

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

LOK SABHA

STARRED QUESTION NO. *301

TO BE ANSWERED ON 10.08.2021

**AMENDMENT OF CONSUMER PROTECTION
(E-COMMERCE) RULES, 2020**

*301. SHRI SUSHIL KUMAR SINGH:
SHRIMATI CHINTA ANURADHA:

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 has proposed changes to the Consumer Protection (E-Commerce) Rules, 2020 and as a part of which it suggested a ban on flash sales where technology is used to enable only a specific seller or a group of sellers managed by the e-commerce company to sell goods or services on its platform;
- (b) if so, the details thereof and the reasons for such proposal;
- (c) whether the Government has tried to gauge the impact of banning flash sales on the consumers;
- (d) if so, the details thereof; and
- (e) if not, the reasons why the rights of consumers or buyers are taken for granted in these changes?

ANSWER

उपभोक्ता मामले, खाद्य और सार्वजनिक वितरण मंत्री
(श्री पीयूष गोयल)

**THE MINISTER OF
CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION
(SHRI PIYUSH GOYAL)**

(a) to (e) : A Statement is laid on the Table of the House.

STATEMENT REFERRED IN REPLY TO PARTS (a) TO (e) OF LOK SABHA STARRED QUESTION NO.*301 FOR 10.08.2021 REGARDING AMENDMENT OF CONSUMER PROTECTION (E-COMMERCE) RULES, 2020.

(a) to (e) : The Consumer Protection (E-Commerce) Rules, 2020 were notified on 23rd July, 2020. In order to further strengthen the regulatory framework for prevention of unfair trade practices in e-commerce which harm the interest of consumers in the long run, Central Government has sought views/ comments/ suggestions on the proposed amendments to the Rules by placing it on the website of the Department of Consumer Affairs. The proposed amendments also include provisions related to banning of fraudulent flash sales where technology is used to enable only a specific seller or a group of sellers managed by the e-commerce company to sell goods or services on its platform.
