

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

**Ref: F.No. J-25/25/2022-CCPA**

In the matter: Suo-moto case against Amazon Seller Services 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

Date: 11.04.2023

**ORDER**

In pursuant to the Order dated 25.01.2023 wherein following directions were issued under para 15, which are hereunder:

- 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, Amazon Seller Service Pvt. Ltd. was directed to submit compliance report within 15 days from the date of issue of Order dated 25.01.2023. However, no compliance report was received till the expiry of 15 days i.e. on 08.02.2023.

3. Vide email dated 10.02.2023, Shri Vivek Ayyagiri counsel for said e-commerce entity submitted that the said e-commerce entity on receipt of the Notice delisted 8095 Car Seat Belt Alarm Stopper Clips and it is still in process of collating information pertaining to the directions issued by CCPA and for the same additional two weeks from 10.02.2023 till 23.02.2023 was requested to submit report.

4. Vide email dated 20.02.2023, a Reminder was sent to said e-commerce entity to submit compliance report latest by 27.02.2023.

5. On 27.02.2023, Shri Vivek Ayyagiri counsel for said e-commerce entity made following submissions:-

- a) In compliance a total of 8,095 listings of the Car Seat Belt Alarm Stopper Clips listed by third party have been suppressed.
- b) An excel sheet capturing the contact details of the 18,642 third party sellers is annexed to the response.
- c) Communication have been issued to third party sellers, informing about the directions issued by CCPA. In case of non-compliance by third party, appropriate actions will be taken against them.

6. However, CCPA has observed that the Car Seat Belt Alarm Stopper Clips are still being listed on the platform of Amazon Seller Services Pvt. Ltd. as on 11.04.2023 at the following link in clear violation to the Order issued on 25.01.2023.

Link:([https://www.amazon.in/s?k=car+seat+belt+alarm+stopper+clips&crd=20CYRVO36GVTW&qid=1680515039&srefix=car+seat+belt+alarm+stopper+clips%2Caps%2C389&ref=sr\\_pg\\_1](https://www.amazon.in/s?k=car+seat+belt+alarm+stopper+clips&crd=20CYRVO36GVTW&qid=1680515039&srefix=car+seat+belt+alarm+stopper+clips%2Caps%2C389&ref=sr_pg_1))

7. In view of the above, a final opportunity is given to comply with Order dated 25.01.2023 latest by 25.04.2023, failing which stringent actions under the Consumer protection Act, 2019 may be considered.



Nidhi Khare

Chief Commissioner



Anupam Mishra

Commissioner