

**Government of India**  
**Ministry of Consumer Affairs, Food and Public Distribution**  
**Department of Consumer Affairs**

**LOK SABHA**  
**UNSTARRED QUESTION NO. 73**  
**TO BE ANSWERED ON 02.02.2021**

**ONLINE MARKETING**

73. MS. RAMYA HARIDAS:

**Will the Minister of CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION**  
**उपभोक्ता मामले, खाद्य और सार्वजनिक वितरण मंत्री be pleased to state:**

- (a) whether the Government is aware that online market places provide comparison of services of products but do not disclose the main parameters determining how offers resulting from a search query are ranked and the authenticity of product reviews;
- (b) if so, whether the Government has taken measures to protect the consumers' right to know who is actually selling the product or service and be provided with clear information prior to a purchase;
- (c) if so, the details thereof; and
- (d) if not, the reasons therefor?

**ANSWER**

**उपभोक्ता मामले, खाद्य और सार्वजनिक वितरण राज्य मंत्री**  
**(श्री दानवे रावसाहेब दादाराव)**

**THE MINISTER OF STATE**  
**CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION**  
**(SHRI DANVE RAOSAHEB DADARAO)**

(a) to (d) : The Consumer Protection (E-Commerce) Rules, 2020 were notified by the Central Govt. on 23.07.2020 under the provisions of Consumer Protection Act, 2019.

Rule 5(3)(f) of the said Rules provides that every marketplace e-commerce entity shall provide an explanation of the main parameters which, individually or collectively, are most significant in determining the ranking of goods or sellers on its platform and the relative importance of those main parameters through an easily and publicly available description drafted in plain and intelligible language in a clear and accessible manner, displayed prominently to its users at the appropriate place on its platform.

Further, as per the Rule 5(3)(a), every marketplace e-commerce entity shall provide details about the sellers offering goods and services, including the name of their business, whether registered or not, their geographic address, customer care number, any rating or other aggregated feedback about such seller, and any other information necessary for enabling consumers to make informed decisions at the pre-purchase stage.

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