DAILY FLOWERS INDIA PVT. LTD.

Daily Flowers Grievance Redressal Policy

Version 1.0.0 Status: Draft Effective: Not yet in force

Applies to: Customers, gift recipients, visitors, persons affected by content on the Platform, and — under Part 12 — sellers, partners and delivery partners

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Effective date: [EFFECTIVE DATE — TO BE CONFIRMED ON PUBLICATION] · **Version:** 1.0.0

Daily Flowers India Pvt. Ltd. (**Daily Flowers**, **we**, **us**) operates the website https://dailyflowersai.com and the Daily Flowers mobile applications (the **Platform**). This Policy explains how anyone affected by the Platform can raise a complaint, how we deal with it, how quickly we respond, and what you can do if you are not satisfied. Using this Policy is free, and it does not affect your right to approach a Consumer Commission, a regulator or a court at any time.

Part 1 — Purpose and scope

1.1 Purpose

This Policy sets up a single, accessible and time-bound grievance mechanism for the Platform. It is designed to meet the obligations of Daily Flowers as an e-commerce entity under the Consumer Protection Act, 2019 and the Consumer Protection (E-Commerce) Rules, 2020, as an intermediary (to the extent it is one) under the Information Technology Act, 2000 and the Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021, and as a Data Fiduciary and body corporate handling personal data under the Digital Personal Data Protection Act, 2023, the DPDP Rules, 2025 and, until they are replaced, the Information Technology (Reasonable Security Practices and Procedures and Sensitive Personal Data or Information) Rules, 2011.

1.2 Who may use this Policy

- customers, whether they bought a Daily Flowers product or a product from an independent seller on the Platform;
- gift recipients;

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- visitors and users of the Platform;
- any person affected by a listing, review, image or other content on the Platform;
- any person whose personal data we process, or their nominee, parent or lawful guardian; and
- under Part 12, independent sellers, franchise operators, suppliers and delivery partners.

1.3 What is a grievance

A grievance is any expression of dissatisfaction about the Platform, a product, an order, a seller, a delivery, a payment or refund, a promotion, content on the Platform, the conduct of our staff or partners, or our handling of personal data, where a response or resolution is expected. Every grievance is recorded and handled under this Policy, whether it arrives as a formal complaint or as a routine support request.

Part 2 — Grievance Officer and contacts

2.1 Grievance Officer

Item	Detail
Name	[NAME — TO BE CONFIRMED]
Designation	[DESIGNATION — TO BE CONFIRMED]
Email	[GRIEVANCE EMAIL — TO BE CONFIRMED]
Telephone	[GRIEVANCE TELEPHONE — TO BE CONFIRMED]
Postal address	Daily Flowers India Pvt. Ltd., [REGISTERED OFFICE ADDRESS] (CIN [CIN])
Working hours	[WORKING DAYS AND HOURS — TO BE CONFIRMED BY MANAGEMENT]

The Grievance Officer is a senior employee of Daily Flowers with authority to investigate complaints, obtain information from any team, seller or partner, and direct remedies. The Grievance Officer's name, designation

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and contact details are displayed on the Platform — on the home page or on a page reachable directly from it — and in every order confirmation.

2.2 Other designated contacts

Role	Responsibility	Contact
Nodal contact person (resident in India)	Point of contact for compliance with the Consumer Protection Act, 2019 and the E-Commerce Rules, including communications from authorities	[NAME / DESIGNATION / CONTACT — TO BE CONFIRMED]
Person answering questions on personal data / Data Protection Officer (if appointed)	Questions about processing of personal data and requests to exercise data rights	[NAME / DESIGNATION / CONTACT — TO BE CONFIRMED]
Customer support	First point of contact for orders, deliveries, quality issues and refunds	support@dailyflower.in · [CUSTOMER CARE TELEPHONE / WHATSAPP — TO BE CONFIRMED BY MANAGEMENT]

Part 3 — How to raise a grievance

3.1 Channels

Channel	How to use it	Best for
Order page	"Report a problem" on the order in your account	Quality, missing items, delivery, refunds
Reply to our message	Reply to the SMS, WhatsApp or email about your order, where replies are supported	Quick delivery and quality issues
Email	support@dailyflower.in, or the Grievance Officer's email for escalations	Any grievance

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Telephone / WhatsApp	[CUSTOMER CARE TELEPHONE / WHATSAPP — TO BE CONFIRMED BY MANAGEMENT]	Urgent delivery issues
Report content	The report option on a listing or review, or email to the Grievance Officer	Unlawful, infringing, misleading or offensive content
Privacy request	[PRIVACY REQUEST FORM / EMAIL — TO BE CONFIRMED BY MANAGEMENT]	Access, correction, erasure, nomination, withdrawal of consent, personal data complaints
Post	To the Grievance Officer at the postal address in Part 2.1	Formal or legal complaints

3.2 What to include

To help us act quickly, please give: your name and registered mobile number; the order number, product or content concerned; what went wrong and when; what outcome you are seeking; and photographs, screenshots or documents where relevant. For fresh flowers and food, photographs taken on delivery are particularly helpful. We will not refuse a complaint because some information is missing — we will ask for what we need.

3.3 Accessibility and language

You may write to us in English or [ADDITIONAL LANGUAGES — TO BE CONFIRMED BY MANAGEMENT]. If you have a disability or difficulty using a channel, tell us and we will help you raise and follow the complaint in another way, including by telephone. A person may complain on your behalf with your authority; a parent or lawful guardian may complain for a child or for a person with disability under guardianship; a nominee may complain about personal data after the death or incapacity of the person concerned.

3.4 Reporting content concerning a person's privacy or dignity

If content on the Platform exposes the private area of any individual, shows an individual in full or partial nudity or in a sexual act, or impersonates an individual (including by artificially morphed images), the affected individual or anyone on their behalf may report it through any channel in Part 3.1, marking it "urgent — personal content". We treat such reports under the fastest timeline in Part 5.

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Part 4 — Acknowledgement and ticket number

Every grievance receives a unique ticket number when it is recorded, which we send to you with our acknowledgement. You can use the ticket number to follow the status of your complaint in your account or by contacting customer support or the Grievance Officer. We will keep you informed when the status changes, and we will not close a ticket without telling you the outcome and the reasons.

Part 5 — Timelines

We apply the shortest timeline that the law sets for each kind of grievance. Timelines run from the date we receive the grievance through any channel in Part 3.

Kind of grievance	Acknowledgement	Resolution	Source of the timeline
Consumer complaint about a product, order, seller, delivery, payment, refund, promotion or service	Within 48 hours	Within one month	Rule 4(5) of the E-Commerce Rules
Complaint by a user or victim about a violation of the Intermediary Rules or other matters concerning the Platform as a computer resource (including listings and reviews)	Within 24 hours	Within seven days	Rule 3(2)(a)(i) of the Intermediary Rules, as amended on 10 February 2026
Request to remove content falling within Rule 3(1)(b) of the Intermediary Rules (other than the categories that rule excludes)	Within 24 hours	Acted upon as expeditiously as possible and resolved within 36 hours	Proviso to Rule 3(2)(a)(i)

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Content exposing private areas, nudity, sexual acts or impersonation of an individual	Immediately on receipt	Reasonable and practicable measures to remove or disable access within two hours	Rule 3(2)(b) of the Intermediary Rules
Grievance about processing of personal data, or a request to exercise a data right	Within 48 hours	Within one month, and never later than the period prescribed under the DPDP Rules (not exceeding ninety days)	Rule 5(9) of the SPDI Rules; section 13 of the DPDP Act and Rule 14(3) of the DPDP Rules

Perishable orders. For fresh flowers, cakes and other perishable products, a quality or delivery complaint made on the delivery date is treated as a priority, because a same-day replacement may still be possible. Our internal service standards for first response and resolution are set out in Schedule 1 and are shorter than the legal maxima above.

Part 6 — Escalation levels

Level	Who handles it	When to use it
Level 1 — Customer support	Daily Flowers customer support team	First contact for any grievance
Level 2 — Grievance Officer	Grievance Officer named in Part 2.1	If Level 1 has not resolved your grievance to your satisfaction, has not responded in time, or if you prefer to go directly to the Grievance Officer — you may do so at any time
Level 3 — Senior management review	[ESCALATION AUTHORITY — e.g. a Director or Chief Executive — TO BE CONFIRMED BY MANAGEMENT]	If you are not satisfied with the Grievance Officer's decision; request a review within [PERIOD — TO BE CONFIRMED BY MANAGEMENT] of the decision

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External	The routes in Part 11	At any time; some routes require you to use this Policy first

Escalating internally never extends the legal timelines in Part 5, and does not prevent you from using the external routes in Part 11 at the same time.

Part 7 — How we investigate and decide

1. **Fair review.** We look at the evidence you provide, our order, payment and delivery records (including delivery code confirmations, handover photographs and delivery-attempt records), and any information from the seller, fulfilment partner or delivery partner involved.
2. **Evidence.** We may ask for photographs or, for gifts, the return of the product. We do not ask for more than is reasonably needed, and a lack of photographs is not on its own a reason to reject a complaint.
3. **Involving sellers and partners.** Where an independent seller or partner is involved, we share the complaint with them and ask for their response within [SELLER RESPONSE PERIOD — TO BE CONFIRMED BY MANAGEMENT], so that the overall timeline in Part 5 is met. A seller's failure to respond does not delay our decision.
4. **Remedies.** Depending on the case, remedies include a replacement, a redelivery, a full or partial refund, store credit if you choose it, correction of a record, removal of content, an apology, and action against a seller or partner. Remedies follow the Daily Flowers Refund Policy, Replacement Policy, Cancellation Policy and Delivery / Shipping Policy, and never reduce your legal rights.
5. **Reasons.** We tell you our decision in writing, with reasons and the next escalation step.
6. **No conditions.** We never make a refund or remedy conditional on you withdrawing a complaint to an authority, giving a positive review, or agreeing not to discuss the matter.
7. **No retaliation.** Making a complaint in good faith never affects how we treat you.

Part 8 — Complaints about products sold by independent sellers

When you buy from an independent seller on the Platform, that seller is responsible for its product and has its own grievance officer, whose details are shown with the seller's information on the Platform. You do not have to

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find or contact the seller: you may bring every complaint to Daily Flowers, and we will record it, coordinate with the seller, and make sure it is answered within the timelines in Part 5. If you need the seller's details to pursue a complaint elsewhere, we will give them to you on request. Where a refund is due to you for a seller's product, we process it through the Platform in the same way as for our own products.

Part 9 — Complaints about content, and the Grievance Appellate Committee

If you complain about a listing, review, image or other content on the Platform, we will assess it against our Customer Terms & Conditions, our seller policies and the law, and remove or disable access to content that breaches them, or explain why we have not done so. Where we remove content that a person posted, we tell that person and give them an opportunity to seek reconsideration, where the law requires.

If you are dissatisfied with the Grievance Officer's decision on a complaint that falls under the Intermediary Rules, you may appeal to the Grievance Appellate Committee established by the Government of India, within thirty days of receiving our decision, through https://gac.gov.in. We comply with the Committee's orders.

Part 10 — Grievances about personal data

Grievances about how we collect, use, share, protect or retain personal data, and requests to access, correct, complete, update or erase personal data, withdraw consent or nominate someone, are handled by the Grievance Officer under the Daily Flowers Privacy Policy and the timelines in Part 5. Under section 13(3) of the Digital Personal Data Protection Act, 2023, you must use this grievance process before complaining to the Data Protection Board of India. If you remain dissatisfied, or we do not respond within the time required, you may complain to the Board through its online portal ([DATA PROTECTION BOARD COMPLAINT PORTAL URL — TO BE CONFIRMED]).

Part 11 — External routes that are always open to you

Route	How to reach it	What it does

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National Consumer Helpline (Department of Consumer Affairs)	Toll-free 1915 or 1800-11-4000; WhatsApp 8800001915; https://consumerhelpline.gov.in; NCH mobile app	Free pre-litigation help to resolve consumer complaints with businesses
Consumer Disputes Redressal Commissions (District, State, National)	Online filing through https://e-jagriti.gov.in (which replaced e-Daakhil from 1 January 2025), or in person	Adjudication of consumer complaints; you may file before a District Commission where you reside or personally work for gain
Grievance Appellate Committee	https://gac.gov.in	Appeals from decisions on complaints under the Intermediary Rules
Data Protection Board of India	[DATA PROTECTION BOARD COMPLAINT PORTAL URL — TO BE CONFIRMED]	Complaints about personal data after using our grievance process
Reserve Bank of India — Integrated Ombudsman Scheme	https://cms.rbi.org.in	Complaints against a bank or payment service provider about a payment transaction, after first complaining to that entity
Food safety authorities	Through the Food Safety and Standards Authority of India's consumer grievance channels	Complaints about food safety or labelling

Daily Flowers will endeavour, on a best-effort basis, to participate in the National Consumer Helpline convergence programme so that complaints registered with the Helpline reach us directly.

Part 12 — Grievances from sellers, partners and delivery partners

12.1 Scope

Independent sellers, franchise operators, registered flower partners, food and gift sellers, suppliers, delivery companies and individual delivery partners may raise grievances about onboarding and verification decisions,

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listing or delisting, settlement statements and deductions, suspension, the conduct of Daily Flowers staff or customers, safety concerns, and the handling of their personal data.

12.2 How partner grievances are handled

1. **Raise it** through the partner support channel in the partner or delivery app, or by email to [PARTNER SUPPORT EMAIL — TO BE CONFIRMED BY MANAGEMENT].
2. **Acknowledgement and ticket** within [PERIOD — TO BE CONFIRMED BY MANAGEMENT], with a ticket number.
3. **Resolution** within [PERIOD — TO BE CONFIRMED BY MANAGEMENT]. Settlement disputes are corrected through adjustment entries in a later statement; a closed statement is never silently changed.
4. **Escalation** to the Grievance Officer and then to the dispute-resolution process in the partner's agreement with Daily Flowers.
5. **Safety first.** A delivery partner who reports a safety threat, harassment or an accident is helped immediately, and may decline or stop a job without penalty while the report is dealt with.
6. **Personal data** of partners and their staff is handled under the privacy notice given with their agreement and the timelines in Part 5.

12.3 Customer complaints about a seller or partner

When a customer complaint concerns a seller or partner, we give the seller or partner a fair opportunity to respond. Any consequences for the seller or partner — such as an adjustment, delisting or suspension — follow the terms of its agreement with Daily Flowers.

Part 13 — Records, reporting and review

13.1 Grievance register

We keep a register of every grievance, recording: ticket number; date and time received; channel; complainant category; the order, product, seller, partner or content concerned; grievance type; dates of acknowledgement, escalation and resolution; the decision and reasons; remedy provided; and whether the legal timeline was met. Records are kept for [RETENTION PERIOD — TO BE CONFIRMED BY MANAGEMENT], or longer if a dispute or proceeding is pending, and are protected as described in the Daily Flowers Privacy Policy.

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13.2 Monitoring

The Grievance Officer reviews grievance volumes, timelines, repeat complaints and root causes at least [FREQUENCY — TO BE CONFIRMED BY MANAGEMENT] and reports to senior management. Repeated complaints about a seller, product or partner are used to improve quality and may lead to action under the relevant agreement. We record sellers who repeatedly offer goods or services that have previously been removed or restricted for breach of law or our policies, so that we can take appropriate action.

13.3 Training and review of this Policy

Staff who handle grievances are trained on this Policy and on consumer and data-protection rights. We review this Policy at least once a year and whenever the law changes.

Part 14 — Complaints made in bad faith

We handle every complaint on its merits. Where a person repeatedly makes complaints that are shown to be false or intended only to obtain refunds or credit to which they are not entitled, we may, after telling them and considering their response, apply the measures described in the Customer Terms & Conditions. This does not affect genuine complaints or any right to approach an external authority.

Part 15 — Changes to this Policy

We publish each version of this Policy, with its version number and effective date, in the Legal & Agreements Centre at https://dailyflowersai.com/legal, and keep earlier versions available there. Changes do not affect grievances already raised, which are handled under the version in force when they were received unless a later version is more favourable to the complainant.

Schedule 1 — Items to be confirmed by management before publication

No.	Item	Part	Status

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1	Grievance Officer name, designation, email, telephone, working hours	2.1	[NAME / DESIGNATION / CONTACT — TO BE CONFIRMED]
2	Nodal contact person resident in India	2.2	[TO BE CONFIRMED BY MANAGEMENT]
3	Person answering personal data questions / Data Protection Officer	2.2	[TO BE CONFIRMED BY MANAGEMENT]
4	Customer care telephone / WhatsApp; privacy request form; partner support email	2.2, 3.1, 12.2	[TO BE CONFIRMED BY MANAGEMENT]
5	Additional complaint languages	3.3	[TO BE CONFIRMED BY MANAGEMENT]
6	Internal first-response and resolution standards by case type (OD-054) — must be shorter than the legal maxima in Part 5	5	[TO BE CONFIRMED BY MANAGEMENT]
7	Level 3 escalation authority and period to request review (OD-067)	6	[TO BE CONFIRMED BY MANAGEMENT]
8	Period within which sellers must respond to a complaint	7	[TO BE CONFIRMED BY MANAGEMENT]
9	Partner grievance acknowledgement and resolution periods	12.2	[TO BE CONFIRMED BY MANAGEMENT]

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10	Grievance register retention period and review frequency	13	[TO BE CONFIRMED BY MANAGEMENT]
11	Data Protection Board complaint portal URL	10, 11	[TO BE CONFIRMED]
12	Decision on National Consumer Helpline convergence	11	[TO BE CONFIRMED BY MANAGEMENT]

Annexure — Legal basis and review notes

Statutes and rules relied on

Instrument	Provision	Requirement
Consumer Protection Act, 2019	ss.34, 35, 47, 58; s.94	Complaint jurisdiction including where the complainant resides or works; e-commerce measures
Consumer Protection (E-Commerce) Rules, 2020 (G.S.R. 462(E), 23 July 2020)	rr.4(1), 4(2), 4(4), 4(5), 4(7), 5(3)(a), 5(3)(b), 5(5), 6(4)–(5)	Nodal person resident in India; display of contact and grievance officer details; grievance officer; acknowledge within 48 hours and redress within one month; NCH convergence; seller details; ticket number for each complaint; record of repeat offending sellers; seller grievance officer

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IT (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021, as amended by G.S.R. 794(E) (28 October 2022), G.S.R. 275(E) (6 April 2023), G.S.R. 775(E) (22 October 2025) and G.S.R. 120(E) (10 February 2026)	rr.3(1)(b), 3(1)(c), 3(2)(a)–(c), 3A	Prominent publication of Grievance Officer; acknowledge within 24 hours; resolve within seven days; removal requests within 36 hours; intimate or impersonating content within two hours; appeal to Grievance Appellate Committee within 30 days
Information Technology Act, 2000	ss.43A, 79	Reasonable security practices; intermediary safe harbour conditional on due diligence
IT (Reasonable Security Practices and Procedures and Sensitive Personal Data or Information) Rules, 2011	r.5(9)	Grievance Officer published; redress within one month (until DPDP s.44(2) commences)
Digital Personal Data Protection Act, 2023	ss.8(9), 8(10), 13, 14, 27	Contact for data questions; grievance mechanism; exhaustion before the Board; nomination; Board complaints
Digital Personal Data Protection Rules, 2025 (G.S.R. 846(E), 13 November 2025)	rr.9, 14	Publication of contact and of means to exercise rights; grievance response within a reasonable period not exceeding ninety days (in force eighteen months after publication)
Guidelines for Prevention and Regulation of Dark Patterns, 2023	—	Complaints about deceptive design are grievances under this Policy
Reserve Bank — Integrated Ombudsman Scheme	—	External route for payment complaints against regulated entities

Open review points

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1. **Intermediary status (interpretive).** Confirm whether the Intermediary Rules timelines apply to independent sellers' listings and customer reviews (Part 5, Part 9).
2. **Appointments (regulatory requirement).** Grievance Officer, nodal contact person and data-questions contact must be appointed and published before launch of this Policy.
3. **Internal standards (business decision).** OD-054 and OD-067 values in Schedule 1.
4. **External contacts (advisory).** Re-verify helpline numbers and portal addresses on the publication date; add the Data Protection Board portal once available.
5. **Consistency.** The Customer Terms & Conditions (Part 21) and Privacy Policy (Part 12) must carry the same Grievance Officer details and timelines as this Policy.

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