

Milk Village – Terms & Conditions and Service Policy

1. Introduction

These Terms & Conditions govern the use of the Milk Village App and all products and services offered by Milk Village.

By registering with Milk Village, the customer agrees to abide by these Terms & Conditions.

2. Subscription Model

1. Milk Village operates on a prepaid subscription model.
 2. A minimum wallet recharge of ₹2,000 is required to activate and continue the subscription.
 3. Deliveries are automatically scheduled based on the customer's active subscription.
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3. Wallet Policy

1. Wallet recharges can be made through the payment methods available on the app.
 2. The wallet balance is automatically adjusted against purchases and deliveries.
 3. Wallet balances are non-transferable.
 4. Customers are responsible for maintaining sufficient wallet balance.
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4. Low Wallet Policy

1. Automated reminders may be sent when the wallet balance falls below the prescribed threshold.
 2. Deliveries may be paused if sufficient balance is unavailable for the next scheduled delivery.
 3. Milk Village shall not be liable for missed deliveries arising from insufficient wallet balance.
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5. Subscription Management

Customers may:

- Increase or decrease quantities.
- Pause or resume deliveries.
- Add or modify products.

All changes must be made before the daily cut-off time specified in the app.

6. Delivery Policy

A. Subscription Deliveries

1. Milk Village operates on a subscription model where each subscribed product carries its applicable recurring delivery charge as specified at the time of subscription.
2. Subscription deliveries are made according to the customer's active delivery schedule and subscription plan.

B. Ad-hoc Orders for Subscribers

3. Subscribers may place ad-hoc orders through the Milk Village App.
4. Delivery charges shall be waived for all Milk Village manufactured products ordered along with the regular subscription delivery.
5. Third-party branded products included in an ad-hoc order shall attract a delivery charge of ₹20.
6. However, if the ad-hoc order includes Milk Village products with a total value of ₹350 or more, the ₹20 delivery charge for third-party branded products shall also be waived.

C. Ad-hoc Orders for Non-Subscribers

7. Non-subscribers may place ad-hoc orders through the Milk Village App.
8. Orders containing Milk Village products with a total value of ₹350 or more qualify for free delivery.
9. Orders below ₹350, or orders consisting only of third-party branded products, shall attract a delivery charge of ₹20.

D. Delivery Charge Policy

Milk Village reserves the right to revise delivery charges, qualifying order values, and delivery terms from time to time. Any such changes will be communicated through the Milk Village App or other official communication channels before becoming effective.

7. Delivery Timings

Delivery timings may vary depending on route planning, weather conditions, festivals, traffic, operational requirements, or other unforeseen circumstances.

8. Vacation and Pause Policy

Customers may temporarily pause deliveries through the app before the applicable cut-off time.

Deliveries that have already been processed or dispatched cannot be cancelled.

9. Order Cancellation Policy

Orders may be modified or cancelled only before the applicable cut-off time.

Orders already processed, packed, or dispatched may not be cancelled.

10. Refund Policy

1. Wallet recharges are generally non-refundable.
 2. Refunds due to duplicate payments, technical errors, or exceptional circumstances may be reviewed on a case-by-case basis.
 3. Approved refunds shall be processed within applicable banking timelines.
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11. Product Return and Replacement Policy

Milk

Milk Village does not ordinarily replace milk once delivered and accepted by the customer.

Replacement shall only be considered in the event of:

- A verified quality issue affecting an entire production batch.
- A manufacturing or processing defect attributable to Milk Village.

Other Products

Replacement requests may be considered for:

- Manufacturing defects.
- Incorrect deliveries.
- Damaged packaging.

Complaints should preferably be reported within two hours of delivery.

12. Quality Assurance

Milk Village follows strict quality procedures, including:

- Procurement testing
 - Fat and SNF analysis
 - Acidity testing
 - Hygiene and sanitation protocols
 - Controlled processing and storage conditions
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13. Product Storage Responsibility

Customers are requested to refrigerate milk and other perishable products immediately upon receipt.

Milk Village shall not be responsible for product deterioration arising from improper storage after delivery.

14. Customer Complaint Policy

Customers may contact Milk Village through:

- App Support
- WhatsApp
- Customer Care
- Email

Milk Village will investigate and resolve complaints within a reasonable timeframe.

15. Delivery Failure Policy

Milk Village shall not be responsible for delivery failures arising due to:

- Incorrect address details
 - Customer unavailability
 - Restricted access to premises
 - Insufficient wallet balance
 - Force majeure events
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16. Referral and Reward Policy

Refer & Earn Program

Customers receive reward points upon successful activation of a referred subscriber.

Currently, successful referrals earn 200 reward points equivalent to ₹200 in wallet value.

Milk Village reserves the right to revise the reward structure.

17. Ambassadorship Program

Selected customers may become Milk Village Ambassadors and receive a unique referral code.

Milk Village reserves the right to modify or discontinue the program at its discretion.

18. Product Availability

All products are subject to availability.

Milk Village reserves the right to substitute, discontinue, or temporarily suspend any product without prior notice.

19. Subscriber Conduct

Milk Village reserves the right to suspend or discontinue services in cases involving:

- Fraudulent activities
 - Misuse of referral programs
 - Abuse of employees or delivery personnel
 - Activities detrimental to business operations
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20. Privacy Policy

Customer information is treated confidentially and is used solely for:

- Order processing
- Delivery management
- Customer support
- Service-related communications

Milk Village does not sell customer information to third parties.

21. Limitation of Liability

Milk Village's liability shall be limited to the value of the affected order.

Milk Village shall not be liable for indirect or consequential losses.

22. Force Majeure

Milk Village shall not be liable for service interruptions caused by events beyond its reasonable control.

23. Governing Law and Jurisdiction

These Terms & Conditions shall be governed by the laws of India and shall be subject to the exclusive jurisdiction of the courts at Kanpur, Uttar Pradesh.

24. Amendments

Milk Village reserves the right to amend these Terms & Conditions from time to time. Updated policies shall become effective immediately upon publication on official communication channels.