DAILY FLOWERS INDIA PVT. LTD.

Daily Flowers General Marketplace Seller Policy

Version 1.0.0 Status: Draft Effective: Not yet in force

Applies to: All sellers and partners who list products on Daily Flowers — gift sellers, registered flower partners and food partners — incorporated by reference into their agreements

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1. Purpose and Scope

1.1 Purpose

Daily Flowers India Pvt. Ltd. ("**Daily Flowers**", "**we**") operates a marketplace at https://dailyflowersai.com and associated applications on which independent businesses sell fresh flowers, food and gifts to customers. This policy sets out the rules that keep the marketplace safe, lawful and trustworthy for customers and fair for sellers.

1.2 Who this policy applies to

This policy applies to every business that lists products on Daily Flowers ("**Seller**"), including:

1. **Gift Sellers**, under the Daily Flowers Gift Seller / Marketplace Seller Agreement;
2. **Registered Flower Partners**, for the products they list and the orders they fulfil, under the Daily Flowers Registered Flower Partner Agreement; and
3. **Food Partners** (cakes, bakery, cookies and other food), under their food partner agreement. Food Partners must also comply with the Daily Flowers Food Safety & FSSAI Compliance Policy, which prevails over this policy on food-safety matters.

It applies to the Seller's owners, staff, agents and anyone acting on the Seller's behalf on the platform.

1.3 How this policy relates to other documents

1. This policy is incorporated by reference into each Seller's agreement with Daily Flowers. A breach of this policy is a breach of that agreement.
2. If this policy conflicts with a Seller's signed agreement, the agreement prevails, except where this policy reflects a requirement of law.

3. The Daily Flowers Seller Code of Conduct sets out the ethical standards expected of Sellers and is read together with this policy.
4. Nothing in this policy reduces any obligation that the law places on Daily Flowers as an e-commerce entity, or any right that customers have under the Consumer Protection Act, 2019 or other law.

1.4 Franchisees

Daily Flowers franchisees operate under a separate franchise agreement and brand standards. Where a franchisee lists products on the marketplace, this policy applies to those listings in addition to the franchise agreement.

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2. Definitions

- "**Listing**" means a product page on the platform identifying the Seller, including all text, images, prices, declarations and options.
- "**Order**" means a confirmed customer order for a Seller's product.
- "**Prohibited Product**" means a product listed in Section 6 that may not be sold on Daily Flowers under any circumstances.
- "**Restricted Product**" means a product listed in Section 7 that may be sold only with Daily Flowers' prior category approval and the documents specified.
- "**Seller Account**" means the Seller's account and seller portal on the platform.
- "**Violation**" means any breach of this policy, the Seller Code of Conduct, the Seller's agreement or applicable law.

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3. Seller Eligibility and Accounts

3.1 Eligibility

To sell on Daily Flowers, a Seller must:

1. be a business or individual legally able to enter into a binding contract in India;

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2. complete verification, including PAN and (where required by law or by its agreement) GSTIN, identity and constitution, authorised signatory, business address and a bank account in its own name;
3. hold every licence, registration and authorisation required for the products it sells — for example, FSSAI licence or registration for food, and BIS licence or registration for products covered by a quality control order;
4. accept the applicable seller agreement electronically; and
5. not have been previously removed from Daily Flowers for a serious Violation, unless Daily Flowers has expressly agreed to reinstatement.

3.2 One account per business

Each legal entity may hold one Seller Account per seller type unless Daily Flowers approves otherwise. Opening additional accounts to avoid enforcement, to manipulate ranking or to benefit from new-seller promotions is prohibited.

3.3 Account information and security

Sellers must keep account information accurate and current, protect login credentials, give access only to authorised staff with their own user accounts, and notify Daily Flowers immediately of any unauthorised access. Sellers are responsible for all activity in their Seller Account.

3.4 Seller identity shown to customers

As required by the Consumer Protection (E-Commerce) Rules, 2020, Daily Flowers displays seller information to customers, including the Seller's business name, geographic address, customer care contact and ratings, and (from 1 January 2027) additional information required by the Consumer Protection (E-Commerce) (Amendment) Rules, 2026 such as the Seller's GSTIN. Sellers must ensure this information is accurate. A Seller may not operate under a name that is misleading, impersonates another business, or suggests that it is Daily Flowers or a Daily Flowers franchise.

4. Listing Standards

4.1 General principles

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Every Listing must be truthful, complete, specific to the product actually supplied, lawful and easy for customers to understand. A customer should receive exactly what the Listing led them to expect.

4.2 Structure

1. **One product per Listing.** Variants (size, colour, stem count) may be grouped only if they are genuinely the same product in different options.
2. **No duplicates.** A Seller must not create multiple Listings for the same product to occupy more search space.
3. **Correct category.** Products must be listed in the most accurate category.
4. **Bundles and hampers.** Every item in a hamper or bundle must be listed individually in the description, and each item must itself be permitted; a hamper containing any food item is a food product for the purposes of Section 7.

4.3 Titles and descriptions

1. Titles must identify the product plainly (for example, type, key feature, size or quantity). They must not contain prices, promotional phrases ("best", "No. 1", "sale"), unrelated keywords, other brands' names (unless the product is genuinely of that brand or compatible with it and this is stated accurately), or capital letters used for emphasis.
2. Descriptions must state all material facts: materials, dimensions, weight or volume, quantity, contents, care instructions, limitations, and for flowers, the flower types, stem counts and any seasonal substitution rules.
3. Claims such as "handmade", "organic", "natural", "eco-friendly", "imported", "premium grade" or "long-lasting" must be true and capable of substantiation on request. Health, therapeutic or medicinal claims are prohibited unless the law permits them for that product and the Seller holds the required approvals.

4.4 Images

1. Images must show the actual product offered, in the variant offered, without editing that misrepresents its colour, size, contents or quality.
2. For made-to-order products such as bouquets and cakes, images may be representative, but the Listing must say so and must state what may vary.
3. Images must not contain contact details, website addresses, watermarks of other platforms, or offensive content.

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4. Sellers must own or have permission to use every image. Copying images from other sellers or websites without permission is prohibited.

4.5 Mandatory information

Each Listing must include, as applicable to the product:

1. the total price inclusive of taxes, and any shipping or other charge payable by the customer, shown before the customer confirms the purchase;
2. for pre-packaged commodities, the declarations required by Rule 6 of the Legal Metrology (Packaged Commodities) Rules, 2011 (including manufacturer, packer or importer name and address, country of origin, generic name, net quantity, maximum retail price, unit sale price where required, best-before or use-by date where applicable, and consumer care details);
3. whether the product is imported, and the country of origin, so that Daily Flowers can provide the country-of-origin filters for imported goods required from 1 July 2026 under Rule 6(10A) of those Rules;
4. the dispatch time (for shipped products) or preparation and delivery options (for local products);
5. whether the product can be returned, cancelled or replaced, and on what conditions, consistently with the Daily Flowers Cancellation, Refund and Replacement policies;
6. any warranty or guarantee, who provides it and how to claim it;
7. for food, the information required by the Daily Flowers Food Safety & FSSAI Compliance Policy (including ingredients, allergens and FSSAI licence or registration number); and
8. any safety warning, age grading or usage instruction required by law or needed for safe use.

4.6 Content not allowed in Listings

Listings must not contain:

1. phone numbers, email addresses, social media handles, website links, QR codes or any invitation to contact or buy outside Daily Flowers;
2. false or misleading statements, including fake scarcity ("only 1 left" when untrue) or false urgency;
3. references to other marketplaces or to Daily Flowers' competitors;
4. discriminatory, hateful, obscene, defamatory or violent content;

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5. personal data of any person other than as needed for the product (for example, personalisation examples must use fictitious details);
6. content that infringes any trade mark, copyright, design or other right; or
7. content that violates the Information Technology Act, 2000 or the rules made under it.

4.7 Personalised and made-to-order products

Sellers offering personalisation must describe clearly what can be personalised, the character or image limits, the proofing process (if any), and that personalised items may be non-returnable for change of mind. Customer-supplied text and images must be used only for the Order and must not be reproduced, displayed or retained beyond what the Order requires. Sellers must refuse personalisation requests that are unlawful, infringing or offensive.

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5. Listing Review

5.1 Pre-publication review

Every new Listing, and every material change to the description, images or legal declarations of an existing Listing, is reviewed by Daily Flowers before it is published. Price and stock changes to an approved Listing go live without review, but remain subject to this policy and to monitoring.

5.2 What we check

Review checks whether the Listing appears to meet this policy, including completeness of mandatory information, category approval, prohibited and restricted product rules, obvious IP concerns and content standards. Review is a compliance check and does not transfer to Daily Flowers the Seller's responsibility for the accuracy of the Listing or the quality, safety and legality of the product.

5.3 Outcomes

A Listing may be approved, returned for changes with the specific reasons, or rejected with reasons. Target review time: [TO BE CONFIRMED BY MANAGEMENT]. A Seller may correct and resubmit a returned Listing, or appeal a rejection under Section 11.

5.4 Ongoing monitoring

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Daily Flowers may review any live Listing at any time, including in response to customer complaints, rights-holder notices, regulatory communications or automated checks, and may unpublish it under Section 10.

6. Prohibited Products

The following may not be listed, sold, offered, included in a hamper or given free with an Order on Daily Flowers:

1. **Counterfeit and infringing goods** — replicas, "first copies", "inspired by" imitations of branded goods, goods bearing unauthorised trade marks, and pirated content.
2. **Illegal drugs and related items** — narcotic drugs and psychotropic substances, and paraphernalia for their use.
3. **Tobacco and nicotine products** — including cigarettes, bidis, chewing tobacco, and electronic cigarettes and heat-not-burn devices, which are prohibited under the Prohibition of Electronic Cigarettes (Production, Manufacture, Import, Export, Transport, Sale, Distribution, Storage and Advertisement) Act, 2019.
4. **Alcohol** — alcoholic beverages of any kind, and food products containing alcohol where State law restricts their sale.
5. **Medicines and medical devices** — prescription and non-prescription drugs, and medical devices requiring registration or licence.
6. **Weapons** — firearms, ammunition, explosives, fireworks, and weapons or replicas that could be mistaken for real weapons.
7. **Hazardous materials** — flammable, corrosive, toxic or pressurised substances and goods that cannot lawfully be carried by courier.
8. **Wildlife and protected plants** — animals, animal parts, ivory, and plants or plant parts whose trade is prohibited or regulated under the Wild Life (Protection) Act, 1972, the Biological Diversity Act, 2002 or related law, unless lawfully permitted and approved.
9. **Live animals** of any kind.
10. **Prohibited single-use plastics** — items prohibited under the Plastic Waste Management Rules, 2016 as amended, including polystyrene (thermocol) for decoration and plastic sticks for balloons, and non-compliant plastic carry bags.

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11. **Adult and obscene material** — sexually explicit goods and content, and anything obscene under applicable law.
12. **Hate and extremist material** — goods that promote violence, hatred or discrimination.
13. **Stolen goods** and goods of unknown or unlawful origin.
14. **Currency and financial instruments** — legal tender (other than genuine collectible coins where lawful), lottery tickets, gift cards of other businesses, and any gambling or betting product.
15. **Recalled products** and products that fail mandatory safety standards.
16. **Products requiring a licence the Seller does not hold** — including food without valid FSSAI licence or registration, and products under a BIS quality control order without the Standard Mark.
17. **Used or refurbished goods presented as new.**
18. **Personal data and surveillance items** — databases of personal information, and spy devices designed for covert recording of others.
19. **Anything else whose sale, advertisement or transport is prohibited by Indian law** or by a court or government order.

Daily Flowers may add to this list at any time where required by law or to protect customers. Additional prohibited products: [TO BE CONFIRMED BY MANAGEMENT].

7. Restricted Products

The following may be listed only after Daily Flowers grants category approval, and only with the supporting documents shown:

Category	Examples	Required before listing
Food of any kind	Cakes, cookies, chocolates, confectionery, dry fruits, hamper food items	Valid FSSAI licence or registration for the Seller's activity; product label information; compliance with the Food Safety & FSSAI Compliance Policy

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Branded goods not made by the Seller	Branded chocolates, perfumes, accessories	Brand-owner authorisation or invoices from an authorised distributor
Goods under a BIS quality control order	Toys for children aged 14 or under; electrical and electronic goods under compulsory registration	BIS licence or registration number and Standard Mark on the product
Gold and silver jewellery and artefacts	Jewellery, coins, artefacts	Compliance with mandatory hallmarking where applicable
Cosmetics and personal care	Fragrances, bath products, skin care	Manufacturer or importer licence details; label compliance
Candles, diffusers and fragrance oils	Scented candles, reed diffusers	Confirmation that the courier accepts the product; safety warnings
Goods with batteries	Musical cards, LED décor, electronics	Battery type; courier acceptance; safety information
Sharp items	Knives, cake servers, craft tools	Lawful product; safety packaging; age restriction where required
Live plants	Potted plants, succulents, bonsai	Species name; care instructions; confirmation that inter-State movement is lawful
Imported goods	Any product imported by the Seller	Importer details and country of origin on Listing and package
Religious and cultural items	Idols, puja items	Respectful presentation; no misleading claims of sanctity or benefit
Age-restricted items	Items unsuitable for minors	Age grading and warnings

Daily Flowers may require product test reports, safety data or samples for any restricted product. Additional restricted categories and document requirements: [TO BE CONFIRMED BY MANAGEMENT].

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8. Pricing and MRP Rules

8.1 Who sets prices

1. For Gift Sellers and for Registered Flower Partners' own Listings, the Seller sets the selling price, subject to this Section.
2. For orders routed by Daily Flowers from its own curated catalogue, the customer price is set by Daily Flowers under the relevant agreement.

8.2 Price display

1. The selling price must be the total amount the customer pays for the product, inclusive of all taxes.
2. Shipping, delivery, packaging, convenience or other charges must be disclosed before the customer confirms the order. Charges must not be added after the customer has decided to buy (drip pricing).
3. The price shown when the order is placed is the price the customer pays; Sellers must not seek any additional payment afterwards.

8.3 Maximum retail price

1. A pre-packaged commodity must never be sold above the maximum retail price declared on its package.
2. The maximum retail price stated on the Listing must be the same as the one on the product delivered.
3. Sellers must not alter, obscure or over-sticker a declared maximum retail price except where the law expressly permits.

8.4 Reference prices and discounts

1. A "was", "list", "original" or struck-through price, or a percentage-off claim, may be shown only if it is genuine and verifiable.
2. From 1 January 2027, whenever a price reduction is announced, the prior price (the lowest price at which the product was offered in the thirty days before the reduction) must be displayed with the reduced price, as required by the Consumer Protection (E-Commerce) (Amendment) Rules, 2026. Sellers must not raise prices shortly before a sale to inflate the apparent discount.

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3. Maximum retail price may be used as a reference price only where it is a genuine declared price for that product.

8.5 Fair pricing

Sellers must not:

1. manipulate prices to obtain unreasonable profit by taking advantage of an emergency, shortage or occasion (for example, a festival or public emergency) in a manner the law prohibits;
2. charge different prices to customers of the same class in a manner the law prohibits;
3. set prices that are obvious errors in order to attract traffic; or
4. agree prices with other sellers (see the Seller Code of Conduct on fair competition).

8.6 Promotions

1. Promotions are funded by Daily Flowers, by the Seller or shared, and the funding responsibility is always shown to the Seller before it opts in.
2. A Seller must honour every promotion it opts into for the advertised period and quantity.
3. Promotional claims must not use false urgency, fake countdown timers, false scarcity, confirm-shaming or any other practice listed in the Guidelines for Prevention and Regulation of Dark Patterns, 2023.

8.7 Pricing errors

Daily Flowers may unpublish a Listing with an obvious pricing error and may cancel Orders placed at such a price with a full refund to the customer.

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9. Performance Standards

9.1 Why performance is measured

Customers rely on Sellers to deliver on time, as described and in good condition. Daily Flowers measures performance so that it can route orders and rank products fairly, support Sellers who are struggling, and protect customers.

9.2 Metrics

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Metric	What it measures	Applies to	Target	Action threshold
Offer acceptance rate	Share of routed order offers accepted within the offer window	Flower Partners, Food Partners	[TO BE CONFIRMED BY MANAGEMENT]	[TO BE CONFIRMED BY MANAGEMENT]
Offer expiry rate	Share of offers left unanswered until expiry	Flower Partners, Food Partners	[TO BE CONFIRMED BY MANAGEMENT]	[TO BE CONFIRMED BY MANAGEMENT]
Order acknowledgement time	Time from order to acknowledgement	Gift Sellers	[TO BE CONFIRMED BY MANAGEMENT]	[TO BE CONFIRMED BY MANAGEMENT]
On-time readiness rate	Orders ready for collection by the required time	Flower Partners, Food Partners	[TO BE CONFIRMED BY MANAGEMENT]	[TO BE CONFIRMED BY MANAGEMENT]
On-time dispatch rate	Orders dispatched within the declared dispatch time	Gift Sellers	[TO BE CONFIRMED BY MANAGEMENT]	[TO BE CONFIRMED BY MANAGEMENT]
Valid tracking rate	Dispatched orders with valid courier tracking	Gift Sellers	[TO BE CONFIRMED BY MANAGEMENT]	[TO BE CONFIRMED BY MANAGEMENT]
Seller cancellation rate	Orders cancelled by the Seller after acceptance or payment	All	[TO BE CONFIRMED BY MANAGEMENT]	[TO BE CONFIRMED BY MANAGEMENT]
Seller-fault return rate	Returns for damaged, wrong or not-as-described products	Gift Sellers	[TO BE CONFIRMED BY MANAGEMENT]	[TO BE CONFIRMED BY MANAGEMENT]
Attributable complaint rate	Complaints upheld against the Seller per order	All	[TO BE CONFIRMED BY MANAGEMENT]	[TO BE CONFIRMED BY MANAGEMENT]

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Replacement rate	Orders requiring a replacement attributable to the Seller	Flower Partners, Food Partners	[TO BE CONFIRMED BY MANAGEMENT]	[TO BE CONFIRMED BY MANAGEMENT]
Response time	Time to respond to complaints, return requests and Daily Flowers queries	All	[TO BE CONFIRMED BY MANAGEMENT]	[TO BE CONFIRMED BY MANAGEMENT]
Customer rating	Average rating from verified customers	All	[TO BE CONFIRMED BY MANAGEMENT]	[TO BE CONFIRMED BY MANAGEMENT]
Policy compliance	Number and seriousness of Violations	All	Zero	Any serious Violation

Measurement window: [TO BE CONFIRMED BY MANAGEMENT]. Minimum order volume before a rate is applied: [TO BE CONFIRMED BY MANAGEMENT].

9.3 Fair measurement

1. Orders affected by events outside the Seller's control (such as a failure by a delivery partner arranged by Daily Flowers, a platform outage or a force majeure event) are excluded from the Seller's metrics once verified.
2. Sellers can see their own metrics in the Seller Account and may ask for a correction if they believe a metric is wrong.
3. Metrics are never shared with other Sellers.

9.4 Effect on ranking and routing

Performance is one of the parameters used to rank products and to route orders. Daily Flowers publishes the main parameters that determine ranking, as required by Rule 5(3) of the Consumer Protection (E-Commerce) Rules, 2020 as amended. Sponsored placement, where offered, is labelled as such.

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10. Enforcement — Delisting and Suspension

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10.1 Principles

Daily Flowers applies enforcement measures that are proportionate to the seriousness, frequency and impact of the Violation; consistent between Sellers in similar situations; explained with reasons (unless the law prohibits disclosure); recorded; and subject to appeal.

10.2 The enforcement ladder

Measures normally escalate as follows. Daily Flowers may start at a higher level where the seriousness of the Violation requires it.

Level	Measure	Typical triggers
1	**Advisory notice** — guidance on how to fix an issue	First minor Listing defect; metric approaching threshold
2	**Formal warning** — recorded Violation with a deadline to correct	Repeated minor defects; metric below action threshold; failure to respond to an advisory
3	**Performance improvement plan** — agreed actions and a review date: [TO BE CONFIRMED BY MANAGEMENT]	Sustained underperformance on one or more metrics
4	**Listing action** — specific Listings unpublished until corrected	Non-compliant Listing; unsubstantiated claims; missing mandatory information; credible complaint about a specific product
5	**Account restrictions** — for example, freeze on new Listings, removal of a category or service area, exclusion from promotions, reduced order routing, or hold on settlement for affected Orders only	Failure to meet an improvement plan; repeated Listing Violations; category-specific non-compliance

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6	**Suspension** — Seller Account deactivated for new Orders pending investigation or correction	Serious Violation; lapse of mandatory licence or verification; unresolved safety issue; failure at Level 5
7	**Termination** — agreement terminated and Seller removed	Zero-tolerance Violation; repeated serious Violations; failure to remedy after suspension

10.3 Zero-tolerance Violations

The following may lead to immediate suspension or termination without prior warning:

1. selling counterfeit products, or repeated infringement of intellectual property;
2. selling Prohibited Products, or unsafe products that have caused or could cause serious harm;
3. selling food without a valid FSSAI licence or registration, or concealing a food-safety incident;
4. fraud, including fake orders, fake returns, fabricated delivery proof or tracking, and manipulation of settlements;
5. fake reviews, posing as a customer, or paying for reviews;
6. soliciting payments or orders outside the platform using customer data;
7. misuse of customer personal data, including selling or sharing it;
8. bribery or attempted bribery of Daily Flowers staff or any public official;
9. providing false verification documents or information; and
10. threatening, abusive or harassing conduct towards customers, delivery partners or Daily Flowers staff.

10.4 Immediate interim measures

Where there is a credible risk of harm to customers, a legal or regulatory requirement, or credible evidence of a zero-tolerance Violation, Daily Flowers may unpublish Listings or suspend a Seller Account immediately, pending investigation. Daily Flowers will then notify the Seller with reasons and give it an opportunity to respond, normally within [TO BE CONFIRMED BY MANAGEMENT].

10.5 Orders and settlement during enforcement

1. Orders already placed must still be fulfilled unless Daily Flowers cancels them.

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2. Returns, refunds and complaints for fulfilled Orders remain the Seller's responsibility.
3. Settlement holds apply only to Orders affected by the Violation or open disputes, and are released once resolved, unless the Seller's agreement permits a wider hold (for example, on termination for fraud).

10.6 Legal orders

Daily Flowers will comply with orders and directions of courts, regulators and law-enforcement agencies, including takedown requirements under the Information Technology Act, 2000 and its rules, and may be unable to give notice in advance or disclose reasons where the law prohibits it.

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11. Appeals

11.1 Right to appeal

A Seller may appeal any enforcement measure at Levels 2 to 7, any Listing rejection, any performance metric the Seller believes is wrong, and any decision on attribution of a customer complaint.

11.2 How to appeal

1. Submit the appeal through the Seller Account (or by email to support@dailyflowersai.com with the subject "Seller Appeal") within [TO BE CONFIRMED BY MANAGEMENT] of the notice of the measure.
2. State the decision being appealed, why the Seller believes it is wrong, and what outcome is sought.
3. Attach supporting evidence, such as invoices, brand authorisations, photographs, courier records, licences or corrected Listings.
4. For performance-based measures, include a plan of action explaining the cause of the problem and the steps taken to prevent it recurring.

11.3 Review

1. Appeals are reviewed by a Daily Flowers reviewer who was not involved in the original decision.
2. The reviewer considers the Seller's submission, the original evidence and any further information requested.
3. Daily Flowers aims to decide appeals within [TO BE CONFIRMED BY MANAGEMENT] and will inform the Seller of the outcome and the reasons.

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11.4 Outcomes

The reviewer may uphold the measure, reduce it, replace it with a different measure, or reverse it. If reversed, affected Listings are restored and any settlement hold is released; metrics are corrected where appropriate.

11.5 Further review

If the Seller remains dissatisfied, it may request a second-level review by a senior manager within [TO BE CONFIRMED BY MANAGEMENT]. Thereafter, the dispute-resolution clause of the Seller's agreement applies.

11.6 Measures pending appeal

Measures remain in effect while an appeal is considered, unless the reviewer decides otherwise.

11.7 Legal rights not affected

The appeal process does not limit any legal right or remedy of the Seller or of Daily Flowers.

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12. Reinstatement

A suspended Seller may be reinstated when it has corrected the cause, supplied any required documents, and (where relevant) agreed an improvement plan. Reinstatement after termination for a zero-tolerance Violation is at Daily Flowers' sole discretion and may be refused. Reinstated Sellers may be subject to a monitoring period: [TO BE CONFIRMED BY MANAGEMENT].

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13. Reporting Violations

Customers, rights-holders, other Sellers and members of the public may report a suspected Violation, including counterfeit or infringing products, unsafe products, misleading Listings or fake reviews, by email to support@dailyflowersai.com or through the reporting channel on the platform. Intellectual-property complaints should include details of the right, the owner and the Listing concerned. Daily Flowers will review reports in good faith and act in accordance with this policy and the law. Knowingly false reports, including abusive IP complaints against competitors, are themselves Violations.

Customer grievances may also be raised with the Grievance Officer: [NAME / DESIGNATION / CONTACT — TO BE CONFIRMED].

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14. Changes to this Policy

Daily Flowers may update this policy to reflect changes in law, regulatory guidance, customer protection needs or the marketplace. Sellers will be notified through the Seller Account and by email at least [TO BE CONFIRMED BY MANAGEMENT] before a change takes effect, except where an earlier change is required by law. The version number and effective date of each version are shown at the top of this policy, and earlier versions remain available on request.

Annexure — Legal basis and review notes

A. Laws relied on

Law	Provision	Relevance
Consumer Protection Act, 2019	Sections 2(47) (unfair trade practice), 2(28) (misleading advertisement); Chapter VI (product liability)	Listing, pricing and product standards
Consumer Protection (E-Commerce) Rules, 2020	Rule 4 (e-commerce entity duties, incl. price manipulation and discrimination); Rule 5 (marketplace duties, seller information, ranking parameters, repeat infringers); Rule 6 (seller duties)	Sections 3, 4, 8, 9, 10
Consumer Protection (E-Commerce) (Amendment) Rules, 2026 (G.S.R. 789(E), in force 1 January 2027)	Prior price; seller disclosures; ranking and sponsored listing transparency	Sections 3.4, 4.5, 8.4, 9.4
Guidelines for Prevention and Regulation of Dark Patterns, 2023	Specified dark patterns	Sections 4.6, 8.2, 8.6

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Legal Metrology Act, 2009; Legal Metrology (Packaged Commodities) Rules, 2011 (incl. 2026 amendment inserting Rule 6(10A))	Declarations; maximum retail price; e-commerce display	Sections 4.5, 8.3
Information Technology Act, 2000; IT (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021	Section 79; Rule 3 due diligence	Sections 4.6, 10.6
Trade Marks Act, 1999; Copyright Act, 1957	Infringement	Sections 4.4, 6
Bureau of Indian Standards Act, 2016; quality control orders (incl. Toys (Quality Control) Order, 2020)	Mandatory Standard Mark	Sections 6, 7
Food Safety and Standards Act, 2006	Licensing and registration	Sections 6, 7
Prohibition of Electronic Cigarettes Act, 2019	Prohibition of sale and advertisement	Section 6
Plastic Waste Management Rules, 2016 (as amended 2021)	Prohibited single-use plastic items	Section 6
Wild Life (Protection) Act, 1972; Biological Diversity Act, 2002	Protected species	Section 6
Competition Act, 2002	Sections 3 and 4	Sections 8.5, 8.7 note
BIS standard IS 19000:2022 (Online Consumer Reviews)	Voluntary standard on review integrity	Section 10.3

B. Open review points

1. **Prohibited and restricted lists (regulatory requirement).** Verify against current central and State law, including protected plant species and alcohol-containing confectionery.

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2. **Listing review characterisation (recommended protection).** Whether pre-publication review should be described as a compliance check to protect the intermediary position under section 79 of the IT Act.
3. **2027 amendments (regulatory requirement).** Readiness for prior-price display, seller disclosures and ranking disclosures from 1 January 2027.
4. **Price parity (business decision).** Confirm no parity requirement; review under the Competition Act before adopting one.
5. **Enforcement timelines (business decision).** All timelines and thresholds marked for management confirmation.
6. **Proportionality of settlement holds (recommended protection).** Confirm alignment with each seller agreement.

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