

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

LOK SABHA
UNSTARRED QUESTION NO. 2788
TO BE ANSWERED ON 05.08.2026

NCH AND INGRAM

2788. SHRI BRIJMOHAN AGRAWAL:

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

- (a) the details of budgetary allocation, funds released and expenditure incurred for the National Consumer Helpline during each of the last three financial years, year-wise;
- (b) the total number of complaints registered with the National Consumer Helpline (NCH) and Integrated Grievance Redressal Mechanism (INGRAM) during the last three Financial Years, State-wise;
- (c) the details of the number of complaints resolved and the average time taken for resolution of a complaint registered on the NCH and INGRAM portal;
- (d) the details of the type of complaint is most common among the registered consumer complaints;
- (e) the total amount of refunds facilitated for consumers through NCH intervention;
- (f) the names of companies against which the maximum number of complaints were registered on NCH and INGRAM; and
- (g) the details of the steps being taken by the Government to increase awareness about consumer grievance complaints particularly in rural and tribal areas?

ANSWER

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

(a) to (g) : The details of Budget Estimates (BE), Revised Estimates (RE) and Actual Expenditure (AE) of the Integrated Consumer Grievance Redressal System (ICGRS) sub-scheme which is operated through the National Consumer Helpline (NCH) during each of the last three financial years, year-wise, are as under:

(In ₹ Cr.)

Financial Year (FY)	2023-24	2024-25	2025-26
BE	6.45	6.25	7.28
RE	6.45	8.74	7.28
AE	6.37	8.49	6.72

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 omnichannel 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.

The details of total number of complaints received and disposed of by the National Consumer Helpline (NCH) during the last three Financial Years, State-wise are given at **Annexure-I**.

The details of grievances received and grievances disposed of during FY 2023-24 to FY 2025-26 along with the average disposal time are as under:

Financial Year (FY)	Received	Disposed	Average disposal time (In Days)
2023-24	1235710	1235710	63
2024-25	1315664	1315664	53
2025-26	2048747	2048747	28

The sector-wise details on the total number of complaints received through the National Consumer Helpline (NCH) during the last three Financial Years are given at **Annexure-II**.

The National Consumer Helpline (NCH) has successfully facilitated refunds amounting to over ₹91 crore to consumers between 25th April 2025 and 30th June 2026 by effectively addressing over 1,47,000 consumer grievances related to refund claims at the pre-litigation stage.

The name-wise details of top ten companies against which the maximum number of complaints were registered on NCH during the last three Financial Years are given at **Annexure-III**.

The Government is undertaking extensive consumer awareness initiatives under the flagship "Jago Grahak Jago" campaign on pan-India basis to educate consumers about their rights and protect them from fraud, deceptive marketing practices and substandard products. Consumer awareness messages are disseminated through multimedia platforms, including Prasar Bharati, NFDC, CBC, IRCTC, MyGov and official social media handles. The Department also conducts IVRS and SMS campaigns in English, Hindi and nine regional languages, with focused outreach in North-Eastern States and SC/ST-dominated areas, besides providing grant-in-aid to States/UTs for localized awareness programmes. During the last 5 years, an amount of Rs 5.55 cr approx. has been released as grant-in-aid to NER states. The Department has been participating in prominent fairs, festivals and other major public congregations held in different parts of the country wherein large and diverse groups of people gather at a common venue. Further, the Department regularly disseminates information through digital creative, audio-visual content and public awareness campaigns on consumer rights, safe consumer practices, hallmarking, ISI certification, packaged commodities, misleading advertisements and grievance redressal mechanisms. Grassroots awareness is being strengthened through weekly capacity-building sessions with Panchayati Raj Institutions across all States/UTs including the North-eastern states, while participation in public events, cinema campaigns, AIR broadcasts and collaboration with MyGov has further expanded outreach, enabling consumers to make informed choices and seek timely redressal of grievances.

ANNEXURE REFERRED TO IN REPLY TO PART (a) to (g) OF LOK SABHA UNSTARRED QUESTION NO.2788 FOR ANSWER ON 05.08.2026 REGARDING NCH AND INGRAM.

Details of total number of complaints received and disposed of by the National Consumer Helpline (NCH) during the last three Financial Years, State-wise.

S. No.	State/UT	2023-24		2024-25		2025-26	
		Received	Disposed	Received	Disposed	Received	Disposed
1.	Andaman and Nicobar Islands	936	936	894	894	905	905
2.	Andhra Pradesh	41113	41113	42010	42010	56133	56133
3.	Arunachal Pradesh	3734	3734	15400	15400	10607	10607
4.	Assam	13808	13808	15834	15834	21287	21287
5.	Bihar	70069	70069	71783	71783	105865	105865
6.	Chandigarh	3700	3700	3891	3891	5740	5740
7.	Chhattisgarh	13734	13734	14271	14271	20231	20231
8.	Dadra and Nagar Haveli and Daman And Diu	682	682	678	678	999	999
9.	Delhi	96709	96709	105940	105940	169851	169851
10.	Goa	3161	3161	3356	3356	5187	5187
11.	Gujarat	63997	63997	65787	65787	103206	103206
12.	Haryana	54056	54056	57167	57167	95581	95581
13.	Himachal Pradesh	6658	6658	6842	6842	11062	11062
14.	Jammu and Kashmir	8443	8443	9074	9074	15031	15031
15.	Jharkhand	21061	21061	21007	21007	31003	31003
16.	Karnataka	76867	76867	89862	89862	149812	149812
17.	Kerala	33635	33635	39712	39712	63328	63328
18.	Ladakh	145	145	222	222	270	270
19.	Lakshadweep	266	266	151	151	250	250
20.	Madhya Pradesh	65396	65396	66247	66247	97032	97032
21.	Maharashtra	134133	134133	145176	145176	233954	233954
22.	Manipur	368	368	472	472	795	795
23.	Meghalaya	711	711	723	723	1164	1164
24.	Mizoram	130	130	174	174	330	330
25.	Nagaland	322	322	350	350	648	648
26.	Odisha	27220	27220	27774	27774	40093	40093
27.	Puducherry	962	962	1181	1181	2223	2223
28.	Punjab	24984	24984	25721	25721	50187	50187
29.	Rajasthan	81532	81532	77190	77190	111389	111389
30.	Sikkim	531	531	576	576	991	991
31.	Tamil Nadu	49939	49939	53965	53965	106816	106816
32.	Telangana	53432	53432	58231	58231	89334	89334
33.	Tripura	2233	2233	2476	2476	3105	3105
34.	Uttar Pradesh	186576	186576	183716	183716	311663	311663
35.	Uttarakhand	14611	14611	14487	14487	23719	23719
36.	West Bengal	79856	79856	93324	93324	108956	108956

ANNEXURE REFERRED TO IN REPLY TO PART (a) to (g) OF LOK SABHA UNSTARRED QUESTION NO.2788 FOR ANSWER ON 05.08.2026 REGARDING NCH AND INGRAM.

Sector-wise details on the total number of complaints received through the National Consumer Helpline (NCH) during the last three Financial Years

Sector Wise: 2023-24

S.No	Sector	Received
1	E- Commerce	445960
2	Banking	70576
3	Electronics Products	68134
4	Telecom	63017
5	Consumer Durables	53342
6	Automobiles	35446
7	Digital Payment Modes	32536
8	Retail Outlets	32165
9	Broadband & Internet	29211
10	Agency Services	26873
11	Others	378450

Sector Wise: 2024-25

S.No	Sector	Received
1	E- Commerce	423936
2	Consumer Durables	79081
3	Electronics Products	72445
4	Banking	68326
5	Telecom	68134
6	Food	54938
7	Automobiles	45155
8	Broadband & Internet	43678
9	Agency Services	42190
10	Retail Outlets	36354
11	Others	381427

Sector Wise: 2025-26

S.No	Sector	Received
1	E- Commerce	577748
2	Food	104218
3	Consumer Durables	93733
4	Electronics Products	89787
5	Telecom	84429
6	NBFCs	71226
7	Automobiles	70816
8	Agency Services	69477
9	Banking	64320
10	Travel & Tourism	62698
11	Others	760295

Note- NCH has put in place a mechanism to address all the grievances received on the helpline portal. All these grievances during 2023-24 to 2025-26 have been disposed.

ANNEXURE REFERRED TO IN REPLY TO PART (a) to (g) OF LOK SABHA UNSTARRED QUESTION NO.2788 FOR ANSWER ON 05.08.2026 REGARDING NCH AND INGRAM.

Name-wise details of top ten companies against which the maximum number of complaints were registered on NCH during the last three Financial Years.

Top ten companies against which the maximum number of complaints were registered on NCH during 2023-24

S.No	Company Name	Received
1	Flipkart.com	149498
2	Amazon.in	54047
3	Jio (All Reliance Brand)	33013
4	AIRTEL	27721
5	Meesho.com	20593
6	Myntra	20102
7	Flipkart Internet Private Limited	11361
8	State Bank of India	9990
9	Paytm.com	9777
10	Swiggy	9776

Top ten companies against which the maximum number of complaints were registered on NCH during 2024-25

S.No	Company Name	Received
1	Flipkart.com	127214
2	Amazon.in	78792
3	Jio (All Reliance Brand)	46411
4	AIRTEL	39061
5	Myntra	24527
6	Netmeds.com	22473
7	Meesho.com	21013
8	Ola Cabs	17053
9	Swiggy	16970
10	Samsung	14703

Top ten companies against which the maximum number of complaints were registered on NCH during 2025-26

S.No	Company Name	Received
1	Flipkart.com	144929
2	Amazon.in	96912
3	Jio (All Reliance Brand)	59386
4	AIRTEL	44689
5	Swiggy	36349
6	Netmeds.com	32104
7	Meesho.com	31151
8	Myntra	30083
9	Ola Cabs	26531
10	Zomato	18266

Note- NCH has put in place a mechanism to address all the grievances received on the helpline portal. All these grievances during 2023-24 to 2025-26 have been disposed.
