

# AnyTru™

Customer Promise & Policy Documents  
India's First AI-Powered Custom Commerce Platform

Document Version: 1.0  
Effective Date: Upon Publication  
Applicable To: All orders placed on AnyTru (Web, WhatsApp, Instagram, Social Handles, emails)  
Contact: connect@anytru.com

## **PART 1** The AnyTru MakeRight Promise

*Our commitment to you when things don't go exactly right*

### What the MakeRight Promise Means

AnyTru connects your imagination — expressed through an AI-generated image — with skilled artisans and vendors who craft it into a real, physical product. This process involves human craft, natural materials, and creative interpretation. No two products are identical.

The MakeRight Promise is our commitment that if something goes wrong on our side — because of a vendor error, a quality failure, or a significant mismatch between your approved concept and your delivered product — we will make it right. Immediately. Without argument.

The Promise is not a blanket satisfaction guarantee. It is a clear, honest framework that protects you against genuine failures while being transparent about what is within your control as a buyer.

### The AnyTru Feasibility Score — Your First Protection

Before any order is confirmed, every concept receives an AnyTru Feasibility Score — an AI-assisted assessment of how accurately your concept can be recreated as a physical product.

Score Range	What It Means	Promise Level
<b>75 – 100</b>	Highly feasible. Can be crafted closely to concept.	Full MakeRight Promise applies
<b>50 – 74</b>	Feasible with minor adaptation. Discussed before order.	Promise applies to agreed specifications
<b>Below 50</b>	Partially feasible. Significant variation expected.	Promise applies to confirmed deliverables only

If your concept scores below 50, our team will contact you before accepting payment to discuss what can realistically be made and what the alternative options are. You are never obligated to proceed.

## The Three Scenarios — What We Do in Each

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### Scenario 1 — Vendor or Quality Failure

Definition: The delivered product is structurally broken, uses the wrong material, is a fundamentally different item, or is completely unrecognisable from the approved concept.

This is a vendor failure and AnyTru treats it as our responsibility to resolve.

- Full refund of the amount paid by you
- You keep the product — we do not ask you to return it in this scenario
- Refund processed within 5 working days to your original payment method
- The vendor bears the cost of the failure — not you, not AnyTru

### Scenario 2 — Directional Mismatch

Definition: The product is recognisably what you ordered but has noticeable differences in colour, finish, minor dimensions, or texture compared to the approved concept.

This is the most common scenario and it is handled fairly for both sides.

- Partial refund of 20% to 30% of the order value, depending on severity of mismatch
- You keep the product
- Refund processed within 5 working days
- The refund percentage is determined by an AnyTru team member reviewing photo evidence submitted by you
- If you dispute our assessment, you may escalate to a senior review — final decision rests with AnyTru

### Scenario 3 — Change of Mind

Definition: The product matches your approved concept and agreed specifications, but you no longer want it, your preference has changed, or you feel the concept did not look as good in real life as it did in your imagination.

The concept you submitted and the specifications you approved are the contract. A change of mind after delivery does not constitute a failure on AnyTru's or the vendor's part.

- No refund in this scenario
- The product is yours to keep
- We are happy to accept a new concept submission for a revised or improved version at the standard rate

## Quick Reference Summary

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Situation	Refund	Product Return Required
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Vendor or quality failure (Scenario 1)	Full refund (100%)	No — keep the product
Directional mismatch (Scenario 2)	Partial refund (20-30%)	No — keep the product
Change of mind (Scenario 3)	No refund	No — keep the product
Concept submitted, feasibility fails	Full refund before production	N/A — not yet produced
Order cancelled before production begins	Full refund	N/A — not yet produced

## How to Raise a MakeRight Claim

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Raising a claim is simple and takes less than two minutes.

1. Take clear photographs of the delivered product from multiple angles
2. WhatsApp or email these photos to [connect@anytru.com](mailto:connect@anytru.com) with your order reference number
3. Write one sentence describing what the mismatch is
4. Our team will acknowledge your claim within 24 hours and resolve it within 5 working days

You do not need to fill a form, write a long complaint, or return the product. A photo and one sentence is all we ask.

## **PART 2** Return & Refund Policy

*The complete, plain-language policy for all AnyTru orders*

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### 1. Overview

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AnyTru is a custom commerce platform. Every product is made to order, from your specific concept image, by a specific vendor. Because every product is unique and made exclusively for you, our return and refund policy differs from standard e-commerce platforms where identical products can be resold.

This policy is designed to be fair to both buyers and the artisans who invest their time and skill in creating your concept. Please read it before placing your first order.

### 2. What Can Be Returned

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Because every AnyTru product is made exclusively to order, we do not accept returns for change of mind, change of preference, or because the product looks different from what you imagined once it is physically in your hands.

#### **Returns are accepted only in the following circumstances:**

- The product is structurally damaged or broken upon arrival
- The product is fundamentally different from the approved concept — for example, a ring was ordered and a bracelet was delivered
- The product uses a material that was explicitly excluded in your concept description
- The product was delivered to the wrong address due to an AnyTru or vendor error

In all other cases, the product is non-returnable. The MakeRight Promise (Part 1 of this document) covers all other quality concerns through refunds without requiring a return.

### 3. Refund Eligibility & Timeline

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Refund eligibility is assessed based on the scenario framework described in Part 1. The following timelines apply once a claim is approved:

Refund Type	Timeline	Method
Full refund — vendor failure	5 working days	Original payment method
Partial refund — directional mismatch	5 working days	Original payment method
Pre-production cancellation	3 working days	Original payment method
Feasibility failure refund	3 working days	Original payment method

Refunds are not available for orders where production has begun and the product matches the approved concept and specifications.

## 4. The Returns Process (When Applicable)

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In the rare scenarios where a physical return is required — specifically Scenario 1 vendor failures where AnyTru requests the product back for quality audit purposes — the following process applies:

5. AnyTru will request a return only if our quality team determines it necessary for a vendor audit
6. We will arrange and bear the cost of return shipping — you will not pay for this
7. A pre-paid return label will be sent to you within 48 hours of the return request
8. Product must be returned within 7 days of receiving the return label
9. Refund will be processed within 5 working days of us receiving the returned product

AnyTru will never ask you to self-arrange or self-fund a return shipment.

## 5. Orders Cancelled Before Production

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If you wish to cancel your order after payment but before production has begun, a full refund is available. Production is considered to have begun once the vendor has confirmed acceptance of the order and submitted a production start notification to AnyTru.

### **To cancel before production:**

- Contact us within 12 hours of payment confirmation
- WhatsApp connect@anytru.com or call our support number with your order reference
- If production has not started, full refund will be processed within 3 working days

Once production has begun, cancellation is not possible. The MakeRight Promise applies instead upon delivery.

## 6. Products Not Eligible for Refund

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The following are explicitly not eligible for a refund under any circumstances:

- Products where the customer approved the concept, specifications, and quote, and the vendor delivered accordingly
- Products where the customer changed their mind after delivery
- Products where the dissatisfaction is with the AI image itself rather than the crafted product
- Products that have been used, worn, altered, or damaged by the customer after delivery
- Perishable products — such as custom cakes and food items — after delivery and acceptance

- Products where the customer submitted an intentionally vague or incomplete concept description and the delivered product matches a reasonable interpretation of that description

## 7. Payment & Escrow

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All payments on AnyTru are held in a Safety Vault (escrow arrangement) and are not released to the vendor until:

- The customer confirms delivery and satisfaction, or
- 7 days have passed since confirmed delivery with no claim raised by the customer

This means vendors do not receive payment until you are satisfied. If a MakeRight claim is raised within the 7-day window, payment is withheld pending resolution.

## 8. Damaged in Transit

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If your product arrives visibly damaged due to transit — broken packaging, crushed product, items missing from a multi-piece order — please photograph the packaging and product before opening fully and contact us within 24 hours of delivery.

Transit damage is covered fully and a replacement or full refund will be arranged at no cost to you.

## 9. How to Contact Us

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**For all MakeRight claims, refund requests, and return queries:**

Email: [connect@anytru.com](mailto:connect@anytru.com)

WhatsApp: Available on our website and Instagram bio

Instagram: [@anytruofficial](https://www.instagram.com/anytruofficial)

Response time: within 24 hours on all business days

## 10. Policy Updates

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AnyTru reserves the right to update this policy as the platform grows and matures. Any changes will be published on our website with an updated effective date. Orders placed before an update are governed by the policy in effect at the time of order.

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**AnyTru** — *Turning imagination into reality, one concept at a time.*

[connect@anytru.com](mailto:connect@anytru.com) | [www.anytru.com](http://www.anytru.com) | [@anytruofficial](https://www.instagram.com/anytruofficial)