

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

**Ref: F.No. J-25/25/2022-CCPA (Pt.4)**

In the matter: Suo-moto case against Meesho (Fashnear Technologies) Pvt. 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

**Appearance on behalf of Meesho (Fashnear Technologies) Pvt. Ltd.:**

1. Ms. Rachel C
2. Mr. Anupam

Date: 13.04.2023

**ORDER**

In pursuant to the Order dated 06.02.2023 following directions were issued:

- a) Submit all inputs specially about steps taken against the errant sellers who were selling car seat belt alarm stopper clips and associated motor vehicle products which compromise with the safety of passengers.
  - b) Apprise about the due diligence that has been adopted by the Meesho to ensure that such products shall not be listed in the future.
  - c) To submit compliance report of the previous Order dated 01.02.2023 and Order dated 06.02.203 latest by 09.02.2023.
3. Vide email dated 09.02.2023, Meesho have submitted the compliance report stating that:
- a) As soon as the issue was brought to the notice of Meesho, a clean-up exercise to remove car seat belt alarm stopper was undertaken.
  - b) Periodic checks were undertaken to ensure that no attempts are made to list such illegal products on the platform of Meesho.
  - c) All the listings of car seat belt alarm stoppers found by Meesho have been deactivated promptly.
4. Taking note of the above, Central Authority considers it as compliance to the directions issued vide Order dated 06.02.2023. However, Meesho Pvt. Ltd. shall ensure due diligence be adhered in the future and 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)