

Is ethnicplus.in legit? TrustSniffer's high-trust assessment: 100/100

ethnicplus.in

Verdict

100

OUT OF 100

HIGH TRUST

ethnicplus.in appears legitimate.

Our checks found nothing pointing to fraud. Ordinary care still applies when you pay or sign in.

Not Scam

Low Risk

Assessed 2026-07-31 by automated analysis. Classification confidence 75%.

What this site appears to be

Homepage for Ethnic Plus, an Indian online clothing retailer offering sarees, lehengas, salwar suits, gowns, plus-size apparel, and menswear. The page includes INR pricing, product catalogs, customer reviews, worldwide shipping, cash on delivery, return information, secure payment claims, contact details, and a physical address in Surat, Gujarat.

Evidence status and limitations

Evidence completeness: UNKNOWN

- Module-level completeness metadata is unavailable for this legacy report.

At a glance

The checks that decide most of this verdict.

Malware engines	None flagged it VirusTotal	CLEAR
Google Safe Browsing	Not listed Google	CLEAR
Abuse reports on the host	2 reports AbuseIPDB; shared hosting inflates this count	NOTED
Domain age	9.1 years old Registered history	CLEAR
Web archive	Archived since 2018 649 snapshots	CLEAR
Certificate	Encrypted connection Issued by YE1	NOTED

The page as captured

No screenshot is retained for this report.

Key findings

- Automated classification: Not Scam.
- Domain age: 3 to 10 years (registration continuity).
- Public web-archive history exists since 2018.
- VirusTotal and Google Safe Browsing had no flags for this domain; its hosting IP carries AbuseIPDB reports below the confidence level TrustSniffer treats as a flag.

Full analysis

Overview

The website is an established Shopify-based Indian ethnic-wear retailer offering sarees, lehengas, salwar suits, gowns, plus-size apparel, kurtas, and menswear through direct online sales, with INR pricing, domestic and worldwide shipping, cash on delivery, returns information, and online payment facilities.

Scam/Impersonation Risk

No identity contradictions, brand impersonation, phishing behavior, or confirmed malicious reputation signals were observed. The long-standing domain and extensive, continuous archival record support provenance, while the homepage's coherent retail catalogue, customer reviews, contact details, and Surat physical address align with the stated business model. Persistent promotional discounts of up to 60% warrant ordinary comparison of price, fabric, sizing, and return terms, but do not constitute evidence of fraud.

- Domain-registration records show registration through GoDaddy.com, LLC on 16 June 2017, making the domain approximately 9.13 years old; registration runs to 16 June 2027.
- The web archive contains 649 snapshots spanning 9 tracked years, from 9 March 2018 to 17 July 2026, with no detected suspicious repurposing or semantic drift.
- External reputation checks recorded zero malicious and zero suspicious detections, no phishing finding, and no confirmed adverse listing.
- The homepage presented a content-rich, internally consistent retail storefront without hidden forms, credential-capture behavior, cloaking, suspicious scripts, or unauthorized external requests.

Regulatory Verification Notes

The site presents itself as a conventional apparel merchant rather than a regulated financial or investment service. No license claim is established by the supplied page evidence, but such licensing is not ordinarily inherent to this retail business model. Commercial transparency is supported on the homepage by a physical address, contact information, payment representations, shipping and return information, and customer-review content; the available evidence does not establish the completeness of separate legal-entity or policy-page disclosures. No matching broker record was identified, which is neutral and not a legal or regulatory determination.

- The homepage identifies the business location as Surat, Gujarat and provides customer-contact information alongside purchase, delivery, and return information.

- The homepage advertises worldwide shipping, cash on delivery, secure payments, and a returns process as components of the customer transaction.
- The assessed page contained no financial product, cryptocurrency, brokerage, or investment-service claim.
- The available third-party broker context contained no matched entity.

What to Verify Next

Routine pre-purchase diligence should confirm that the checkout merchant name and payment recipient correspond to Ethnic Plus, that the selected product's sizing and material specifications are recorded, and that the applicable delivery, return, refund, and international-duty terms are retained at the time of purchase. For unusually large or business-critical orders, the physical and official contact channels may be independently confirmed before payment.

- The homepage supplies product pricing and catalogue information that can be preserved with the order confirmation.
- The site publishes shipping and return representations relevant to post-purchase recourse.
- Social-presence links on the homepage include Instagram and WhatsApp, providing additional channels whose branding can be compared with the storefront.
- The storefront offers both online payment facilities and cash on delivery, allowing the selected payment method to be matched to the purchaser's risk tolerance.

Summary Verdict

The website is legitimate, established, and trustworthy, with strong convergence among provenance, reputation, substantive retail content, and benign observed behavior. No contradictory evidence undermines its stated identity or commercial purpose. Normal interaction, including account login, checkout, and standard purchases, is appropriate.

Infrastructure Integrity

The site uses Cloudflare CDN/WAF infrastructure, and the observed IPv4 and IPv6 addresses were edge servers rather than exposed origin infrastructure. This reduces direct origin exposure and provides mainstream traffic protection, although infrastructure controls are supporting security measures rather than independent proof of business legitimacy.

- The site is served from AS13335 (Cloudflare, Inc.); the observed IPv4 address was 23.227.38.65 in Canada.
- Both observed network addresses were classified as Cloudflare edge infrastructure, with no origin candidate exposed during the assessment.
- The site's transport encryption uses a valid domain-validated TLS certificate issued by YE1, valid until 28 September 2026.
- The application platform was identified as Shopify, with Judge.me and Spur among the detected storefront components.

Closing Assessment

Prospective customers may use the site normally, applying standard online-shopping controls such as retaining order records, reviewing transaction terms, and selecting a payment method with suitable dispute protection.

Written analysis generated 2026-07-31 by the TrustSniffer Analysis Engine from the evidence in this report.

What the analysis found

No rule findings contributed to this verdict.

Identity verification

Status	LIKELY
Identity score	73/100
Identity verification confidence	74%

- Trusted social count=1

Identity verification measures whether the site can be independently connected to a real-world brand or person. It is separate from the classification confidence.

What TrustSniffer observed

First-party facts recorded during the assessment of ethnicplus.in.

- The request stayed on ethnicplus.in. It was not redirected to another domain. CLEAR
- Registration is published under GoDaddy.com, LLC. CLEAR
- DNS for this domain is served by domaincontrol.com, across 2 name servers. NOTED
- The registration is paid up to 2027-06-16. NOTED
- The earliest public archive of this site is from 2018-03-09. CLEAR
- It is hosted on CLOUDFLARENET, from a server in CA. NOTED

Domain intelligence

Registrar	GoDaddy.com, LLC
Hosting	CLOUDFLARENET - Cloudflare, Inc., US
Country	CA
Server IP	2620:127:f00f:5::
Name servers	ns40.domaincontrol.com, ns39.domaincontrol.com
SSL issuer	YE1
SSL expiry	2026-09-28
Domain age	9.1 years
Domain expiry	2027-06-16
Archive first seen	2018-03-09
Archive snapshots	649
Reputation	VirusTotal: 0 flagged AbuseIPDB: 2 reports Google Safe Browsing: 0 matches

About this assessment

A trust score summarises the evidence TrustSniffer could collect about ethnicplus.in at assessment time. It is a starting point for your own judgement, not a guarantee: a high score means the signals were consistent with a legitimately operated site, a low or critical score means several risk patterns were present.

TrustSniffer assesses a website from the evidence it can collect at a point in time: domain registration and age, hosting and certificate, the content the site served, and third-party reputation feeds. A score is a summary of that evidence, not a guarantee and not a legal finding. There is no human rating and no user review in it. A site can change after it is assessed.

This report online: <https://trustsniffer.com/report/ethnicplus.in> · assessed 2026-07-31