Government of India

Ministry of Consumer Affairs, Food and Public Distribution

Department of Consumer Affairs

LOK SABHA
UNSTARRED QUESTION NO. 1767
TO BE ANSWERED ON 10.12.2025

REGULATION OF DARK PATTERNS ON E-COMMERCE PLATFORMS

1767. SHRI BASTIPATI NAGARAJU:
SHRI DAGGUMALLA PRASADA RAO:

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

(a) whether the Government has given any timeline completing self-audit and submitting self-declaration by e-Commerce platforms to ensure that their platforms are free of dark patterns and if so, the details of the timeline/deadline given;
(b) the details of the list of e-commerce platforms that have submitted self-declaration that their platform is not indulging in any dark patterns;
(c) whether the Government has levied any penalties/fine for not submitting the self-declaration and if so, the list of companies penalised and amount of fine levied as on date; and
(d) whether the Government has any plans to conduct periodical external audits to ensure that the e-commerce platforms are not indulging in dark patterns and if so, the details thereof?

ANSWER

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

(a) to (d) : Department of Consumer Affairs is continuously working for protection and empowerment of consumers. The Department has notified the Consumer Protection (E-commerce) Rules, 2020 under the provisions of the Consumer Protection Act, 2019 to safeguard consumers from unfair trade practices in e-commerce. 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 customer grievance redressal.

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 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 through the said Advisory to take necessary steps to ensure that their platforms do not engage in such deceptive and unfair trade practices which are in the nature of Dark Patterns. Further, 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 take necessary steps to ensure that their platforms are free from such dark patterns. Based on the self-audit reports, the E-Commerce platforms should also give self-declarations that their platform is not indulging in any dark patterns, in order to ensure fair digital ecosystem along with building trust between consumers and e-commerce platforms.

26 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.**

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ANNEXURE

ANNEXURE REFERRED IN REPLY TO PARTS (a) to (d) OF LOK SABHA UN STARRED QUESTION NO. 1767 FOR 10.12.2025 REGARDING "REGULATION OF DARK PATTERNS ON 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**

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