

GOVERNMENT OF INDIA
MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES

RAJYA SABHA
UNSTARRED QUESTION NO. 104
TO BE ANSWERED ON: 20.07.2026

IMPACT OF QUICK COMMERCE PLATFORMS

104. MS. SWATI MALIWAL:

Will the Minister of MICRO, SMALL AND MEDIUM ENTERPRISES be pleased to state:

- (a) whether Government has examined the cost structure and fee components applicable to MSME sellers and small manufactures on quick commerce platforms such as Blinkit, Zepto and Swiggy Instamart, including commissions, fulfilment charges, storage fee and advertising or visibility-related costs;
- (b) whether Government has assessed the impact of such cost structures on the competitiveness, pricing viability and market access of MSMEs participating on such platforms and if so, the details thereof; and
- (c) whether Government proposes to take steps to ensure greater transparency in fee structures and fair and equitable digital marketplace access for MSME sellers on quick commerce platforms and if so, the details thereof?

ANSWER

MINISTER OF STATE FOR MICRO, SMALL AND MEDIUM ENTERPRISES
(SUSHRI SHOBHA KARANDLAJE)

(a) & (b): Pricing and discounting of products are business decisions driven by market forces. However, imposition of unfair or discriminatory prices (including predatory pricing) by a dominant enterprise or group is prohibited under provisions of Section 4 of the Competition Act, 2002. The Competition Commission of India (CCI) established under the said Act decides matters of anti-competitive practices, including predatory pricing, on a reference by the aggrieved party. Action is taken as and when such allegations of anomalies and violations of existing laws are brought to the notice of the Government.

(c): The Government has adopted an open and interoperable digital network approach through the Open Network for Digital Commerce (ONDC), rather than creating a separate and exclusive digital technology platform for any specific category of sellers. ONDC enables multiple buyer-side and seller-side applications to interoperate, thereby allowing small retailers to access digital markets without dependence on a single centralised platform.

ONDC adopts a technology-driven market approach that empowers small sellers, including kirana stores, MSMEs, SHGs, farmers, and artisans, to compete effectively in digital commerce. A key objective of ONDC is to ensure fair and non-discriminatory access for all sellers, especially kirana stores, micro-businesses and small retailers, without dependence on any single platform. Ministry of MSME through TEAM initiative is assisting MSEs in on-boarding end-to-end handholding on ONDC's e-Commerce platform.
