

F. No. J-25/59/2021-CCPA  
Government of India  
Ministry of Consumer Affairs, Food & Public Distribution  
Department of Consumer Affairs

Krishi Bhawan, New Delhi  
Dated the 1<sup>st</sup> October, 2021.

**OFFICE MEMORANDUM**

**Subject: Advisory in terms of Consumer Protection (E-Commerce) Rules, 2020 for displaying information provided by sellers to marketplace e-commerce platforms-reg**

The undersigned is directed to issue the annexed Advisory for compliance of provisions of Consumer Protection (E-Commerce) Rules, 2020 as applicable to all marketplace e-commerce entities to safeguard interests of consumers and prevent violation of consumer rights while purchasing goods or services using e-commerce

2. All stakeholders are requested to give wide dissemination of the Advisory among your members and impress upon them to ensure necessary compliance.
3. This issues with the approval of competent authority.



P.K. Tyagi  
Under Secretary to the Govt. of India  
Tel. No.011-23070481

Copy to

1. All Central Government Departments
2. All States and Union Territories
3. All Industry Associations
4. Press Information Bureau

File No. J-25/59/2021-CCPA  
Central Consumer Protection Authority

Krishi Bhawan, New Delhi  
Dated: 30<sup>th</sup> September, 2021

**Subject: Advisory in terms of Consumer Protection (E-Commerce) Rules, 2020 for displaying information provided by sellers to marketplace e-commerce platforms.**

Whereas, the Central Consumer Protection Authority, has been established under the provisions of the Consumer Protection Act, 2019, to regulate matters relating to violation of rights of consumers, unfair trade practices and false or misleading advertisements which are prejudicial to the interest of public and consumers and to promote and enforce the rights of consumers as a class.

2. Whereas, owing to safety measures and movement restrictions on account of the Covid-19 pandemic, consumers are increasingly choosing e-commerce as a medium to purchase goods and services.

3. Whereas, it has come to the notice of the Central Consumer Protection Authority that some marketplace e-commerce entities are not displaying details of sellers as required to be displayed under Rule 5(3)(e) of the Consumer Protection (E-Commerce) Rules, 2020 on their platform.

4. Whereas, in terms of Rule 5(3)(e) of the Consumer Protection (E-Commerce) Rules, 2020 every marketplace e-commerce entity is required to provide in a clear and accessible manner, displayed prominently to its users at the appropriate place on its platform, all information provided to it by sellers under sub-rule (5) of rule 6 including the name and contact numbers, and designation of the grievance officer for consumer grievance redressal or for reporting any other matter.

5. Whereas, any person found violating the above rules may face action under the Act, if, after investigation, the Central Authority has reason to believe that the practices are found unfair and prejudicial to consumers' interest.

6. Hence, Industry associations are hereby requested to give wide publicity to the provisions of the ibid rules and to impress upon their members to ensure compliance of the rules to ensure adequate redressal mechanism is accessible to consumers while purchasing goods or services using e-commerce.



Anupam Mishra

Commissioner, CCPA