

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

**RAJYA SABHA  
UNSTARRED QUESTION No. 1795  
TO BE ANSWERED ON 16.12.2025**

**PREVALENCE OF POOR GOODS IN THE MARKETS**

1795. SHRI RAGHAV CHADHA:

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

- (a) whether Government is aware of the increasing prevalence of substandard and counterfeit goods, particularly in sectors like Electronics, Pharmaceuticals and Fast Moving Consumer Goods (FMCG);
- (b) if so, the details of complaints received and actions taken by the concerned authorities during the last three years;
- (c) the measures undertaken to strengthen monitoring and enforcement against the sale and distribution of such products;
- (d) whether Government proposes to enhance coordination between BIS, FSSAI and other enforcement agencies to combat counterfeit goods more effectively; and
- (e) the steps taken to raise consumer awareness about identifying fake and substandard products?

**ANSWER**

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

(a) to (e): Department of Consumer Affairs is continuously working for consumer protection and empowerment of consumers by enactment of progressive legislations. Under the provisions of the Consumer Protection Act, 2019, the Central Consumer Protection Authority (CCPA) is designed to intervene for preventing consumer detriment arising from unfair trade practices and to initiate class action(s), including the enforcement of recalls, refunds and return of products. It has the mandate to prevent and regulate false or misleading advertisements which are prejudicial to the public interest.

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 consumer grievance redressal.

The CCPA has also notified the Guidelines for Prevention of Misleading Advertisements and Endorsements for Misleading Advertisements, 2022 on 9th June, 2022. These guidelines inter-alia provide for; (a) conditions for an advertisement to be non-misleading and valid; (b) certain stipulations in respect of bait advertisements and free claim advertisements; and, (c) duties of manufacturer, service provider, advertiser and advertising agency. According to these Guidelines, endorsers, social media endorser/virtual endorser includes an individual or a group or an institution making endorsement of any goods, product or service in an advertisement whose opinion, belief, finding or experience being the message which such advertisement appears to reflect. These Guidelines state that due diligence is required for endorsement of advertisements, such that any endorsement in an advertisement must reflect the genuine, reasonably current opinion of the individual, group or organisation making such representation and must be based on adequate information about, or experience with, the identified goods, product or service and must not otherwise be deceptive.

Since consumers rely on reviews while making purchase decision on e-commerce, Bureau of Indian Standards (BIS) introduced the framework on 'Online Consumer Reviews — Principles and Requirements for their Collection, Moderation, and Publication' on 23rd November 2022. This framework safeguards consumer interests by addressing fake and deceptive reviews in e-commerce. While the standards are voluntary, they apply to all online platforms that publish consumer reviews and are guided by principles such as integrity, accuracy, privacy, security, transparency, accessibility, and responsiveness.

Instances of misuse of ISI Mark and Hallmark were detected by Bureau of Indian Standards (BIS). During the last three years (up to 10-12-2025), a total of 427 instances of misuse of the ISI Mark were detected, which include the cases of use of BIS Standard Mark (ISI Mark) without a valid licence, as well as non-use of BIS Standard Mark (ISI Mark) on products requiring compulsory BIS certification (ISI Mark) and a total of 88 instances of misuse of the BIS Hallmark were detected, which include the cases of use of the BIS Hallmark without a valid BIS certification, as well as non-use of BIS Hallmark on articles requiring compulsory Hallmarking.

On detection of such cases, search and seizure operations were conducted and goods found to be in violation of the BIS Act, 2016 were seized. Post seizure, legal prosecution is carried out against the violators under the provisions of the BIS Act, 2016. For misuse of the ISI mark, the Act prescribes a minimum penalty of Rs. 2 lakh, extendable up to ten times the value of goods. The penalty may also include imprisonment of up to two years. For misuse of Hallmark, the Act prescribes a minimum penalty of Rs. 1 lakh, extendable up to five times the value of articles. The penalty may also include imprisonment of up to one year. Awareness programmes on a regular basis are organized to popularize using the BIS Care app to verify the authenticity of ISI- marked products, validate product details and report concerns or complaints regarding misuse of standard marks.

CCPA in exercise of its mandate to protect consumer interest, engages with sector regulators and other enforcement agencies where issues concerning consumer interest arises. CCPA transfers matters to the sector regulators pertaining to that domain and also seeks assistance from these regulators while handling issues under Consumer Protection Act 2019.

The Department of Consumer Affairs has been generating consumer awareness by undertaking country-wide multimedia awareness campaigns under the aegis of "Jago Grahak Jago" to reach out to every consumer across the country by utilizing traditional media like All India Radio, Doordarshan, fairs & festivals, etc. as well as social media.

Since its inception CCPA has issued a total of 441 Notices. Penalties to the tune of Rs.2,13,90,500 has been imposed out of which Rs. 1,31,35,500 has been realized. Further, action has been taken on sale of substandard products which interalia include Helmet, Pressure Cooker, Cosmetics etc. Action was also taken for violations related to misleading advertisement with regard to weight loss products, skin whitening, tooth paste whitening claims, lifetime warranty on kitchen chimneys, inverter battery, orthopedic products and toys (*Annexure A*).

To alert and caution consumers against dangerous or hazardous or unsafe goods or services, CCPA has issued Safety Notices under Section 18(2)(j) of the Act.

Safety Notice issued on 6.12.21 is with regard to Helmets, Pressure Cookers and Cooking gas cylinders which do not hold a valid ISI Mark and violate compulsory BIS standards.

Safety Notice issued on 16.12.21 is with regard to household goods including electric immersion water heaters, sewing machines, microwave ovens, domestic gas stoves with LPG etc.

Safety notice issued on 25.11.2023 is regarding the sale of acid on e-commerce platforms in violation of the directions of the Hon'ble Supreme Court and Guidelines of M/o Home Affairs, Govt. of India which can leave consumers and public at large unsafe. The e-commerce platforms were urged to immediately incorporate appropriate mechanism to ensure that corrosive acid is not available for purchase on their platforms in contravention of the mandatory Rules.

\*\*\*\*\*

**ANNEXURE IN REPLY TO PARTS (a) TO (e) OF RAJYA SABHA UNSTARRED QUESTION NO.1795 FOR 16.12.2025 REGARDING PREVALENCE OF POOR GOODS IN THE MARKETS.**

-----

**Gist of actions taken by CCPA**

- a) CCPA directed discontinuance of the misleading advertisement and imposed penalty of ₹ 3,00,000/- on one company promoting slim body with regard weight loss/ fat loss/ slimming etc. by a particular machine by claiming their “Non-surgical Fat Reduction” brings easy inch loss.
- b) An inverter battery company claimed warranty of 36 months on the packaging box for their product (inverter battery). However, in the warranty card issued once the product is purchased, free replacement is for 0-18 months only. While the Replacement at 20% discount on the MRP is for the period 19-36 months. CCPA found it misleading and directed to discontinue the advertisement and imposed penalty of ₹1,00,000/-
- c) Actions were taken against sale of skin whitening creams on e-commerce platforms by their sellers giving pictorial representation showing transformation in the skin tone from black to white and spotless skin. In the absence of any scientifically proven result the products were found to create a deception in the minds of consumers regarding the efficacy of the product. CCPA directed the sellers to discontinue the misleading advertisement and imposed penalty of ₹ 1 lakh on 2 of the sellers and Rs.50,000 on seller.
- d) CCPA ordered discontinuance of Advertisements by a major tooth paste brand by a company that its toothpaste is “World’s No. 1 Sensitivity Toothpaste” and is “Recommended by Dentists Worldwide” and imposed Penalty amount of ₹ 10,00,000/-
- e) CCPA ordered withdrawal of advertisement by one online portal, advertising without basis on its product Magnetic Knee support – Instant pain relief for your knees, Acupressure Yoga Slippers/ Acupressure massage slippers. A fine of ₹ 10 lakh was imposed.
- f) CCPA took action against ecommerce platforms for sale of domestic pressure cookers, without ISI mark and mandatory standards stipulated under the Domestic Pressure Cooker (Quality Control) Order, 2020. A direction was issued to 15 sellers including e-commerce platforms to recall 5507 units of domestic pressure cookers and reimburse the purchase price to the consumers. Additionally, a penalty of ₹ 1,00,000/- each was imposed.

\*\*\*\*\*