BLUM™ AQUA

A brand of
Avya Bio Sciences Private Limited

LAST UPDATED · 11 NOVEMBER 2026

Founding Box Terms of Sale

The rules for our early-bird offer: 250 Founding Boxes, how pricing works, delivery, refunds and your rights.

THE SHORT VERSION

- Only **250 Founding Boxes**, each with 6 bottles: 3 Orange + 3 Mixed Berry.
- Subscribe at **25% off every box (₹1,125)** for as long as you stay subscribed, or buy once at **20% off (₹1,200)**.
- Every Founding Member gets **15% off future one-time orders**.
- One Founding Box per mobile number and delivery address. Delivery across Delhi NCR and Haryana.
- Founding Boxes ship between late December 2026 and 15 January 2027.

01 Who you are buying from

Seller	Avya Bio Sciences Private Limited ("Avya", "we", "us"), owner of the BLUM Aqua™ brand
Registered office	Shop No. 2, Sachan Market, Facing District Court, Mati, Akbarpur, Kanpur Dehat, Uttar Pradesh 209101
CIN · GSTIN	U21001UP2026PTC241413 · 09ABECA6369G1ZE
FSSAI licence	Applied for. The licence number will be added once it is granted.
Manufactured by	Aquapop Bottlers Pvt Ltd
Customer care	+91 90268 63412 (call or WhatsApp) · sales@blumaqua.com
Grievance Officer	Ankur Sachan, Director · avyalifesciences@gmail.com · +91 90268 63412

02 The Founding Box

2.1 Each Founding Box contains 6 × 250 ml bottles of BLUM Aqua™: 3 Orange flavour and 3 Mixed Berry flavour.

2.2 The MRP is ₹250 per bottle and ₹1,500 per box, inclusive of all taxes.

2.3 The full label, including ingredients, nutrition information, allergen information and best-before date, is shown on our product page and printed on every bottle.

03 The early-bird Founding offer

3.1 The offer is limited to the first 250 Founding Boxes sold on our website. It ends when the 250th box is sold.

3.2 Sales open on 25 December 2026 at 12:00 noon IST.

3.3 The counter on our website shows the actual number of Founding Boxes left. If the last box is ordered by two customers at the same moment and we cannot fulfil one of the orders, that order will be cancelled and refunded in full.

3.4 One Founding Box per mobile number and per delivery address. We may cancel and refund orders that use different numbers or addresses to get around this limit.

3.5 We currently deliver across Delhi NCR and Haryana.

3.6 The BLUM Drop Rush mini-game on our website is for entertainment only. Scores do not unlock, change or guarantee any price or offer.

04 Choose how you buy

SUBSCRIBE	BUY ONCE
₹1,125 for your Founding Box (25% off MRP)	**₹1,200** for your Founding Box (20% off MRP)
Every subscription box at 25% off MRP, for as long as your subscription stays active	Future one-time orders at 15% off MRP
Pause or cancel at any time	No commitment

05 Founding Member benefits

5.1 Buying a Founding Box makes you a Founding Member. Your Founding Member number (1 to 250) is linked to your mobile number.

5.2 Founding Members get 15% off MRP on future one-time orders placed on our website for as long as BLUM Aqua™ is sold on our website.

5.3 Only one percentage discount applies to an order. If more than one is available, we apply the best one.

5.4 Founding Member status is personal and cannot be transferred. If a Founding Box order is cancelled or refunded in full, Founding Member status ends.

06 Subscribing

6.1 To get the subscription price, choose Subscribe when you buy your Founding Box. Your Founding Box then becomes your first subscription box, at ₹1,125.

6.2 After that, a box is sent every month and charged at 25% off the MRP that applies at the time, for as long as your subscription stays active.

6.3 **Cancelling permanently ends your 25% Founding subscription price.** You keep 15% off future one-time orders as a Founding Member.

6.4 Billing, reminders, pauses, cancellation and price changes are explained in our **Subscription Terms & Conditions**, which form part of these terms.

07 Payment

Full payment is taken at checkout through PayU. All prices include GST, and we issue a GST invoice with every order. Cash on delivery is not available for Founding Boxes.

08 Delivery

8.1 Founding Boxes are dispatched between late December 2026 and 15 January 2027. We will send tracking details by WhatsApp or email.

8.2 Delivery is free within our delivery area.

8.3 If we cannot deliver within this window, we will tell you and give a new date. You may then cancel for a full refund.

8.4 Every box is delivered with at least 30% of its shelf life, or at least 45 days to its expiry, remaining.

09 Cancellations, returns and refunds

9.1 You can cancel a Founding Box order for a full refund at any time before it is dispatched.

9.2 For safety and hygiene reasons, food cannot be returned once delivered, unless it is damaged, leaking, tampered with, expired or not what you ordered. Tell us within 48 hours of delivery, with photos of the box and the batch code, and we will replace it or refund you.

9.3 Refunds are paid to your original payment method within 7 working days of approval.

9.4 We may cancel an order and refund it in full if we cannot supply it (including for stock, quality or regulatory reasons), if the delivery address is outside our delivery area, or if the order breaks clause 3.4.

10 Using the product

BLUM Aqua™ is intended for adults aged 18 and over. It contains pea protein. Please read the label before drinking. If you are pregnant, breastfeeding or have a medical condition, check with your doctor first. Store the bottles as directed on the label.

11 Your legal rights

Nothing in these terms limits your rights under the Consumer Protection Act, 2019 or any other law.

12 Complaints

Contact our Grievance Officer (section 1). We will acknowledge your complaint within **48 hours** and resolve it within **one month**. You can also contact the National Consumer Helpline on **1915**, or file a complaint with the consumer commission through the e-Daakhil portal.

13 Governing law

These terms are governed by the laws of India. Without affecting your right to approach the consumer commission where you live, the courts at Kanpur Dehat have jurisdiction.

14 Changes to these terms

We may update these terms. Changes do not affect orders already placed, and will not reduce a Founding discount you have already locked in.

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