

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

LOK SABHA
UNSTARRED QUESTION NO. 492
TO BE ANSWERED ON 03.12.2025

MANDATORY COUNTRY-OF-ORIGIN FILTERS ON E-COMMERCE PLATFORMS

492. SHRI MANICKAM TAGORE B:

Will the Minister of **CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION** be pleased to state:

- (a) whether the Government has formally proposed mandatory country-of-origin filters on ecommerce platforms for packaged commodities;
- (b) if so, the details thereof and if not, the reasons for consumer transparency being ignored;
- (c) whether the proposed Draft Legal Metrology (Packaged Commodities) (Second) Amendment Rules, 2025, amend the 2011 regulations to require display of country-of-origin for imported products and if so, the details thereof along with rationale behind it and if not, the reasons for online shoppers being kept in the dark about product origins;
- (d) whether the Government clarify the manner in which these filters will enable consumers to make informed purchasing decisions and if so, the expected benefits thereof and if not, the reasons for consumer empowerment being neglected; and
- (e) whether the proposed filters designed to promote 'Atmanirbhar Bharat' and 'Vocal for Local' by making Indian products more visible and if so, the implementation details thereof and if not, the reasons for domestic manufacturing being sidelined?

ANSWER

THE MINISTER OF STATE
CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION
(SHRI B.L.VERMA)

(a) to (e) : Under Rule 6(10) of the Legal Metrology (Packaged Commodities) Rules, 2011, it is mandatory for e-Commerce entities to display on the digital/ electronic network, the declarations which includes Name and address of the manufacturer/ packer/ importer; Country of origin; Common or generic name of the commodity; Net quantity; Best before/ use by date, month and year for the commodities which may become unfit for human consumption and MRP. This requirement is aimed at ensuring transparency and enabling consumers to make informed purchase decisions.

In furtherance of consumer empowerment, the Department has finalised the Draft Legal Metrology (Packaged Commodities) (Second) Amendment Rules, 2025 providing for display of country of origin in a more consumer-friendly way by facilitating easy identification and comparison of imported products on e-commerce platforms.
