***Banner Text -*** *Curated Looks of Happiness*

***CFA -*** *Show me looks!*

2nd Text - *Fashionable Champs Play!*

Blurb - *5 Pieces, 3 Coordinated Outfits in 1 Surprise Package!*

For Product description -

Name of the box

Mix and match five versatile pieces to create fun and edgy outfits for your champ.

Can’t solve the fashion riddle? Worry not, our style guide will help you with style directions.

Testimonial section :

*This is what Happiness looks like!*

*Show some love!*

***Our Story :***

*Narrated by Aunt & Founder, Priyanka Mechineni*

﻿Once upon a time, I was out helping my sister shop for her son, I realised I was drooling over only the cute girl’s corner and not the boy’s section! Soon I realised that all Moms miss shopping for fun and exciting attires for their lil hero, and it instantly resonated with me. They all agreed that finding cool fashion with good quality and comfort for boys, is a huge task.

That is when I founded Pickaboo, *Pick a boo box!* A box cum mini-wardrobe which includes multiple looks in one package! Since then Pickaboo has made the lives of Moms more sane and a lot more fun. It has helped them feel like the cool Moms they are.

***Our Happy Team***

Behind the small box of wonders, is a small team of Mommies & Daddies, Aunts & Uncles with big dreams! A dream of making Moms’ fashion dreams come true! Not just that, our board comprises little masterminds as unique as your kid who help us build products that are just perfect!

Let’s make it quirky with few gifs as shown in the reference below :

***Kids safety, yours and ours, is our priority***

Our products are free of:

● Toxic materials

● BPA

● Phthalates

● Lead

● Formaldehyde

● Flame Retardant Chemicals

● PVS

● AZO free dyes

***FAQs***

You’ve got questions? We’ve got answers!

Read on to find out what you are looking for. If it’s not here, please feel free to get in touch with us!

**Product:**

*1.* *What is Pickaboo?*

Picakboo is a curated box of boys fashion which includes multiple looks in one package. Curated and comfortable fashion comes to you in a surprise package that offers different styles, all rolled into one; that is, a novel concept of multiple looks in one box!

*2.* *Why Pickaboo?*

Edgy, urban, trendy, stylish, fashionable, latest are what encapsulates our approach towards fashion while being oh so comfortable, that it will soon become your child's very own personal style!

We at Pickaboo started this one-of-a-kind experience, with an intention to be India’s only online store for curated children fashion. Check out our super cool and fun kids fashion curated by our in-house team of fashion veterans, with great fabrics and prints and graphics and what have you. The best part is that they can be mixed, matched and tried out in many different ways.

*3.* *What do I receive in a Pickaboo box?*

In each box you will receive 5 fashion products: 4 versatile pieces which are interchangeable styles that fit into 3 coordinated looks. To add a pop of fun, you may pick a pair of socks from our fun range. Our box also includes a style guide to put together the right look in place.

*4.* *What brands do I receive in a Pickaboo box?*

You will receive our very own Pickaboo branded clothing that can make any other top brands run for their money. We want to be your first affordable luxury brand and we are 100% sure that you will be happy with our service.

*5.* *Do I choose what goes into my box?*

Actually, you don’t need to! We take all the guesswork out of shopping. Our Kids’ experts will carefully curate your box keeping your kids comfort and your style as top priority.

6. *Who should buy the Pickaboo box?*

Get ready for a fun shopping experience; all you busy Moms who want her lil munchkin to look super snazzy. With our curated kid-friendly attires, the kids will love ‘em more than you Moms! Pickaboo is the perfect choice for Millennial Moms who love to style their kids with the latest and best of trends.

7. *Why the Pickaboo box?*

Pickaboo gives you the best of the best attires and accessories suitable for your bundle of joy. Pick a look and your lil baby is ready to go! It’s as simple as that! Leave the rest to us at Pickaboo and be amazed! Our box of wonders will transform every moment in your little kid’s life into a dashing moment; be it playtime, or bedtime, staying at home time or party time; from two to six years!

8. *Who is behind these wonderful Pickaboo boxes?*

Our in-house stylists help gauge and curate the most stylish look for your kid, for any occasion as per your choice; while keeping in mind what kids will find comfortable and will truly love. The surprise package in the package is of course the fun accessory that is a perfect addition to the attire. What are you waiting for?! It's time to pick a style and make your kid fashion ready! Shop Now!

9. *What is different in the Pickaboo box compared to shopping individually online?*

We offer an extra-exclusive shopping experience par excellence with first-rate customer service combined with the latest and best mixture of high-quality fashion. You will find not just baby and children's attires, but also accessories and more for boys between 2- 6 years. Pickaboo’s sophisticated curated boxes come from our most prominent in-house brand and plushest collections for Mom’s little sweetheart while combining impeccably with the most stupendous and tailored service.

***Get to know us More:***

(Note for the tech team: more can be hyperlinked to the next page).

1. *Our products are approved by the little champs themselves, yes!*

Topmost priority is to keep Mom’s little bundle of joy very comfortable yet cool and happening! Pickaboo offers an exclusive range of elite, snug, and smart looks for your little munchkin, with different looks in just one box! Fashionable and functional, our looks are totally durable too and what’s more they are kid-tested and approved! Yay!

2. *You are Now a part of the Future of Fashion!*

The future of children’s stylish concepts, Pickaboo’s curated boxes will be a force to reckon with and be a source of inspiration and fun for our friendly Moms who will in turn inspire and surprise the children’s fashion industry. Supermoms mini dapper boys are our inspiration since they are the future stars!

3. *Why should Moms choose Pickaboo?*

The curated box gives Moms a platform to choose, experiment and enjoy themselves with fashion for their munchkin! Expressing themselves outside the box with fashion from inside the box! Come join the next best thing to happen in kid’s fashion! Pickaboo collaborates with top influencers and designers to stage the next generation with the best; be it any lifestyle or style to become Mom’s eclectic fashion love.

4. *Time saved is time earned; time saved shopping elsewhere is time spent with you lil champ!*

We truly want to and believe that we can simplify the lives of super busy Moms so that they can celebrate their lives with their adorable kids, rather than worry about what to dress them up in!

5. *For us, your lil champs are individual champs.*

We, a bunch of happy Mom, Dads, Uncles and Aunts, are and want to continue to be inspired by amazing kids and celebrate them for what they truly are, individuals - with trendy fashion wear that express who they truly are. We think shopping should be easy, fun and done!

6. *The best part of picking the Pickaboo box…...*

This modern set-up of a box with curated kids gear, gives you the knack to shop wherever, whenever and whatever you want; buy in advance or just in the knick of time; for its fun all the way for you Moms and your lil ones! Check out our super cool and fun kids fashion curated by our in-house team of fashion veterans, with great fabrics and prints and graphics and what have you, that can be mixed and matched many different ways. Explore Now!

*7.* *This is our Clear Value Proposition!*

If you are a Supermom looking to get her lil hero fashion ready, then Pickaboo is here just for you! We offer curated styles, with personal styling for your cute lil boy! It’s on Pickaboo, if it’s trendy, fashionable, dapper and in style!

8. *How does the concept of a Pickaboo box work?*

Ultra stylish hero’s attires, curated into a box!

Here’s how it really works; step 1, step 2 and step 3. As simple as that! J

*Step 1:*

We would love to hear about your lil hero, his style, his size, your budget and what else you want.

*Step 2:*

You will absolutely love our stuff here. Take a look at the sharpest ensembles and essentials, that we have put together just for your lil boy!

*Step 3:*

Wow! That’s the feeling you will get when you receive the box! You can keep what you love and send back what you don’t love. *(But that’s highly unlikely! Coz, you will love ‘em all!)* Pay only for what you keep!

*9.* *This is how the Display Product Catalogue looks*

Ready for dapper fashion? This is how fashion looks like! Here you will find details about the products, features, descriptions, dimensions, price, weight, availability, colour, customer reviews and much more.

We curate our boxes based on the choices and selections that you have chosen, and we make sure that product recommendations are routinely personalized. We do it for you Moms, so that you can celebrate every moment with your lil hero!

*10.* *Who and how are we curating these boxes?*

Pickaboo’s carefully chosen few in-house talented designers are the brains behind the wonderful boxes of magic that come your way. After tedious, gruelling and fruitful brainstorming sessions, we put together all the magic in the boxes; so that when your lil hero wears it, the real magic happens!

Goes without saying that, quality is of topmost priority to us and we always have the finest and best quality products in Pickaboo’s box of wonders. The personalized box is the best way to get more of the fashion you love. So, give the staid old gift a skip and choose this box instead!

*11.* *How do we take care of Product and Packaging Safety?*

The safety of the product and its packaging is very critical and is on the top of the list for us. We use only the best of materials to pack the line of curated fashion that you have so lovingly chosen. Sealed bags are used to pack the attires and accessory and then they are carefully put in a bubble wrap bag, which is then packed into a personalized Pickaboo box just for you! Of course, we pack it all, with a lot of love!

*12.* *How can you reach out to us directly? Write to us on the Company Mail Id*

Welcome to Pickaboo customer service. Whether you want to tell us about something or want to find out about something, send us an email at help@pickaboo.co.in and we will answer as soon as possible.

*13.* *Here’s our Contact Info:*

Are you trying to locate us? Here we are!

Address:

Phone Number:

Email ID: help@pickaboo.co.in

14. *Of course, we are social! Links to our social media pages:*

We are always ready to help you. Get in touch with us, drop us a line, and let us help you!

Let’s Connect:

Write to us at help@pickaboo.co.in

Like Pickaboo on Facebook

Link up Pickaboo on Twitter

Add Pickaboo on Instagram

Chat with us live, here!

Talk to us on 000 000 0000, Monday to Sunday, 10am to 6pm.

15. *Want to know what we think about the current trends, fashion etc. Connect with us on our Blog:*

Looking for some fashion advice for your lil hero? You’ve come to the right place. We know the importance of knowing you, Pickaboo’s customer and what you like to read while you shop. Take a look and what’s in trend with our niche articles that stand out in the saturated world of fashion content.

*16.* *Here’s what you get in return, when you refer a Friend:*

Let your friend know why you love our stuff so much, or just to say hi or thank you and avail a discount of XX on your next purchase! What’s more, your friend gets a small discount too! That’s what friends are for!

17. *Whose brainchild is this wonderful concept? Our Team:*

Behind the small box of wonders, is a small team of dedicated individuals with big dreams! A dream of making your fashion dreams come true!

*Priyanka Mechineni, Founder & Director of Pickaboo*

The brain behind it all, the Supermom who started it all, with the passion and zest to bring the best of the best, for other Supermoms!

18. *Here are our Terms of Use:*

Pickaboo supplies products listed on our website under the following Terms and Conditions. Please read these Terms and Conditions, and our Privacy and Cookie Policies carefully before using any of our websites, or ordering from us.

These apply to your use of our website and to any products you purchase from us; regardless of how you access the website, using any technology or device where our website is available to you at home, outside or on the move.

We reserve the sole and complete right to update these Terms and Conditions at any time, and any updates affecting you or your purchases will be notified to you by us via email or any other social media platform and will be updated accordingly on this page.

*19.* *Here is more about our Privacy Policy:*

At Pickaboo we are always dedicated to protecting your privacy at all times. If you have any questions about how we do this, then please write to us at help@pickaboo.co.in

Here is how we use your information. We use the personal data that you fill in the order that you place with us, to monitor website activity and for marketing purposes. Also, in order to provide our services to you and deliver the box to you, we will share your data with the companies we have a trusted relationship with:

• Companies who will help us deliver your order to you, such as delivery companies and payment service providers.

• Professional service providers like website hosts and marketing agencies who help us run our business smoothly.

• Relevant regulators, law enforcement teams, fraud prevention agencies, where there is a legal duty for us to do so.

We might give anonymous information to third parties at an We may give third parties anonymous information at a group level but at no time will we share individual customer’s data. We will not sell any of your personal data to any third parties.

20. *This is how we market our messages:*

To let you know about the latest offers and online exclusives, sale launches etc. we will send you an email, that too, only if you have opted to do so.

If you prefer to stop receiving these messages from us then you can do this anytime by clicking on the ‘unsubscribe’ link at the bottom of the email or by emailing us at help@pickaboo.co.in

If you follow Pickaboo on any of the social media platforms, all posts and personal data shared are also subject to this policy.

*21.* *We are sad to know that you want to return or cancel your order. Here is info about Returns & Cancellations:*

If you wish to return an item please ensure that the items are in a resalable condition and unworn with the tags attached, otherwise we cannot guarantee they will be accepted. If you decide to return any item(s), you must return the item(s) to us within 14 days starting from date of delivery in order to receive a full refund.

Please note that the items must be returned unworn, unwashed, undamaged, unused, and with all original tags attached. Please be careful of any marks rubbing off on the garment; items without tags will not be accepted.

In case you have received a damaged or defective product, the company should be notified within 24 hours of receipt. We request you to share an image of the product at help@pickaboo.co.in

*22.* *We have Happy Customers like you! Read our Client Testimonials to see what they have to say:*

What you, our customers, say matters to us a whole lot! It is our goal to make your shopping experience as enjoyable as possible and we are always super excited and happy when we receive great positive feedback from you. Your feedback is the true measure of our success.

We are happy to make you happy, coz we love happy customers!

23. *Our Pricing works based on what you want:*

We at Pickaboo deliver unique and high-quality fashion at awesome prices. Pick a price range that suits your budget and choose your style. We charge XXX for the whole box. When your box arrives, check out everything and decide what you want to keep and then return the ones you don’t want. (But like we said earlier, you are bound to keep ‘em all, coz you will love them!)

*24.* *Here’s how our Product Page looks like:*

With our carefully curated range of fashion wear and accessories, you will be in a fix on what to order and what to not! Take a look at what you want to order this time!

*25.* *We are happy to see you happy. Let’s go to the Checkout Page:*

Now that you have decided what to order, it is all set.

**Order:**

*1.* *How do I know my order has been confirmed?*

Once your payment is authorized and your order is completed, you will receive an email from Pickaboo confirming the order placement. The order number and details of the order will be provided to you. A SMS confirming the same will also be sent to you.

**Payment:**

*1. What forms of payments are accepted?*

At the moment, Pickaboo accepts Visa and MasterCard for the purchase. All debit cards of all Indian banks are accepted. Personal cheques, demand drafts, money orders and other online modes of payment are not accepted.

*2. Is CoD available?*

COD is available on the purchases and users will be charged INR 50/- extra as CoD fee.

**Shipping:**

*1. How can I track my shipment?*

Once we receive your payment, our shipping partner will pick up your package within 1-3 business days. Once your package is picked up, the shipping details are updated in the shipment tracking section on your profile page. Our shipping partners will then take 3-7 business days to deliver your package.

An additional amount of INR 50/- will be collected for CoD users towards fee which includes shipping.

*2. How does the delivery process work?*

Pickaboo uses reputed logistics to deliver products at your doorstep. Once your order is placed, one of our logistic partners would pick the product from us and deliver it directly to you. You can track your order on your profile page.

*3. How many days will it take for me to receive my box?*

The delivery time varies from one city to another. Typically, it takes 2 – 3 days for all metros and tier 1 cities. Cities in the Tier 2 & 3 areas may take 3 to 5 days. Some cities in North East India and J&K etc. may take 5 to 7 days to deliver. If there is a place where no courier partner can deliver, then we will ship it through Speed Post. In such a case, you will be notified at the time of providing your address in our online format. Please note that India Post shipments may take about 7 to 12 business days for the delivery of your box.

*4. Am I charged for shipping?*

Pickaboo offers free shipping within India on all products purchased on its website. For CoD users, INR 50/- will be charged extra as CoD fee.

*5. My area pin code is not available, what should I do?*

We would like to deliver to everyone of you but there are a few pin codes which are not in the delivery areas of our courier partners. However, we are putting our efforts together into adding more pin codes and hence would request you to check back after a few days.

**Returns and Exchanges:**

#### ***1. How do I exchange an Item?***

Our customers are very important to us and customer satisfaction is regarded highly at Pickaboo. Pickaboo accepts exchanges if there are issues with your latest package – be it size related issues or any quality concerns.

Once you login to your profile, then please go to your order history, there you will see an exchange button, only once the box has been delivered to you. Please click on the button to start the exchange process. Please note that the button will disappear 7 days after the delivery has been done. So, if you want to exchange an item, you will have to do it within 7 days of delivery of the package.

We will resend a package to you, once we receive your returned package. Please note and make sure that all items that you want to exchange must be in unworn condition and the tag should be intact. The tags have to be intact, there should be no visible signs of use or damage such as stains or cuts etc. or the return will not be accepted.

Pickaboo will cover the shipping on the way back to you. Please feel free to contact us at support@pickaboo.in and our service professionals will be happy to help facilitate your exchange.

#### ***2. How to cancel my order?***

The details of your order populates in your ‘My Account’ tab, once you have placed an order. You can cancel the order before it is shipped. Unfortunately you would not be able to cancel the order, once it is shipped. However if you have paid using a Credit Card/Debit card, we will refund the amount. In order to cancel the order, please send us an email to support@pickaboo.in. and also cite the reason. We would like to know why you are cancelling your order.

#### ***3. How can I return an order?***

Currently, we do not accept any returns. We only accept exchanges. You can initiate an exchange within 7 days of your order delivered, not beyond that.

We will request our logistic partners to arrange a pick up from your doorstep, once you have initiated the process for a pick up. They will get in touch with you directly and get the item picked up. Please keep the items properly packed in its original packing. Alternatively, you can email us on support@pickaboo.in.

#### ***4. Sorry but I have changed my mind and now want to retain the products, what should I do?***

Please contact our customer support team on support@pickaboo.in, in case you want to cancel the reverse pick up of your item. If the item is already picked up by the LSP from your doorstep, we would not be able to cancel the return. Once we receive the reverse delivery, we will arrange for redelivery of the products.

#### ***5. When are exchanges not possible?***

Please note that exchanges are not possible when the below mentioned points are not fulfilled:

● Exchange needs to be initiated within 7 days from the date of delivery.

● Item(s) of the order should not be used.

● The tags of the items should be intact and not removed.

Privacy policy and terms of use will be updated by the legal team - ensure to have a tab to redirect to the same.

***Production and Sourcing Policy***

*Throughtfully researched. Broadly tested. Thoroughly loved.*

Pickaboo creates and curates the best attires and thoughtfully selects products that pass high safety standards and are designed to be loved by not just parents but by the champs’ themselves too.

We always are transparent in letting you know where our products are sourced from and the materials that are used. We do not compromise on it and neither should you. We always ensure that you get the best for the ones you love!