

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

LOK SABHA
UNSTARRED QUESTION NO. 5415
TO BE ANSWERED ON 25.03.2026

COMPLAINTS AGAINST E-COMMERCE PLATFORMS

5415. SHRI SHYAMKUMAR DAULAT BARVE:

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

- (a) whether it is a fact that in recent years there has been a significant increase in complaints regarding misleading advertisements, sale of counterfeit or substandard products and consumer deception in the name of heavy discounts on e-commerce platforms;
- (b) if so, the details of total consumer complaints received during the last five years, their redressal, and actions taken against the defaulting companies, year, State/Union Territory and platform-wise;
- (c) whether in many cases consumers are not provided clear information regarding the actual price, quality and warranty of products;
- (d) if so, whether the Government has reviewed these issues and considered enforcing strict guidelines or punitive measures for e-commerce companies and sellers; and
- (e) if so, the details of the concrete steps taken by the Government to protect the interests of consumers?

ANSWER

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

(a) to (e) : The year-wise, State/UT-wise and mode-wise details of complaints received and disposed on the National Consumer Helpline (NCH) regarding misleading advertisements and sale of counterfeit or substandard products during the last five years are given at **Annexure**.

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 prelitigation stage for violation of rights of consumers, misleading advertisements and unfair trade practices. 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. 1,398 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 ₹52 crore to consumers between 25th April 2025 and 31st January 2026. This significant redressal at a pre-litigation stage was achieved across 31 sectors (including 36.80 Crores with regard to the grievances pertaining to ecommerce sector), effectively addressing 79,521 consumer grievances related to refund claims.

The Department has notified the Consumer Protection (E-Commerce) Rules, 2020 on 23 July 2020 under the Consumer Protection Act, 2019 to safeguard consumers from unfair trade practices in the ecommerce sector. These Rules specify the duties of e-commerce entities, liabilities of marketplace entities, responsibilities of sellers on marketplaces and duties of inventory-based e-commerce entities.

Under these Rules, e-commerce entities are required to appoint a Grievance Officer and prominently display the name, designation and contact details of the officer on their platform. The grievance officer must acknowledge consumer complaints within 48 hours and redress them within one month from the date of receipt of the complaint. E-commerce entities are also required to endeavour to become partners in the convergence process of the National Consumer Helpline (NCH) and are prohibited from discriminating between consumers of the same class or manipulating prices to gain unreasonable profits.

Marketplace e-commerce entities are required to obtain undertakings from sellers ensuring that product descriptions, images and other content correspond accurately with the appearance, nature, quality and features of the goods or services. They must prominently publish details of sellers including business name, geographic address, customer care contact details, ratings and feedback along with complete information regarding return, refund, exchange, warranty, delivery, payment modes and grievance redressal mechanisms. Sellers are also required to ensure that advertisements are consistent with the actual characteristics and usage conditions of goods or services and are prohibited from posting misleading reviews or misrepresenting product features.

Under the provisions of the Consumer Protection Act, 2019, the Central Consumer Protection Authority (CCPA), an executive agency, came into existence on 24.07.2020. It is designed to intervene, to prevent consumer detriment arising from violation of rights of consumers, misleading advertisements, unfair trade practices etc. and to initiate class action(s), including the enforcement of recalls, refunds and return of products. As on 09.03.2026, CCPA has issued 477 notices of class action, imposed penalties amounting to ₹3,00,40,500 and closed 177 cases with receipt of penalties of ₹1,56,10,500.

CCPA has taken action against several entities for violation of consumer rights and unfair trade practices in the e-commerce sector. Such actions include withdrawal of misleading advertisements relating to certain low-quality products marketed through online platforms, recall of products being sold in violation of mandatory quality standards and Quality Control Orders. Penal action has also been taken against entities for sale of products bearing spurious certification marks and misleading claims.

CCPA has taken action against the sale of domestic pressure cookers that do not meet compulsory BIS standards on e-commerce platforms. CCPA, for safeguarding consumer interests and their safety, issued directions to e-commerce platforms and their sellers to recall total 5507 non-ISI mark domestic pressure cookers sold by them. CCPA also directed sellers of e-commerce platforms to recall 818 toys and also imposed penalties for the toys which were being sold on e-commerce platforms in violation to mandatory standards and QCO notified for toys.

CCPA has issued Safety Notices under Section 18(2)(j) of the Consumer Protection Act, 2019 cautioning consumers against purchase of goods not conforming to mandatory safety standards which includes helmets, pressure cookers, cooking gas cylinders and certain household electrical appliances.

CCPA has issued an advisory dated 30th September, 2021 in terms of the Consumer Protection (E-Commerce) Rules, 2020 regarding display of information provided by sellers on marketplace ecommerce platforms. The advisory, inter-alia, provides for ensuring that marketplace e-commerce entities display in a clear and accessible manner all relevant information furnished by sellers on their platforms, including details of the seller and grievance officer, so as to safeguard consumer interests and facilitate effective grievance redressal for consumers purchasing goods or services through e-commerce.

CCPA issued an advisory dated 14.07.2022 to e-commerce platforms regarding the online sale of certain Ayurvedic, Siddha and Unani medicines that contain ingredients listed in Schedule E(1) of the Drugs and Cosmetics Rules, 1945 which may include potentially hazardous substances and therefore must be consumed only under medical supervision. Accordingly, e-commerce platforms have been advised to ensure that such drugs are sold only after a valid prescription from a registered Ayurveda, Siddha or Unani practitioner is uploaded by the consumer on the platform to prevent unsafe self-medication and protect consumers from potential health risks associated with unsupervised use of such medicines.

CCPA has notified the Guidelines for Prevention of Misleading Advertisements and Endorsements for Misleading Advertisements, 2022 on 9th June, 2022. These guidelines inter-alia provide for conditions for an advertisement to be non-misleading and valid; duties of manufacturer, service provider, advertiser and advertising agency including on e-commerce platforms.

Central Consumer Protection Authority, 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 for 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 also issued by the CCPA on 5th June, 2025. 29 leading e-commerce platforms have voluntarily submitted their self-declaration letters confirming compliance with the Guidelines for Prevention and Regulation of Dark Patterns, 2023.

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.

CCPA has taken action against the sale of counterfeit and substandard goods on a major ecommerce platform for promotion and sale of counterfeit and spurious goods including medicines, cosmetics, beauty products and clothing items, misleading display of MRPs and discounts on branded products, use of misleading labels alongside spurious listings and facilitation of sale of Schedule-H drugs without prescription. The platform was directed to strengthen its due-diligence and monitoring mechanisms. As a result of these regulatory interventions, the platform instituted enhanced internal detection and filtering systems and reported large-scale removal of counterfeit listings from its platform. The company informed that between 04 August 2022 and 05 June 2025, a total of 1,21,31,880 product listings identified as counterfeit were delisted out of 40,19,27,610 listings uploaded, including 69,63,556 counterfeit listings removed during April 2023-September 2024 and 12,35,469 listings removed during September 2024-May 2025.

From 2020 till date, 997 notices have been issued by Legal Metrology, for violations of the Legal Metrology (Packaged Commodities) Rules, 2011, regarding non declaration of mandatory information such as country of origin, MRP, net quantity etc. resulting in compounding of Rs. 1.03 Crore under Section 48 of the Legal Metrology Act, 2009. These notices also include sale of unverified weighing scales/instruments on e-commerce platforms.

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 Bureau of Indian Standards (BIS) has notified framework on ‘Online Consumer Reviews-Principles and Requirements for their Collection, Moderation and Publication’ on 23.11.2022 for safeguarding and protecting consumer interest from fake and deceptive reviews in e-commerce. The standards are voluntary and are applicable to every online platform which publishes consumer reviews. The guiding principles of the standard are integrity, accuracy, privacy, security, transparency, accessibility and responsiveness.

To protect the rights of consumers, the Central Government has mandated BIS certification for 635 products. Such products cannot be manufactured, sold, imported, stored or exhibited for sale without a valid BIS certification. Certification is granted after testing the conformity of products with the relevant Indian Standards. During the past two years, BIS has tested 209 samples purchased from e-commerce platforms to verify their conformity with the relevant Indian Standards. Out of these, 144 samples were found conforming to the Indian Standards.

During the past two years, BIS has conducted 79 search and seizure operations at the premises of e-commerce warehouses, sellers operating on e-commerce platforms viz. Amazon, BigBasket, Blinkit, Flipkart, Meesho and Myntra. These operations have been carried out across various States including Andhra Pradesh, Delhi, Gujarat, Haryana, Karnataka, Kerala, Madhya Pradesh, Maharashtra, Odisha, Punjab, Rajasthan, Tamil Nadu, Telangana, Uttar Pradesh and Uttarakhand.

ANNEXURE REFERRED TO IN REPLY TO PARTS (a) to (e) OF LOK SABHA UNSTARRED QUESTION NO.5415 FOR ANSWER ON 25.03.2026 REGARDING “COMPLAINTS AGAINST E-COMMERCE PLATFORMS”.

Year-wise, State/UT-wise and Mode-wise details of complaints received on the National Consumer Helpline (NCH) regarding misleading advertisements and sale of counterfeit or substandard products during the last five years.

S. No.	State/UT	2021		2022		2023		2024		2025	
		Received	Disposed	Received	Disposed	Received	Disposed	Received	Disposed	Received	Disposed
1.	ANDAMAN AND NICOBAR ISLANDS	1	1	4	4	2	2	1	1	6	6
2.	ANDHRA PRADESH	53	53	202	202	362	362	312	312	426	426
3.	ARUNACHAL PRADESH	3	3	13	13	22	22	43	43	11	11
4.	ASSAM	26	26	54	54	136	136	89	89	152	152
5.	BIHAR	81	81	354	354	548	548	474	474	914	914
6.	CHANDIGARH	7	7	19	19	34	34	36	36	39	39
7.	CHHATTISGARH	16	16	58	58	85	85	92	92	163	163
8.	DADRA AND NAGAR HAVELI AND DAMAN AND DIU	0	0	9	9	4	4	6	6	6	6
9.	DELHI	172	172	572	572	875	875	800	800	1142	1142
10.	GOA	4	4	13	13	30	30	33	33	27	27
11.	GUJARAT	106	106	317	317	568	568	517	517	1015	1015
12.	HARYANA	109	109	347	347	556	556	437	437	721	721
13.	HIMACHAL PRADESH	17	17	35	35	62	62	51	51	96	96
14.	JAMMU AND KASHMIR	15	15	42	42	73	73	51	51	120	120
15.	JHARKHAND	25	25	122	122	153	153	161	161	273	273
16.	KARNATAKA	101	101	535	535	1114	1114	652	652	1150	1150
17.	KERALA	50	50	235	235	472	472	460	460	589	589
18.	LADAKH	0	0	0	0	0	0	1	1	8	8
19.	LAKSHADWEEP	0	0	0	0	0	0	0	0	0	0
20.	MADHYA PRADESH	88	88	293	293	468	468	395	395	782	782
21.	MAHARASHTRA	199	199	641	641	1275	1275	1010	1010	1628	1628
22.	MANIPUR	0	0	7	7	6	6	5	5	14	14
23.	MEGHALAYA	0	0	10	10	6	6	6	6	5	5
24.	MIZORAM	0	0	0	0	1	1	1	1	2	2
25.	NAGALAND	3	3	2	2	3	3	0	0	12	12
26.	ODISHA	24	24	139	139	272	272	196	196	312	312
27.	PUDUCHERRY	1	1	1	1	6	6	7	7	26	26
28.	PUNJAB	46	46	159	159	214	214	205	205	330	330
29.	RAJASTHAN	152	152	477	477	692	692	558	558	1104	1104
30.	SIKKIM	0	0	6	6	5	5	6	6	12	12

31.	TAMIL NADU	46	46	178	178	330	330	295	295	902	902
32.	TELANGANA	45	45	198	198	439	439	376	376	581	581
33.	TRIPURA	0	0	8	8	15	15	20	20	17	17
34.	UTTAR PRADESH	219	219	818	818	1537	1537	1165	1165	2186	2186
35.	UTTARAKHAND	25	25	68	68	132	132	126	126	195	195
36.	WEST BENGAL	89	89	420	420	892	892	636	636	1080	1080

S.No.	Mode Wise	2021		2022		2023		2024		2025	
		Received	Disposed	Received	Disposed	Received	Disposed	Received	Disposed	Received	Disposed
1.	By Web	772	772	3304	3304	5585	5585	3030	3030	3993	3993
2.	By Phone	206	206	893	893	1172	1172	1749	1749	6969	6969
3.	NCHAPP	546	546	1774	1774	3589	3589	2429	2429	961	961
4.	WhatsAPP	0	0	0	0	713	713	1773	1773	3437	3437
5.	UMANG	81	81	351	351	277	277	147	147	117	117
6.	SMS	12	12	5	5	16	16	28	28	187	187
7.	Others	106	106	29	29	37	37	67	67	382	382
