

**GOVERNMENT OF INDIA
MINISTRY OF FINANCE
DEPARTMENT OF ECONOMIC AFFAIRS
LOK SABHA
UNSTARRED QUESTION NO. 5711
TO BE ANSWERED ON FRIDAY, THE 7th APRIL, 2017
CHAITRA 17, 1939 (SAKA)**

Implementation of e-Commerce Guidelines

5711. DR. P. VENUGOPAL:

Will the Minister of FINANCE be pleased to state:

- (a) whether the Government has raised questions over implementation of e-commerce guidelines and if so, the details thereof;
- (b) whether under the amended guidelines it may not be possible to stop online firms from influencing product prices and if so, the details thereof;
- (c) whether the Government is aware that the issue of offering discounts by market place online players has remained a bone of contention between e-commerce companies and brick and mortar stores; and
- (d) if so, the details thereof?

ANSWER

The Minister of State in the Ministry of Finance (SHRI ARJUN RAM MEGHWAL)

(a) to (d) Government has amended the FDI policy on E-commerce through Press Note 3 of 2016 dated 29.03.2016 on 'Guidelines for FDI on E-Commerce' issued by Department of Industrial Policy and Promotion (DIPP). Vide Notification No. 387/2017-RB dated March 9, 2017, the same has been amended in the Foreign Exchange Management (Transfer or Issue of Security by a person Resident Outside India) Regulations, 2000. One of the conditions in the guidelines states that "E-commerce entities providing marketplace will not directly or indirectly influence the sale price of goods or services and shall maintain level playing field."
