

**CENTRAL CONSUMER PROTECTION AUTHORITY**  
**Room No 567-A, Krishi Bhawan, New Delhi - 110001**

**Ref: F.No. J-25/25/2022-CCPA (Pt.1)**

In the matter: Suo-moto case against Snapdeal (Acevector) Ltd. with regard to violation of consumer rights and unfair trade practices regarding sale of Car Seat Belt Alarm Stopper Clips

**CORAM:**

Ms. Nidhi Khare, Chief Commissioner  
Mr. Anupam Mishra, Commissioner

Date: 13.04.2023

**ORDER**

In pursuant to the Order dated 01.02.2023, following directions were issued:

- a) Withdraw sale of all kinds of car seat belt alarm stopper clips.
  - b) Apprise CCPA on the steps taken against the errant sellers of car seat belt alarm stopper clips, along with the detailed list of such errant sellers.
  - c) Permanently delist all car seat belt alarm stopper clips and associated motor vehicle components which compromise with the safety of passengers and are violating various provisions of Rules meant for road safety and reducing loss of lives.
2. In view of the above directions, Snapdeal (Acevector) Ltd. was directed to submit compliance report within 15 days from the issue of Order dated 01.02.2023.
3. Vide email dated 16.02.2023, submitted the compliance report stating that:
- a. The listing for the car seat belt alarm stopper clip was created by a third party seller on 27.04.2022 and Snapdeal have disabled / blocked access to the listings on 25.05.2022.
  - b. As per the opposite party's record there were no sales of the car seat belt alarm stopper clips during the period 27.04.2022 to 25.05.2022 and there were no other sellers or listings of the said product.
  - c. Further, it said that it maintains and technologically enforces certain keywords which were banned from use on the platform that include car seat belt alarm stopper, car seat belt silencer, signal jammers, wifi jammers, walkie-talkie, e-cigarettes, hemp, marijuana and others.
  - d. Apart from the banned keywords, the opposite party's due diligence through standard terms and conditions are formulated to ensure compliance with the law. Further, the seller is required to ensure that he/she is in compliance with all laws applicable to its business and no prohibited activity is carried out on the platform by him/her.

- e. The opposite party have a robust seller agreement with the sellers which prohibits the listings of banned products and keywords. As part of seller onboarding process, it is mandatory for a seller to read and accept that he/she shall not sell a product in violation of Snapdeal's list of banned products, before being able to activate a seller account. The listings is technologically scanned to ensure that product description does not contain information / words that form a part of the banned keyword list.
- f. Over and above the seller agreement, Snapdeal has Prohibited Seller Activities and consequences policy that lists out the activities which seller ought not to engage in while using the Snapdeal's platform. In case, where a seller is found to have engaged in prohibited activities, Snapdeal has sole discretion to block or disable access of any or all the products of a seller and right to suspend or terminate the seller agreement.

4. Taking note of the above, Central Authority considers it as compliance to the directions issued vide Order dated 01.02.2023. However, Snapdeal shall ensure due diligence be adhered in the future so that such products should never ever be listed again on its platform. If it appears again, stringent action under the Consumer Protection Act, 2019 may be initiated.

5. In view of the above submissions made by the opposite party, the matter is disposed of.

  
Nidhi Khare  
Chief Commissioner

  
Anupam Mishra  
Commissioner

