

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

RAJYA SABHA
UNSTARRED QUESTION No. 2929
TO BE ANSWERED ON 19.08.2025

SALE OF WALKIE-TALKIES ON E-COMMERCE PLATFORMS

2929. SHRI PRAMOD TIWARI

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

- (a) whether the Central Consumer Protection Authority(CCPA) has issued notices to leading digital marketplaces against the listing and sale of walkie-talkies on e-commerce platforms;
- (b) if so, the details thereof and the reasons therefor;
- (c) whether walkie-talkies are being sold on e-commerce platforms without mandatory disclosures; and
- (d) if so, the specific guidelines to be issued by the CCPA to ensure compliance of e-commerce entities with the law with regard to the sale of wireless communication devices?

ANSWER

THE MINISTER OF STATE, CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION
(SHRI B.L VERMA)

(a) to (d) : Department of Consumer Affairs is continuously working for consumer protection and empowerment of all consumers by enactment of progressive legislations. With a view to modernize the framework governing the consumer protection in the new era of globalization, technologies, e-commerce markets etc. Consumer Protection Act, 1986 was repealed and Consumer Protection Act, 2019 was enacted.

Salient features of the new Consumer Protection Act, 2019 are establishment of a Central Consumer Protection Authority(CCPA); simplification of the adjudication process in the Consumer Commissions such as enhancing pecuniary jurisdiction of the Consumer Commissions, online filing of complaint from the Consumer Commission having jurisdiction over the place of work/residence of the consumer irrespective of the place of transaction, videoconferencing for hearing, deemed admissibility of complaints if admissibility is not decided within 21 days of filing; provision of product liability; penal provisions for manufacture/sale of adulterated products/spurious goods; provision for making rules for prevention of unfair trade practice in e-commerce and direct selling.

To safeguard the interests of consumers from unfair trade practices in e-commerce, the Department of Consumer Affairs has 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 consumer grievance redressal.

Under the provisions of the Consumer Protection Act, 2019, the Central Consumer Protection Authority (CCPA), an executive agency, came into existence on 24.07.2020. The Central Consumer Protection Authority (CCPA), established under Section 10 of the Consumer Protection Act, 2019, is empowered to act against violations of consumer rights, including unfair trade practices and misleading advertisements. It is designed to intervene, to prevent consumer detriment arising from unfair trade practices and to initiate class action(s), including the enforcement of recalls, refunds and return of products. Its core mandate is to prevent and regulate false or misleading advertisements which are prejudicial to the public interest.

The CCPA has already issued the Guidelines for Prevention of Misleading Advertisements and Endorsements for Misleading Advertisements, 2022 (on 9th June, 2022), the Guidelines for Prevention and Regulation of Dark Patterns, 2023 (on 30th November, 2023), the Guidelines for Prevention and Regulation of Greenwashing and Misleading Environmental Claims, 2024 (effective 15th October 2024) and the Guidelines for Prevention of Misleading Advertisements in the Coaching Sector, 2024 (effective 13th November 2024).

The Central Consumer Protection Authority (CCPA), has issued Guidelines for the Prevention and Regulation of Illegal Listing and Sale of Radio Equipment including Walkie Talkies on E-Commerce Platforms, 2025. These guidelines have been issued to curb the unauthorized sale of wireless devices that may pose risks to consumer safety, mislead consumers regarding their legal position and interfere with critical communication networks, including those used by law enforcement and emergency services.

The Guidelines mandate that only authorized and compliant walkie-talkie devices operating on permitted frequencies are listed for sale on online platforms. The product listings on e-commerce platforms shall specify frequency ranges and other technical parameters and include proof of regulatory approval (Equipment Type Approval). Further, it requires e-commerce entities to undertake due diligence and verify regulatory compliance, including licensing where applicable and listings lacking frequency information or necessary certification should be taken down. Inter-alia, the sellers should ensure that equipment listed for sale do not operate on frequencies which are not exempted from requirement of frequency assignment and authorization by Department of Telecommunications and ensure that the frequency bands on product description are clearly labelled. The Guidelines in accordance with the Consumer Protection Act, 2019 mention about penalties and enforcement mechanisms for its violations.

The Central Consumer Protection Authority (CCPA) has identified listing and sale of unauthorised walkie-talkies on e-commerce platforms as violations of the Consumer Protection Act, 2019, including deficiencies in service, misleading advertisements and unfair trade practices. After intervention of CCPA, these e-commerce platforms have delisted approximately 1700+ walkie-talkies being sold without disclosing frequency details or necessary licensing information.