

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

**LOK SABHA**  
**UNSTARRED QUESTION NO. 336**  
**TO BE ANSWERED ON 20.07.2021**

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

336. SHRI CHANDRA SEKHAR BELLANA:

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 planning to amend the Consumer Protection (E-commerce) Rules, 2020;
- (b) if so, the details thereof along with the reasons due to which the Government is amending the Ecommerce Rules;
- (c) whether the Government seeks to ban specific flash sales or back-to-back sales that limit customers choice, increase prices and distorts the level playing field; and
- (d) if so, the details thereof?

**ANSWER**

उपभोक्ता मामले, खाद्य और सार्वजनिक वितरण राज्य मंत्री  
(श्री अश्विनी कुमार चौबे)

**THE MINISTER OF STATE**  
**CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION**  
**(SHRI ASHWINI KUMAR CHOUBEY)**

(a) to (d) : The Consumer Protection (E-Commerce) Rules, 2020 were notified on 23<sup>rd</sup> July, 2020. In order to further strengthen the regulatory framework for prevention of unfair trade practices in e-commerce, 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 flash sales.

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