

GOVERNMENT OF INDIA  
MINISTRY OF CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION  
DEPARTMENT OF CONSUMER AFFAIRS

**RAJYA SABHA**  
**UNSTARRED QUESTION No. 1508**

TO BE ANSWERED ON 15.12.2023

**GRIEVANCES AND COMPLAINTS AGAINST ONLINE TRADING  
PLATFORMS**

1508. SHRI ABDUL WAHAB

Will the Minister of CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION be pleased to state:

- (a) the details of grievances and complaints filed against online trading platforms in the last five years with the name of the companies, year wise;
- (b) the details of grievances addressed against the complaints received;
- (c) whether Government has initiated any severe actions against those companies who have perpetually violated the rights of consumers; and
- (d) if so, the details of such companies and actions taken?

**ANSWER**

THE MINISTER OF STATE, CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION

(SHRI ASHWINI KUMAR CHOUBEY)

(a) & (b): The Department has revamped, the National Consumer Helpline(NCH) which has emerged as a single point of access to consumers across the country for grievance redressal at pre-litigation stage. Consumers can register their grievances from all over the country in 17 languages through a toll-free number 1915. These grievances can be registered on Integrated Grievance Redressal Mechanism (INGRAM), an omni channel IT enabled central portal, through various channels- Whats App, SMS , mail ,NCH app, web portal, Umang app as per their convenience.

The year-wise details of the number of grievances received against-commerce companies in last five years is given at **Annexure**. All the grievances received at NCH have been disposed of.

(c) & (d) : The Consumer Protection Act, 2019 provides for redressal of the grievances of consumer through specialized three-tier quasi-judicial agencies, now commonly known as ‘National Consumer Disputes Redressal Commissions (NCDRC)’ at National level, ‘State Consumer Disputes Redressal Commission (SCDRC)’ at State level, and ‘District Consumer Disputes Redressal Commission(DCDRC)’ at District level. The consumer commissions are empowered to give relief of a specific nature and award, wherever appropriate, compensation to consumers.

To safeguard consumers from unfair trade practices in e-commerce, the Department of Consumer Affairs has also notified the Consumer Protection (E-commerce) Rules, 2020 under the provisions of the Consumer Protection Act, 2019. These rules inter-alia outline the responsibilities of e-commerce entities and specify the liabilities of marketplace and inventory e-commerce entities, including provisions for customer grievance redressal.

Under the provisions of the Consumer Protection Act, 2019, the Central Consumer Protection Authority (CCPA) has been established w.e.f 24.07.2020 to regulate matters relating to violation of rights of consumers, unfair trade practices and false or misleading advertisements which are prejudicial to the interests of public and consumers as a class Central Consumer Protection Authority has taken several steps in pursuit of fostering consumer rights.

- i. CCPA has taken suo-moto action on certain e-commerce websites which were selling non-ISI mark pressure cookers. Pressure cookers come under the purview of QCO thereby makes it mandatory to have ISI Mark on it and conformity to Standard IS 2347:2017. CCPA directed such e-commerce entities to recall non-ISI mark pressure cookers and imposed penalties on them.
- ii. CCPA took action against sale of “car seat belt alarm stopper clips” which were being sold on the platform of certain e-commerce entities. CCPA directed such e-commerce entities to delist the car seat belt alarm stopper clips.
- iii. CCPA has also issued following 5 Advisories:
  - a) During Covid times, advisory was issued on 20.01.2021 to Industry Associations to advise the manufacturers/traders to desist from issuing misleading advertisements pertaining to COVID claims.
  - b) Advisory was issued on 21.10.2021 to all marketplace / e-commerce platforms to display information relating to the product and grievance redressal as per the E-Commerce Rules, 2020 on their website.
  - c) Advisory was issued on 29.04.2022 to e-commerce entities against illegal sale and facilitation of wireless jammers.
  - d) Advisory on 14.07.2022 to e-commerce platforms on sale of Ayurvedic, Siddha and Unani drugs under Schedule E (1) of the Drugs & Cosmetics Rules, 1945 wherein it was advised that the sale or facilitating the sale of such drugs shall be done only after a valid prescription of a registered Ayurveda, Siddha or Unani practitioner respectively is uploaded by the user on the platform. Consuming such drugs without medical supervision can lead to severe health complications.
  - e) Advisory on 10.05.2023 was issued to e-commerce entities to desist from the practice of sale of manufacturing, selling and listing of car seat belt alarm stopper clips to ensure safety of consumers on road.

Dark patterns involve using design and choice architecture to deceive, coerce, or influence consumers into making choices that are not in their best interest. Dark patterns encompass a wide range of manipulative practices such as drip pricing, disguised advertisement, bait and switch, false urgency etc. Such practices fall under the category of "unfair trade practices" as defined under the Consumer Protection Act, 2019. The Central Consumer Protection Authority, in exercise of the powers conferred by Section 18 of the Consumer Protection Act, 2019, has issued “Guidelines for Prevention and Regulation of Dark Patterns, 2023” on 30th November, 2023 for prevention and regulation of dark patterns listing 13 specified dark patterns.

The Bureau of Indian Standards (BIS) has notified framework on ‘Online Consumer Reviews — Principles and Requirements for their Collection, Moderation and Publication’ on 23.11.2022 for safeguarding and protecting consumer interest from fake and deceptive reviews in e-commerce. The standards are voluntary and are applicable to every online platform which publishes consumer reviews. The guiding principles of the standard are integrity, accuracy, privacy, security, transparency, accessibility and responsiveness.

**STATEMENT REFERRED IN REPLY TO PARTS (a) & (b) OF RAJYA SABHA UNSTARRED QUESTION NO. 1508 FOR 15.12.2023 REGARDING GRIEVANCES AND COMPLAINTS AGAINST ONLINE TRADING PLATFORMS BY SHRI ABDUL WAHAB.****2018-2019**

<b>S. No.</b>	<b>Name of online trading platform</b>	<b>Grievances Received</b>
1	Flipkart.Com	15,197
2	Amazon.Com	14,050
3	Paytm Mall	6,298
4	Snapdeal.Com	3,841
5	Paytm.Com	3,725
6	Myntra	2,123
7	Zomato	1,933
8	Goibibo.Com	1,714
9	Makemytrip.Com	1,271
10	Phone Pe	1,095
11	Jabong.Com	1,076
12	Club Factory	1,036
13	Foodpanda.In	886
14	Swiggy.Com	834
15	Xiaomi Technology India Private Limited	800
16	Ola Cabs	699
17	Homeshop18	634
18	Shopclues.Com	629
19	Ebay.In	617
20	Naaptol.Com	596

**2019-2020**

<b>S. No.</b>	<b>Name of online trading platform</b>	<b>Grievances Received</b>
1	Flipkart	28,607
2	Amazon	17,182
3	Zomato	5,883
4	Myntra	4,325
5	Oyo	4,289
6	Swiggy	3,757
7	Goibibo	3,204
8	Paytmall	3,021
9	Makemytrip.Com	2,456
10	Snapdeal.Com	2,412
11	Club Factory India	2,295
12	Paytm.Com	2,250
13	Ola Cabs	1,923
14	Xiaomi	1,133
15	Uber India	1,016
16	Medlife	950
17	Uber Eats	888
18	Coolwinks	701
19	Grofers.Com	694
20	Naaptol.Com	635

**2020-2021**

<b>S. No.</b>	<b>Name of online trading platform</b>	<b>Grievances Received</b>
1	Flipkart	57,322
2	Amazon	21,357
3	Myntra	9,369
4	Makemytrip.Com	5,313
5	Goibibo.Com	4,591
6	Paytmall	2,472
7	Ajio	2,389
8	Zoomcar	2,152
9	Paytm.Com	1,843
10	Tatacliq	1,781
11	Yatra.Com	1,755
12	Swiggy	1,730
13	Jio Mart	1,708
14	Medlife	1,467
15	Zomato	1,415
16	Nestaway	1,387
17	Shopclues	1,337
18	Happy Easy Go	1,206
19	Snapdeal	1,187
20	Easemytrip.Com	1,052

**2021-2022**

<b>S. No.</b>	<b>Name of online trading platform</b>	<b>Grievances Received</b>
1	Flipkart	66,095
2	Amazon	30,728
3	Myntra	7,467
4	Meesho	6,857
5	Ajio.Com	6,418
6	Travolook	5,515
7	Paytm.Com	3,769
8	Swiggy	3,289
9	Jio Mart	3,006
10	Makemytrip.Com	2,952
11	Zomato	2,577
12	Goibibo .Com	2,470
13	Ola Cabs	2,353
14	Tata Cliq	1,861
15	Vle Bazaar	1,673
16	Dhani Loans And Services Private Limited	1,554
17	Happy Easy Go	1,439
18	Pharmeasy / Medlife	1,416
19	Snapdeal.Com	1,404
20	Shopclues.Com	1,373

**2022-2023**

<b>S. No.</b>	<b>Name of online trading platform</b>	<b>Grievances Received</b>
1	Flipkart.com	1,54,971
2	Amazon.in	46,012
3	Meesho.com	22,395
4	Myntra	12,144
5	Jio Mart	8,152
6	AJIO	7,514
7	Swiggy	7,487
8	OYO (Oravel Stays Ltd)	5,055
9	Zomato	4,302
10	Urban Ladder	3,484
11	MakeMyTrip.com	3,483
12	Ola Cabs	3,420
13	Travolook	2,912
14	Goibibo.com	2,589
15	Paytm.com	2,337
16	Dhani Loans and Services Limited	2,276
17	TataCliq	1,909
18	Happy Easy Go	1,860
19	VLE Bazaar	1,780
20	Snapdeal.com	1,542

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