearance is an extension of our organisational identity. The way we present ourselves shapes how clients, partners, and colleagues perceive our professionalism, credibility, and culture.

This Dress Code Policy establishes clear expectations to ensure our workplace reflects:

- A professional and respectful environment.
 - Consistency across teams and locations.
 - Safety, comfort, and inclusivity.
 - A culture that is modern yet grounded, balancing flexibility with high standards.
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2.Scope & Applicability:

This policy applies to:

- All full-time, part-time, contract, intern, and temporary employees.
 - All Company offices, client sites, and Company-related events.
 - Employees working in hybrid or on-site models.
 - Virtual meetings where external stakeholders are present.
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3.Guiding Principles:

Our dress code is underpinned by the following principles:

3.1 Professionalism

Employees must dress in a manner that reflects competence, seriousness of purpose, and respect for the workplace.

3.2 Representation

Client-facing roles represent the organisation externally and therefore must adhere to a more formal and polished standard of attire.

3.3 Inclusivity & Respect for Diversity

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Cultural attire, modest wear, religious apparel, and gender-neutral clothing choices are welcomed and respected, as long as they align with the spirit of professional presentation.

3.4 Comfort without Compromise

Employees may choose attire that is comfortable but still presentable and appropriate for a corporate environment.

3.5 Safety & Hygiene

Clothing must support safe working conditions and maintain high levels of personal hygiene and grooming.

4. Dress Code Categories

4.1 Formal Business Attire

Applicable to:

- Sales, Customer Success, Client Services.
- Leadership / Senior Management.
- Employees attending external client meetings.
- All employees working from a client location.

Acceptable Formal Attire:

For All Genders:

- Well-fitted formal shirts and trousers.
- Formal shoes (closed toe, polished).
- Blazers / suits; optional unless mandated by client culture.
- Sarees, salwar-kameez, kurtis, or formal ethnic wear.
- Formal skirts (knee-length or longer).
- Coordinated business attire in solid or subtle patterns.
- Belts, watches, and accessories that are minimalistic and professional.

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4.2 Business Casual Attire

Applicable on:

- All working days for non–client-facing roles.
- Internal meetings.
- Hybrid days or regular office days.

Acceptable Business Casual Attire: For All Genders:

- Collared t-shirts with no bold imprints.
- Casual shirts, tops, and blouses.
- Jeans only on Friday (not faded, torn, distressed, or low-rise).
- Chinos, cotton trousers, skirts, or dresses.
- Ethnic wear such as kurtis, salwar-kameez, kurtas.
- Sneakers or closed casual shoes only on Friday, no sandals, slippers or flip flops.

5. Attire Not Permitted

The following clothing items are strictly prohibited as they compromise professionalism:

5.1 Clothing Not Allowed

- Torn, faded, distressed, low-waist, baggy, or frayed jeans.
- Shorts, mini-skirts, or dresses above mid-thigh length.
- Tight, transparent, revealing, or midriff-exposing tops.
- Off-shoulder, strapless or spaghetti-strap tops (unless layered with a jacket/shrug in business-casual contexts).
- Graphic t-shirts with slogans, political messaging, or loud prints.
- Partywear, clubwear, or overly glamorous attire.
- Flip-flops, slippers, or beachwear footwear.
- Any attire that may be considered provocative, distracting, or inappropriate.

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5.2 Grooming Standards

- Personal hygiene must be maintained at all times.
 - Strong fragrances are discouraged.
 - Hair must be neatly groomed; unconventional colours allowed if subtle and professional.
 - Visible tattoos should be covered while interacting with clients; non-client-facing teams may keep them visible if not offensive.
 - Accessories or jewellery that distracts from a professional appearance should be avoided.
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6. Special Circumstances & Exceptions

6.1 Festival & Cultural Days

Employees are encouraged to wear ethnic and traditional attire on approved festival days, as long as it remains dignified and safe for work.

6.2 Casual Days / Team Events

HR may designate specific days for fully casual dressing, provided clothing remains decent and workplace-appropriate.

6.3 Health & Medical Needs

Attire deviations due to medical conditions (e.g., footwear type) will be accommodated upon request.

6.4 Field Work / Travel

Employees undertaking travel, outdoor work, or special assignments may dress as per functional need with managerial approval.

6.5 Remote / Virtual Work

Employees joining client meetings virtually must follow at least Business Casual guidelines and ensure a presentable background.

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6.6 Special Approval

Any deviation from this policy must be authorised by HR or relevant Leadership based on specific circumstances.

7. Leadership Responsibilities

Managers and leaders are expected to:

- Set the right example by adhering to the dress code.
 - Guide and counsel team members in case of ambiguity.
 - Ensure team compliance without bias or discrimination.
 - Report persistent non-compliance to HR.
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8. Policy Review & Amendments

This policy will be reviewed periodically to align with evolving organisational culture, client expectations, and industry standards. Amendments be done post approval only.

For CPM India Sales & Marketing Pvt. Ltd.



Dr. Kiranpreet Kaur

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