

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

LOK SABHA
UNSTARRED QUESTION NO. 2023
TO BE ANSWERED ON 11.02.2026

VIOLATIONS BY E-COMMERCE PLATFORMS

2023. SHRI VIJAYAKUMAR ALIAS VIJAY VASANTH:

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

- (a) whether repeated violations in online sales continue despite existing laws and if so, the details of enforcement failures thereof and if not, the reasons for regulatory deterrence has clearly collapsed;
- (b) whether e-commerce platforms knowingly allowed the sale of non-BIS and non-ISI certified products and if so, the details of action taken against the platforms thereof and if not, the reasons for liability being evaded;
- (c) whether marketplace immunity is being misused to shield platforms from accountability and if so, the details of corrective measures thereof and if not, the reasons why platforms are treated differently from offline sellers;
- (d) whether the violations under Consumer Protection and Legal Metrology laws were detected online and if so, the details thereof and if not, the reasons why transparent reporting is absent; and
- (e) whether mandatory pre-listing verification of safety certifications is not enforced and if so, the details of constraints thereof and if not, the reasons why consumer safety is compromised for platform convenience?

ANSWER

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

(a) to (e) : Department of Consumer Affairs is continuously working for protection and empowerment of consumers by enactment of progressive legislations. With a view to modernize the framework governing consumer protection in the era of globalization, technologies, e-commerce markets etc., the Consumer Protection Act, 2019 was enacted.

To safeguard the interests of consumers from unfair trade practices in e-commerce, the Department of Consumer Affairs has notified the Consumer Protection (E-commerce) Rules, 2020 under the provisions of the Consumer Protection Act, 2019. These rules, inter-alia, outline the responsibilities of e-commerce entities and specify the liabilities of marketplace and inventory e-commerce entities, including provisions for consumer grievance redressal.

Aligned with global best practices, “Safety Pledge” has been finalized, in consultation with all the stakeholders, which is a voluntary public commitment of e-Commerce platforms to ensure the safety of goods sold online. This initiative strengthens consumer protection in the e-commerce. Various e-Commerce companies viz. Tata Digital, Tata 1mg, BigBasket, Tata Cliq, Chroma, Swiggy, Ola, Zomato, Ajo, JioMart, Netmeds, Meesho etc. have signed the Safety Pledge for ensuring consumer safety.

The National Consumer Helpline (NCH) administered by the Department of Consumer Affairs has emerged as a single point of access to consumers across the country for their grievance redressal at a pre-litigation stage. Consumers can register their grievances from all over the country in 17 languages including Hindi, English, Kashmiri, Punjabi, Nepali, Gujarati, Marathi, Kannada, Telugu, Tamil, Malayalam, Maithili, Santhali, Bengali, Odia, Assamese and Manipuri through a toll-free number 1915. These grievances can be registered on Integrated Grievance Redressal Mechanism (INGRAM), an omni-channel IT enabled central portal, through various channels- WhatsApp (8800001915), SMS (8800001915), email (nch-ca@gov.in), the NCH app, the web portal (consumerhelpline.gov.in) and the Umang app, as per their convenience. 1,185 companies, who have voluntarily partnered with NCH as part of the ‘Convergence’ programme directly respond to these grievances according to their redressal process and revert by providing a feedback to the complainant on the portal.

The National Consumer Helpline (NCH) has successfully facilitated refund of ₹36.80 crores (approx.) to consumers between 25th April 2025 and 31st January, 2026, with regard to grievances pertaining to e-commerce sector. During the last three years, the grievances registered on National Consumer Helpline (NCH) in e-commerce sector are as follows :

S. No.	Year	Registered
1	2023	446133
2	2024	440187
3	2025	511196

NCH has put in place a mechanism to address all the grievances received on the helpline portal.

Under the provisions of the Consumer Protection Act, 2019, the Central Consumer Protection Authority (CCPA) is empowered to intervene for preventing consumer detriment arising from unfair trade practices through issuance of guidelines and class action(s), including the enforcement of recalls, refunds and return of products. It has the mandate to prevent and regulate false or misleading advertisements which are prejudicial to the public interest. As per Section 21(2) of the Consumer Protection Act, 2019, in case of false or misleading advertisement, the CCPA may impose penalty on manufacturer or endorser up to Rs. 10 lakhs and Rs. 50 lakhs in case of repeated violations.

The CCPA, in exercise of the powers conferred by Section 18 of the Consumer Protection Act, 2019, issued “Guidelines for Prevention and Regulation of Dark Patterns, 2023” on 30th November, 2023, listing 13 specified dark patterns identified in e-Commerce sector. These dark patterns include false urgency, Basket Sneaking, Confirm shaming, forced action, Subscription trap, Interface Interference, Bait and switch, Drip Pricing, Disguised Advertisements, Nagging, Trick Wording, Saas Billing and Rogue Malwares.

An “Advisory in terms of Consumer Protection Act, 2019 on Self-Audit by E-Commerce Platforms for detecting the Dark Patterns on their platforms to create a fair, ethical and consumer centric digital ecosystem” was issued by Central Consumer Protection Authority on 5th June, 2025. All E-Commerce platforms have been advised to conduct self-audits to identify dark patterns, within three months of the issue of the advisory and give self-declarations that their platform is not indulging in any dark patterns. 28 leading e-commerce platforms have voluntarily submitted their self-declaration letters confirming compliance with the Guidelines for Prevention and Regulation of Dark Patterns, 2023 and their names are enclosed as **Annexure**.

Action has already been taken by the CCPA against various entities, including e-commerce platforms, for affecting consumers, as a class, for violation of consumer rights, false and misleading advertisements and unfair trade practices as defined under the Consumer Protection Act, 2019. Action has also been taken against the sale of domestic pressure cookers that do not meet compulsory BIS standards on e-commerce platforms. Further, 13,118 listings of car seat belt alarm stopper clips have been delisted from major e-commerce platforms based on the Orders passed by CCPA to delist all such products which violate consumer rights and are unfair trade practice under the Consumer Protection Act, 2019 as the sale or marketing of said product compromises with the life and safety of consumer by stopping alarm beep when not wearing seat belts. Also, CCPA directed sellers of e-commerce platforms to recall 515 toys which were being sold on e-commerce platforms in violation to mandatory standards and Quality Control Order (QCO) notified for toys.

The CCPA has also notified Guidelines for the Prevention and Regulation of Illegal Listing and Sale of Radio Equipment including Walkie Talkies on E-Commerce Platforms, 2025. These guidelines have been notified to curb the unauthorized sale of wireless devices operating beyond the 446.0–446.2 MHz frequency band that may pose risks to consumer safety, mislead consumers regarding their legal position and interfere with critical communication networks, including those used by law enforcement and emergency services. Further, the CCPA action follows the identification of over 16,970 non-compliant walkie-talkie listings across platforms and also imposed penalties of ₹10 lakh each on Meesho, Flipkart, Amazon and Meta Platforms Inc, and ₹1 lakh each on Chimiya, JioMart, Talk Pro and MaskMan Toys.

Under the Bureau of Indian Standards Act, 2016, certain products under QCO are required to carry BIS certification and the ISI mark. Upon detection of any product being sold without mandatory BIS certification, either through consumer complaints or market surveillance, the matter is immediately taken up with the concerned e-commerce platform for delisting of the non-compliant product. Further, physical inspection of the seller premises is conducted and search and seizure operations are carried out by BIS wherever required. Legal prosecution under the BIS Act, 2016 is initiated against the defaulting seller, in which the concerned e-commerce platform is also included as a party.

In FY 2024–25, the Bureau of Indian Standards (BIS) conducted market surveillance of products sold through e-commerce and quick commerce platforms. A total of 344 samples, falling under mandatory BIS certification as per various Quality Control Orders, were procured. Out of these, 142 samples were found to be without a valid BIS Certification.

Since FY 2024-25, investigations into these violations have led to search and seizure operations at 22 warehouses of E-commerce platforms. These include three search and seizure operations each in the States/UTs of Delhi, Haryana, Karnataka, and Maharashtra; two search and seizure operations each in Rajasthan and Tamil Nadu; and one search and seizure operation each in Gujarat, Odisha, Telangana, Uttar Pradesh, Andhra Pradesh and Uttarakhand. Company-wise details of the warehouses where these search and seizure operations were conducted are as follows:

- (i) Amazon – 14 warehouses
- (ii) Instakart – 7 warehouses
- (iii) Blinkit – 1 warehouse

Under the Legal Metrology (Packaged Commodities) Rules, 2011, liability is primarily imposed on the sellers, manufacturer, packer or importer, who is statutorily responsible for declaration of mandatory information viz. net quantity, MRP, manufacturer/importer address, country of origin, etc. Between 2020 and 2026 (as on 30.01.2026), a total of 948 notices were issued by Department of Consumer Affairs, for violations of the Legal Metrology (Packaged Commodities) Rules, 2011, relating to e-commerce transactions, resulting in recovery of Rs. 1.03 Crore under Section 48 of the Legal Metrology Act, 2009.

ANNEXURE REFERRED TO IN REPLY TO PARTS (a) TO (e) OF THE LOK SABHA UNSTARRED QUESTION NO. 2023 TO BE ANSWERED ON 11.02.2026 REGARDING VIOLATIONS BY E-COMMERCE PLATFORMS.

The platforms that have submitted declarations are:

- (i) Page Industries Private Limited (JOCKEY)
- (ii) WILLIAM PENN Private Limited
- (iii) Axelia Solutions Pvt. Ltd.("Pharmeasy")
- (iv) Zepto Marketplace Pvt. Ltd.(Zepto)
- (v) Curaden India Private Limited
- (vi) Duroflex Private Limited
- (vii) Flipkart Internet Private Limited
- (viii) Myntra Designs Private Limited
- (ix) Cleartrip Private Limited
- (x) Walmart India Private Limited
- (xi) Makemy Trip (India) Private Limited
- (xii) Big Basket (Innovative Retail Concepts Private Limited)
- (xiii) Tira Beauty (Reliance Retail Limited)
- (xiv) Jio Mart (Reliance Retail Limited)
- (xv) Reliance Jewels (Reliance Retail Limited)
- (xvi) Ajio (Reliance Retail Limited)
- (xvii) Reliance Digital (Reliance Retail Limited)
- (xviii) Netmeds (Reliance Retail Limited)
- (xix) Hamleys (Reliance Retail Limited)
- (xx) MilBasket (Reliance Retail Limited)
- (xxi) Swiggy Limited
- (xxii) TATA 1 mg
- (xxiii) Zomato (Eternal Limited)
- (xxiv) Blinkit (Blink Commerce Private Limited)
- (xxv) Ixigo (Le Travenues Technology Limited)
- (xxvi) Meesho Ltd.
- (xxvii) CP Wholesale India Private Limited (Lots)
- (xxviii) Clues Network Pvt. Ltd. (Shop Clues)
