

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

LOK SABHA
UNSTARRED QUESTION NO. 6056 (OIH)
TO BE ANSWERED ON 01.04.2026

BRAND FRAUD ON E-COMMERCE PLATFORMS

6056. SHRI IMRAN MASOOD:
(OIH)

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

- (a) whether the Government has developed an Artificial Intelligence (AI) based monitoring system to prevent counterfeit products and brand fraud on e-commerce platforms;
- (b) if so, the working mechanism of the said system;
- (c) whether the said system has been linked to the consumer grievance redressal mechanism and if so, the details thereof;
- (d) whether the said step has led to a reduction in the time taken for the redressal consumer complaints; and
- (e) if so, the details thereof?

ANSWER

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

(a) to (e): 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. 1,398 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. Complaints against those companies, who have not partnered with National Consumer Helpline, are forwarded to the company for redressal.

The technological transformation of the NCH has significantly boosted its call-handling capacity. The number of calls received by NCH has grown from 62,172 calls in December 2019 to 3,59,336 calls in December 2025. This growth reflects the rising confidence of consumers in the helpline. Similarly, the average number of complaints registered per month has surged from 37,062 in 2017 to 1,47,635 in 2025. Additionally, grievance registration via WhatsApp has gained momentum, with the percentage of complaints filed through the platform increasing from 12% in December 2023 to 21% in December 2025 demonstrating a growing preference for digital communication channels.

The website of the National Consumer Helpline (NCH) has been upgraded to serve as the central point of access for consumers across India seeking grievance redressal at pre-litigation stage. This website includes enhanced functionality, modern features, and improved navigation with a user-centric design. It incorporates advanced features, offering faster grievance resolution and a more efficient user experience.

In a significant move to further enhance grievance redressal, NCH has introduced AI-based Speech Recognition, a Translation System, and an AI enabled Chatbot as part of the NCH 2.0 initiative. These technological advancements aim to make the grievance filing process more seamless, efficient, and inclusive. The AI-powered Speech Recognition and Translation System enables consumers to file complaints through voice input, reducing manual intervention. The AI enabled Chatbot provides real-time assistance, streamlining complaint-handling processes, and improving the overall user experience. These upgrades ensure that consumers from diverse linguistic backgrounds have equal access to the grievance redressal system.

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 was achieved across 31 sectors, effectively addressing 79,521 consumer grievances related to refund claims.

NCH has put in place a mechanism to address all the grievances received on the Helpline portal. The average grievance disposal time for the grievances received through CPGRAMS in 2025 was 13 days.

The Department has launched “e-Jagriti” portal on 1st January, 2025, which aims to enhance consumer grievance redressal through Artificial Intelligence / Machine Learning integration and modern features like faceless onboarding and role-based dashboards. It unifies existing applications (OCMS, eDaakhil, NCDRC CMS, CONFONET) into a single, scalable platform, allowing users to file complaints seamlessly from anywhere with multilingual support. The portal is designed to provide a convenient, transparent and efficient means for consumers to seek redressal by enabling online complaint filing, digital submission of documents, online payment of fees and also supports virtual courtrooms, enabling the hearing of cases remotely and ensuring faster disposal while reducing dependency on physical infrastructure. These features address bottlenecks like geographical barriers, scheduling conflicts and manual interventions. Further, VC equipment for conducting hearing through video conferencing mode has already been installed and made functional at 10 benches of the National Consumer Disputes Redressal Commission (NCDRC) and 35 benches of State Consumer Disputes Redressal Commissions (SCDRCs).

e-Jagriti has reduced reliance on physical proceedings and has accelerated justice delivery. The National Consumer Disputes Redressal Commission, (NCDRC) and Consumer Commissions in 12 States / UTs have achieved disposal rates above 100% after July, 2025. In 2025, 1,62,474 cases were filed and 1,50,197 disposed of, that outperformed the disposal rate of the year 2024. Also, 679 Non-Resident Indians (NRIs) registered their complaints using e-Jagriti portal from abroad till 28th February, 2026.
