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Effective November 2025

Elra, operated by Aveenyaa Demifine Private Limited, is committed to transparency, quality, and ethical practices across every customer interaction.

These policies together form the foundation of our service standards and legal compliance.

Version: 1.0

Created by: Tanishq Jain

Date: 25th October, 2025

Reviewed by:

Date:





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1. Shipping and Delivery Policy

1.1 Order Processing and Dispatch Time

Orders placed before 12 PM IST are generally processed and dispatched the same working day, subject to courier pickup availability.

Orders placed after this time, or on weekends and public holidays, are shipped the next working day.

Estimated delivery timelines vary based on location and shipping method.

Delivery estimates can be checked on each product page and again at checkout.

1.2 Address Changes and Delivery Attempts

Once an order is confirmed, the delivery address can only be modified before dispatch by contacting customer support.

If a delivery attempt fails due to an incorrect address, an unavailable customer, or refusal to accept the package, the order will be returned to our facility.

Reshipment can be arranged once the customer confirms the correct address, subject to reshipping charges.

1.3 Packaging and Delivery

All products are shipped in tamper-evident packaging.

If you believe your parcel has been opened or damaged upon delivery, please do not accept it and inform our team immediately with photos.

1.4 Shipping Partners

We work with trusted courier services across India to ensure reliable and timely delivery. Each shipment is carefully packed and dispatched to reach you safely and on schedule.

1.5 Shipping Charges

We offer free shipping on all prepaid orders across India.

COD is available for select serviceable pincodes and order values up to ₹6,500. Orders above this limit must be prepaid.

1.6 Non-Delivery and Failed COD Orders





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If a COD order is refused at the time of delivery or returned undelivered, we reserve the right to deduct the original COD and shipping charges from any future refunds or store credits.

1.7 Delays and Exceptions

While every effort is made to dispatch and deliver orders promptly, delays may occur due to courier issues, regional restrictions, weather conditions, or high order volumes.

In such cases, customers will be informed of revised delivery timelines through SMS, email, and WhatsApp.

1.8 Dispatch Notifications

Customers receive notifications with their order status and tracking details via SMS, email, and WhatsApp once the order has been dispatched.





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2. Returns, Exchanges & Refunds Policy

2.1 Return and Exchange Windows

We accept returns of unused, unworn items with the original tag intact within 30 days of delivery.

For exchanges, you may request a swap or store credit within 30 days of delivery.

2.2 Refunds and Store Credit

Returns are eligible for a refund, which will be credited to the original payment method or to UPI (for cash payments).

Exchanges are fulfilled through store credit or a gift card, which can be redeemed on our website via our Shopify-based platform.

All store credits issued are valid for 90 days from the date of issue.

2.3 Eligibility for Returns and Exchanges

To qualify, the item must:

- Be unused and unworn
- Have the original tag untampered
- Be in its original packaging and undamaged

2.4 Items Not Eligible

The following items are not returnable or exchangeable:

- Custom-made or personalised pieces
- Piercings or body-contact jewellery (for hygiene reasons)
- Items marked as clearance or final sale
- Gifts, promotional items, or products purchased during sale events

Earrings are eligible for return and refund if they meet standard quality and hygiene conditions.





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2.5 Bundled and Multi-Item Orders

For multi-item orders, partial returns are accepted only for eligible items.

For Build Your Own Set (BYOS) bundles, if any product within the bundle needs to be returned or exchanged, the entire bundle must be returned for store credit.

Once the store credit is processed, the customer may reselect and repurchase their new bundle.

2.6 Return Shipping Costs

A ₹100 processing fee is deducted from the refund amount.

There is no fee when opting for a store credit exchange.

2.7 Damaged, Defective, or Incorrect Items

If you receive a product that is damaged, defective, or incorrect in size or design, we will arrange an exchange for the same product.

If the same item is unavailable, you may choose between a refund and store credit.

To ensure a smooth resolution, please:

- Record a short unboxing video clearly showing the parcel being opened.
- Share at least one clear photo of each affected item, highlighting the issue.

Claims submitted without visual proof may not qualify for replacement or refund.

All such claims must be raised within 48 hours of delivery.

2.8 Missing Items

If any item from your order is missing upon delivery, please contact our support team within 48 hours of receiving your parcel.

Include your order number, the unboxing video, and a photo of all items received.

Once verified, we will arrange to resend the missing item or offer a refund or store credit as per your preference.

2.9 Return Request Validity

The company reserves the right to reject any return request if the returned piece appears to be worn, used, damaged, or altered, or if the customer fails to provide required evidence,





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such as photos or an unboxing video.

This ensures fairness and protects both customers and artisans from misuse of the return process.

2.10 Quality Inspection and Post-Return Rejections

Every returned item undergoes a detailed quality inspection upon arrival at our facility. If an item fails inspection due to wear, scratches, missing parts, perfume residue, or tampered tags, the return will be rejected.

In such cases:

- The customer will be notified of the inspection outcome with supporting photographs.
- The item will be shipped back to the customer at their expense or held for up to 7 days awaiting confirmation.
- Refunds or credits will not be issued for failed inspections.

2.11 Refund Processing Time

Once a return passes inspection and is approved, the refund or store credit will be processed within 7–10 business days to the original payment method or through UPI for cash payments.

2.12 Returns Pickup Service

Approved returns are collected directly through our shipping partner. Customers do not need to self-ship items unless specifically instructed by our team.





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3. Repair & Warranty Policy

3.1 Warranty Coverage

We stand by the craftsmanship of our jewellery and offer:

- A lifetime warranty on plating, covering natural fading or discolouration.
- A six-month repair warranty on moving parts such as clasps and stone settings.

This warranty applies only to eligible demi-fine jewellery purchased directly from our website and is non-transferable.

3.2 Proof of Purchase

A valid order number or invoice is required to process any warranty or repair claim.

3.3 What the Warranty Covers

- Fading or loss of plating colour
- Tarnishing or turning black
- Manufacturing faults in clasps or stone settings
- Structural defects not caused by wear or misuse

3.4 What the Warranty Does Not Cover

- Regular wear and tear
- Damage from moisture, sweat, perfume, cosmetics, or chemicals
- Impact damage, bending, or mishandling
- Loss of stones due to accidental impact
- Repairs or modifications by third parties
- Custom or altered pieces
- Minor variations in colour, stone inclusions, or handcrafted finish

3.5 Claim Process

To raise a claim, contact our customer support team with your order number, photos or videos showing the issue, and a short description of the problem.

Our team will review and confirm next steps, including packaging and shipping instructions.





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3.6 Shipping and Handling During Warranty

For valid warranty claims:

- Customers cover the shipping charge to send the item to us.
- Once approved, we issue a ₹100 store credit to offset this cost.
- We cover the return shipping after repair or replacement.

For a lifetime plating warranty, shipping costs are shared equally, wherein the customer bears the shipping costs to our warehouse, and we bear the shipping costs to send it back to the customer.

3.7 Resolution and Store Credit

If the item cannot be repaired, store credit is issued as follows:

- 0–6 months: Full repair or replacement
- 6–12 months: 50% of the product value as per the invoice as store credit
- Beyond 12 months: 25% of the product value as per invoice as store credit

All store credits are valid for 90 days from the date of issue.

3.8 Post-Warranty Repairs

After the six-month repair warranty, we continue to offer paid repair services. Both-way shipping and repair charges are borne by the customer. An estimate will be provided and approved before work begins.

3.9 Inspection and Communication

All warranty items are inspected on arrival. If signs of misuse or damage beyond coverage are found, we share photos and a quote for paid repair.

If no confirmation is received within 7 days, the item will be returned at the customer's expense.

3.10 Processing Time

Repairs and warranty claims are typically processed and dispatched within 7 working days after the item reaches our facility.

If delays occur due to holidays or logistics, customers will be notified promptly.





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4. Cancellation Policy

4.1 Order Cancellation Window

Orders can be cancelled at any time before they are marked as “Ready for Dispatch.” Most orders reach this stage within 24–48 hours of being placed. Once an order is packed or dispatched, it cannot be cancelled. To request a cancellation, please email our customer support team with your order ID in the subject line.

4.2 Eligibility for Cancellation

Cancellations are allowed for both prepaid and cash-on-delivery orders, provided the request is made before dispatch.

4.3 Custom and Made-to-Order Pieces

Customised or made-to-order pieces can only be cancelled before production begins. If a cancellation is approved before customer design approval, a full refund will be issued. If the design has already been approved, a store credit will be issued, valid for 90 days from the date of issue.

4.4 Refund for Cancelled Orders

For prepaid orders cancelled within the eligible window, the full amount will be refunded to the original payment method within 5–7 business days. For cash-on-delivery orders, no payment is collected at checkout, and therefore no refund is required.

4.5 Partial Cancellations and Modifications

We are unable to modify or partially cancel items within an order once placed. If you wish to change sizes, finishes, or styles, please cancel the order (if still eligible) and place a new one.

4.6 Orders After Dispatch





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Once shipped, orders cannot be cancelled or rerouted.

If you no longer wish to keep the product after delivery, please follow our Returns & Exchanges Policy to initiate a return.

4.7 Refused or Undelivered COD Orders

Refusing or failing to accept a Cash-on-Delivery order may affect eligibility for future COD purchases.

The associated shipping and COD convenience fee may also be deducted from any future refund or store credit.

4.8 Orders Placed During Sales or Promotions

Orders placed during promotional or sale events are not eligible for cancellation once confirmed.

If a cancellation is approved due to special circumstances, the amount will be issued as store credit, valid for 90 days.

4.9 Company-Initiated Cancellations

We reserve the right to cancel an order in cases of payment failure, stock unavailability, incorrect pricing, or suspected fraud.

In such cases, customers will receive an immediate notification, and any prepaid amount will be refunded in full.

4.10 Cancellation Confirmation

Once a cancellation has been processed, a confirmation will be sent via email, SMS, and WhatsApp, along with refund or store-credit details.





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5. Payments & Security Policy

5.1 Payment Methods

We accept all major payment methods, including credit and debit cards, UPI, digital wallets, and net banking.

All prices displayed on our website are inclusive of GST and processed in Indian Rupees (INR).

Payments are currently accepted for domestic orders within India only.

5.2 Cash-on-Delivery (COD)

Cash-on-Delivery is available for eligible orders up to ₹6,500 and select serviceable pincodes.

COD orders require verification before dispatch.

Refusing or failing to accept a COD order may affect eligibility for future COD purchases and may result in a deduction of the original shipping and convenience charges.

5.3 Secure Transactions

All transactions on our website are processed over encrypted, secure servers that comply with industry-standard data protection and payment-security norms.

Your payment details are transmitted safely using SSL encryption to ensure complete confidentiality.

We do not store or have access to your full payment information, card numbers, or authentication credentials.

During checkout, you may be redirected to your bank's secure authentication page for card or UPI verification. Please do not close or refresh the page until confirmation is displayed.

5.4 Failed or Duplicate Payments

If a payment fails or is charged twice, any deducted amount will be automatically reversed to the original payment method within 5–7 business days.

In rare cases, banking delays may extend this period slightly. If the refund does not reflect after this time, please contact our customer support team with your transaction ID for assistance.

5.5 Refunds for Cash Payments





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Refunds for orders paid in cash are processed via UPI transfer only. Customers are required to share a valid UPI ID with our support team through official email communication for refund processing. Please note that once a refund has been initiated, the timeline for crediting the amount depends on your bank or UPI provider.

5.6 Pricing Accuracy and Adjustments

While we make every effort to ensure accurate pricing and product information, errors may occasionally occur.

In such cases, we reserve the right to correct the price or cancel the order before dispatch, with clear communication and full transparency.

5.7 Payment Gateway Responsibility

Once a payment is successfully authorised by your issuing bank, wallet, or UPI provider, Elra is not responsible for any subsequent failures, reversals, or delays initiated by the payment institution.

Any such concerns should be raised directly with the respective payment provider.

5.8 Fraudulent or Unauthorised Transactions

Elra is not liable for transactions made using cards, UPI IDs, or other payment instruments that are not lawfully owned or authorised by the customer.

In the event of suspected fraudulent use, we reserve the right to cancel the order and refund the amount only after verification.

5.9 Invoices and Payment Confirmation

A tax invoice is automatically generated and shared via email after successful payment and order confirmation.

For COD orders, the invoice is enclosed within the shipment package.

5.10 Data Privacy and Payment Safety

Your personal and payment information is protected under strict data-security protocols.

We will never request banking information, card details, or OTPs over phone calls, SMS, or social media.

For cash-order refunds, a UPI ID may be requested only via official email from our verified domain.





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In select cases, our support team may assist with alternate payment links or UPI transfers - such requests will only originate from verified official channels.



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6. Product Care & Material Disclosure Policy

6.1 Material Composition

Each Elra piece is crafted with care and precision using high-grade stainless steel, chosen for its strength, durability, and resistance to tarnish.

All pieces feature a premium 18 K gold PVD coating and a high-polish surface. For ease of understanding, this may be referred to as rhodium or gold plating across product listings.

Future collections may also include 925 sterling silver, 9 kt gold, and lab-grown diamonds, all created with the same commitment to craftsmanship and ethical sourcing.

6.2 Safety and Compliance

Our jewellery is nickel-, lead-, and cadmium-free, making it safe for prolonged wear and suitable for sensitive skin.

We adhere to strict internal quality standards aligned with international safety benchmarks.

6.3 Stones and Finishes

Current designs use Cubic Zirconia (CZ) and artificial gemstones that emulate the brilliance of natural stones.

As we expand, our range will include lab-grown and natural gemstones, each ethically sourced and hand-set by skilled artisans.

Slight variations in colour, polish, or texture may occur due to lighting conditions, natural material differences, or the handcrafted nature of each piece.

These are not considered defects but part of the individuality of artisanal production.

6.4 Authenticity and Certification

Precious-metal pieces such as sterling silver or gold will carry BIS hallmarks or third-party certifications where applicable.

Certificates for lab-grown or natural gemstones may be issued upon request for eligible collections.

6.5 Plating and Wear





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Our coating process ensures long-lasting colour and shine with proper care.

All plated jewellery will naturally experience subtle fading over time, especially with exposure to moisture, sweat, or abrasive surfaces.

We encourage gentle handling and regular cleaning to preserve each piece's radiance.

For coverage details, please refer to our Repair & Warranty Policy, which includes a lifetime plating warranty for eligible items.

6.6 Care and Maintenance

To preserve the glow and integrity of your jewellery:

- Avoid direct contact with perfumes, lotions, and sprays.
- Remove jewellery before bathing, swimming, or exercising.
- Wipe gently with a damp microfibre cloth after each use; avoid any harsh chemicals or cleaning agents.
- Store each piece in the pouch provided to minimise friction, scratching, and exposure to air or moisture.
- Avoid contact with chlorinated water, hand sanitisers, hair sprays, and detergents, which can dull the finish or loosen stones over time.

6.7 Environmental Responsibility

Elra is committed to responsible sourcing and mindful production.

We select materials and partners with care, striving to reduce waste in packaging, plating, and manufacturing processes.

6.8 Disclaimer

All materials, finishes, and processes are described accurately based on current production standards.

Elra is not liable for changes in appearance caused by improper care, exposure to chemicals, or natural wear over time.

Customers are encouraged to review our care guidance and warranty coverage before initiating any repair or return.

6.9 Policy Updates

As our collections evolve, updates to materials, finishes, and care instructions will be reflected in this policy and on our dedicated Material & Care page.





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7. Privacy Policy

7.1 Introduction

Elra values your privacy and is committed to protecting your personal information. This policy explains how we collect, use, and safeguard your data when you visit our website, make a purchase, or interact with our brand online or offline. By using our website or providing your details, you consent to the practices described in this Privacy Policy.

7.2 Information We Collect

We collect information that helps us process your orders, personalise your experience, and improve our services, including:

- Personal details: name, shipping and billing address, email address, phone number, and date of birth (if shared).
- Payment information: processed securely by our payment partners in compliance with RBI regulations.
- Order and communication history: to manage service requests and after-sales support.
- Technical data: cookies, browser type, and usage analytics (used only to improve our website experience).

7.3 How We Use Your Information

Your data helps us to:

- Process and deliver orders efficiently.
- Communicate order updates, warranty status, and support responses.
- Send marketing or promotional messages (with your consent).
- Improve website functionality and customer experience.
- Comply with legal obligations and fraud-prevention standards.

You may opt out of marketing communications at any time by selecting “unsubscribe” in emails or contacting support@elra.in.

7.4 Data Sharing and Third Parties





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We share limited personal data only with trusted service providers who assist us in fulfilling orders and enhancing your experience, including:

- Delivery and logistics partners for shipping and tracking.
- Payment processors for secure transactions.
- Marketing and analytics providers for website performance and communications (under strict confidentiality agreements).

We do not sell or rent customer information to any third party.

7.5 Cookies and Analytics

Our website may use cookies and analytics tools to understand browsing behaviour and measure traffic.

You can disable cookies in your browser settings, though some features may be limited.

We may also use anonymised browsing data for remarketing or advertising to show relevant content on other platforms. You may opt out of ad tracking in your browser or social-media settings.

7.6 Data Retention

We retain customer information for up to 24 months after your last interaction or purchase, unless a longer period is required by law or accounting standards. You may request earlier deletion by contacting us.

7.7 Access, Correction, and Deletion

You may request to review, correct, or delete your personal data at any time by emailing support@elra.in.

We will process such requests within 7 business days, subject to verification and applicable legal requirements.

7.8 Data Storage and Security

Your personal information may be processed and stored on secure servers located within or outside India.

All data transfers comply with applicable data-protection laws and industry standards.

We use encryption, secure servers, and access controls to protect your information from unauthorised access or misuse.





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While no online system is entirely risk-free, we continually update our security measures to maintain the highest possible protection.

7.9 Data Breach Response

In the unlikely event of a data breach, we will promptly notify affected users and relevant authorities with details of the incident and steps taken to mitigate its impact.

7.10 Children's Privacy

Our products and website are intended for general audiences and are safe for individuals under 18. We do not knowingly collect personal data from minors.

7.11 External Links

Our website and emails may include links to third-party websites (such as Instagram and Pinterest).

Elra is not responsible for the content or privacy practices of external sites.

7.12 Consent and Policy Updates

By visiting our website, you consent to the collection and use of information as described here.

This policy may be updated periodically to reflect new features, partners, or legal requirements. The latest version will always be available on this page.

7.13 Grievance Officer and Contact

For questions, concerns, or grievances related to data privacy, please contact our Grievance Officer at: support@elra.in





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8. Terms of Use & Legal / Dispute Resolution Policy

8.1 Definitions

For these Terms and all related policies, “Elra”, “we”, “us”, or “our” refer to Aveenyaa Demifine Private Limited, the company that owns and operates the brand Elra. The two names may be used interchangeably across this website and in all communications, documents, and policies.

8.2 Acceptance of Terms

By accessing or using this website, purchasing a product, or engaging with our services, you agree to comply with and be bound by these Terms of Use.

If you do not agree, we kindly ask that you refrain from using the website.

8.3 Website Use

This website and its content are intended for personal use and lawful commercial transactions only.

You may browse, purchase, and interact with our products for personal or gifting purposes. However, you agree not to:

- Copy, distribute, or modify any content, images, or materials without written consent.
- Attempt to hack, interfere with, or disrupt website operations.
- Submit false information, impersonate others, or create fraudulent accounts.
- Use the site or its content for resale, marketing, or unauthorised commercial activities.

8.4 Product Representation and Accuracy

We strive to ensure that all product details, descriptions, and prices are accurate.

However, slight variations in colour, texture, or finish may occur due to photography, lighting, or screen settings.

In the rare event of a pricing or description error, we reserve the right to correct it before processing your order.

If a correction affects your purchase, you will be notified and offered the option of a full refund or continuation at the updated price.





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8.5 Intellectual Property

All written content, imagery, product designs, packaging, and creative assets on this website are the intellectual property of Aveenyaa Demifine Private Limited.

The Elra word mark and sigil logo are registered trademarks under applicable Indian trademark law.

You may not reproduce, distribute, or use any material, design, or image from this website without prior written permission.

Unauthorised use may constitute infringement under intellectual property laws.

8.6 User Content

By submitting reviews, images, or feedback, you grant Elra a non-exclusive, royalty-free license to use, display, or publish such content for promotional or informational purposes. Elra reserves the right to edit or remove any user content that is false, inappropriate, or violates these Terms.

8.7 Orders and Service Rights

Elra reserves the right to refuse, modify, or cancel orders at its discretion, including but not limited to cases involving:

- Payment failure or suspected fraud
- Incorrect product or pricing information
- Stock unavailability

In such cases, customers will be notified promptly, and any prepaid amount will be refunded in full.

8.8 Limitation of Liability

To the fullest extent permitted by law, Elra and Aveenyaa Demifine Private Limited shall not be liable for:

- Indirect, incidental, or consequential damages
- Loss of profits, data, or goodwill
- Delays caused by courier partners, technical issues, or external factors
- Minor colour, size, or finish variations due to natural material differences





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Our liability, if proven, shall not exceed the total amount paid by the customer for the product in question.

8.9 Dispute Resolution

We believe most issues can be resolved with understanding and communication. In the event of a dispute, both parties agree to first attempt an amicable resolution through written communication within 30 days of raising the concern.

If no resolution is reached, the matter shall be governed by the laws of India and subject to the exclusive jurisdiction of the courts in Mumbai, Maharashtra, India.

8.10 Force Majeure

Elra shall not be held responsible for delays or failure to perform obligations caused by circumstances beyond its reasonable control, including natural disasters, government restrictions, strikes, transport disruptions, or pandemics.

8.11 Severability


If any provision of these Terms is found invalid or unenforceable under applicable law, the remaining provisions shall continue in full effect.


8.12 Updates to Terms

Elra reserves the right to update or modify these Terms and related policies at any time. Changes will take effect immediately upon posting on the website, and continued use of the site constitutes acceptance of the revised Terms.

8.13 Contact

For any legal notices, queries, or grievances, please contact:

 support@elra.in

 Registered Address: 21/23, Mumbadevi Mansion, Shop No.15, 2nd Floor, Dhanji Street, Mumbai - 400003





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9. Sustainability and Ethical Sourcing Policy

9.1 Our Ethos

Elra is built on the belief that beauty should never come at the cost of responsibility. Every piece is crafted with care for people, process, and planet. Our goal is to create jewellery that reflects both artistry and conscience.

9.2 Responsible Materials

We choose materials for their radiance and integrity.

Our partners share our values, ensuring that metals and stones are ethically sourced, conflict-free, and safe for skin.

Future collections in sterling silver, gold, and lab-grown diamonds will follow the same standards of transparency and traceability.

9.3 Sustainable Packaging

Our packaging is designed for longevity and reuse.

Boxes, pouches, and cards are made from recyclable or biodegradable materials, and we are actively working to reduce plastic in every shipment.

9.4 Long Life, Slow Luxury

We believe in longevity over replacement.

Through our warranty and repair program, customers can restore their jewellery to extend its life and reduce waste.

9.5 Our Commitment

Sustainability is not a milestone but an ongoing journey.

We will continue to expand our efforts in recycling, responsible sourcing, and artisan empowerment, while keeping transparency and care at the heart of every creation.





Elra Policies and Legal Information

10. Gift Cards and Store Credit Policy

10.1 Gift Cards

Elra gift cards are an invitation to choose pieces that speak personally. They are available in fixed denominations and can be redeemed for any product on our website.

10.2 Validity and Usage

Gift cards and store credits are valid for 90 days from the date of issue. They can be used for full or partial payments during checkout. If an order exceeds the available balance, the remaining amount can be paid using another accepted payment method. Gift cards are non-refundable and non-transferable.

10.3 Store Credits

Store credits are issued when a refund or exchange is processed in accordance with our Returns Policy. They function like gift cards and may be used for any product on our site.

10.4 Lost or Expired Credits

Elra is not responsible for lost, stolen, or expired credits or gift cards. Unused balances will automatically expire at the end of their validity period.

10.5 Promotions and Exclusions

Gift cards and store credits cannot be used in combination with discount codes or promotional offers unless explicitly stated at the time of purchase.



Elra Policies and Legal Information

11. Offers, Promotions and Collaborations Policy

11.1 Promotional Campaigns

Elra may run seasonal offers, special bundles, or limited-time discounts on its website or through official communication channels.

Each offer is valid only for the duration specified and cannot be combined with any other offer unless clearly mentioned.

11.2 Discount Codes

Discount codes must be entered at checkout and cannot be applied retroactively.

Only one code can be used per order.

Codes hold no cash value and cannot be converted into store credit.

Expired codes cannot be reissued or honoured.

11.3 Influencer and Collaboration Campaigns

Elra partners with creators, stylists, and collaborators who share our design philosophy.

Products or offers under such campaigns are subject to specific terms and timelines mentioned during the promotion.

11.4 Pricing Adjustments

Promotional prices are valid only during active campaign periods.

Orders placed before or after the promotional window are not eligible for price adjustments.

11.5 Right to Modify or Withdraw

Elra reserves the right to modify, extend, or withdraw any promotional offer or collaboration without prior notice.

This right is exercised in accordance with standard retail practice and in the interest of maintaining fair use and brand integrity.





Elra Policies and Legal Information


12. Legal Compliance Notice


Elra, operated by Aveenya Demifine Private Limited, complies with all applicable laws and regulations governing e-commerce, consumer protection, data privacy, and electronic transactions in India.

Our operations, data management practices, and payment systems are maintained in accordance with the Information Technology Act, 2000, Consumer Protection (E-commerce) Rules, 2020, and relevant Reserve Bank of India (RBI) guidelines.

We are committed to maintaining transparency, ethical practices, and customer safety across every interaction with our brand.

For any legal queries or compliance-related concerns, please contact:

 support@elra.in

 Registered Address: 21/23, Mumbadevi Mansion, Shop No.15, 2nd Floor, Dhanji Street, Mumbai - 400003