

Ans. A business exiting strategy is an entrepreneur's strategic plan to sell his or her ownership in a company to investors or another company. An exit strategy gives a business owner a way to reduce or liquidate his stake in a business and, if the business is successful, make a substantial profit.

The seller shall at all times be responsible for all and any warranty/guarantee obligation with regard to the products/services being sold. The seller shall ensure that there is clarity between itself and e-commerce entity, on the process of exchange, returns and refunds of goods at the cost incurred therein.