

# 1. Customer Returns and Refunds Policy (Support)

## Purpose

This policy outlines the procedures, eligibility criteria, and timelines governing the return and refund of products purchased through our online and retail channels. Our goal is to provide a consistent, transparent, and customer-friendly process while maintaining product quality and safety standards.

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## 1.1 Eligibility for Returns

- Products can be returned within **30 calendar days** from the date of delivery or purchase.
- Returned items must be **unused, in original packaging**, and accompanied by all accessories, manuals, and the invoice.
- Certain categories are **non-returnable**, including:
  - Perishable goods such as groceries and fresh produce.
  - Health and hygiene products (e.g., cosmetics, personal care, undergarments).
  - Digital goods, software licenses, and e-gift cards.

For items marked as “non-returnable” on the product detail page, exceptions will only be made in cases of defective or damaged items.

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## 1.2 Return Process

1. Visit **My Orders** → **Request Return** on the app or website.
2. Select the product and specify the reason for return (e.g., defective, wrong item, quality issue).
3. Upload images if prompted — these help expedite quality verification.
4. Our logistics partner will arrange a **reverse pickup** within 48–72 hours.
5. Items are inspected at our warehouse before the refund or replacement is processed.

If reverse pickup is unavailable in your area, customers may be asked to **self-ship** using a tracked courier service, with the shipping cost reimbursed once verified.

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## 1.3 Refund Timelines

Refunds are initiated **within 5–7 business days** after successful inspection. The refund method depends on the original payment mode:

- **Credit/Debit Card:** Reflected within 5–7 days after initiation.
- **UPI/Wallet:** 2–3 working days.
- **Cash on Delivery (COD):** Refunded via digital wallet or bank transfer.

If a refund delay exceeds 10 days, customers can contact support using the **Help Center** → **Refund Inquiry** form for escalation.

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## 1.4 Replacement Policy

Replacements are available for identical items in cases of:

- Physical damage during transit.
- Incorrect item received.
- Manufacturing defects.

Replacement orders are prioritized and typically shipped **within 2 business days** after inspection approval.

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## 1.5 Return Conditions and Exceptions

- Product must have **barcode and serial number intact**.
  - Any **missing accessories** (e.g., chargers, remotes) may result in partial refunds.
  - Refunds will not be approved for items damaged due to misuse, negligence, or unauthorised repairs.
  - Products purchased during **flash sales or clearance events** may have a different return window, mentioned on the product page.
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## 1.6 Additional Notes

- Refunds for bundled offers (e.g., “Buy 1 Get 1”) will only be processed if **all items are returned**.
  - Refunds issued as **store credits** will be valid for 12 months.
  - Gift returns are eligible for store credits only, issued to the original buyer’s account.
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## 1.7 Contact and Escalation

Customers can reach our **Return Support Team** via:

- Live Chat (24×7)
- Email: support@company.com
- Toll-Free Helpline: 1800-000-000

Escalations beyond 7 days are reviewed by the **Customer Experience Manager**, who provides a resolution update within 48 hours.