

**Central Consumer Protection Authority**  
**Room No. 545, Krishi Bhawan, New Delhi - 110001**

Case No: CCPA-2/40/2025-CCPA

In the matter of: Case against Chimiya.com regarding misleading advertisement, unfair trade practice, and violation of consumer rights under the Consumer Protection Act, 2019.

CORAM:

Smt. Nidhi Khare, Chief Commissioner

Shri. Anupam Mishra, Commissioner

Appearance on behalf of Chimiya.com:

N Satya Bhargav- Partner

Date: 14.11.2025

**ORDER**

1. The Consumer Protection Act 2019 seeks to provide protection to the interests of consumers. Pursuant to the objective, under section 10 of the Consumer Protection Act, 2019 (hereinafter referred to as Act) the Central Consumer Protection Authority (hereinafter referred to as 'CCPA') has been established to regulate matters relating to violation of rights of consumers and enforce the rights of consumer as a class.
2. This is a case *suo moto* taken up by the CCPA on the basis of the sale of many walkie-talkies also known as Personal Mobile Radios (PMRs) on the e-commerce platform 'Chimiya' (<https://chimiya.com/>) (hereinafter referred as 'opposite party') without necessary disclosures.
3. The opposite party on its e-commerce platform is selling all over India the rechargeable two-way walkie talkie radios having frequency of UHF 400-470MHz for adults which are being shipped from US, UK, UAE.

4. Accordingly, in exercise of the powers under Section 18 and 19 of the Act, CCPA conducted a preliminary inquiry to examine the sale of above stated walkie-talkies on the Opposite Party's website (Chimiya.com). It is observed that, in India, the use of walkie-talkies is regulated under the Indian Wireless Telegraphy Act, 1933. This legislation, oversees and controls wireless communication devices, delineates specific guidelines and mandates for the legal possession and operation of walkie-talkies. Further, the Wireless Planning and Coordination Wing of the Ministry of Communication under Section 4&7 of the Indian Telegraph Act 1885 and Sections 4 & 10 of the Indian Wireless Telegraphy Act 1933 published the 'Use of Low Power and Very Low Power Short Range Radio Frequency Devices (Exemption from Licensing Requirement) Rules, 2018. Under Rule 3 of the said Rules *"no license is required by any person to establish, maintain, work, possess or deal in Personal Mobile Radios (PMRs) having frequency range of 446.0-446.2 MHz and a maximum transmit power of 500 mw"*. However, under Rule 5 of the above-stated Rules of 2018, ***"manufacturers must obtain an Equipment Type Approval (ETA) certificate from the Wireless Planning and Coordination (WPC) Wing to ensure regulatory compliance"***.

5. On examination of the e-commerce platform operated by the Opposite Party, it was observed that rechargeable two-way walkie-talkie radios for adults were being offered for sale and shipped from countries such as the United States, United Kingdom, and the United Arab Emirates, with delivery facilitated across India. It was noted that in most of the listings examined, the Opposite Party had not disclosed details regarding the Equipment Type Approval (ETA) certification issued by the Wireless Planning and Coordination (WPC) Wing, Ministry of Communications, which is a mandatory requirement for the import, manufacture, or sale of wireless communication equipment in India. Instead, the listings indicated that *"This walkie talkie has been tested by an FCC accredited lab and complies with the limits for a Class B digital device. FCC ID: ZP5BF888S, Frequency range: UHF 400–470 MHz."* The country of origin for these products had been declared as the United States.

6. During the preliminary examination, it was observed that rechargeable two-way walkie-talkie radios, shipped from jurisdictions such as the US, UK and UAE, having UHF 400–470 MHz band, delivered across India through the platform of the opposite

party operated in frequencies that violated Rule 3 of the *Use of Low Power and Very Low Power Short Range Radio Frequency Devices (Exemption from Licensing Requirement) Rules, 2018*. The walkie-talkies were listed without mandatory disclosures regarding the requirement of a wireless operating licence or compliance with applicable regulatory provisions. The omission of such crucial information appeared to mislead consumers into believing that the devices were lawful for unrestricted use in India and thus appeared to compromise consumer interest.

7. It was further noted that Section 2(9) of the Act guarantees consumers the right to be informed regarding the standard, quality, and genuineness of goods and services and the right to consumer awareness. However, the opposite party had listed and promoted walkie-talkies requiring a licence for operation in India while presenting them under the licence-exempt category. By concealing essential information needed for consumers to make an informed decision, the opposite party appeared to have published misleading advertisements.

8. The opposite party's omission to disclose material information—such as the requirement of a government licence under the Indian Telegraph Act, 1885 and the Wireless Telegraphy Act, 1933, the frequency range of the devices, and the legal consequences of unauthorized use—appeared to constitute a deceptive practice. These omissions appeared to mislead consumers into assuming that the devices could be freely used by the general public and appeared to amount to an unfair trade practice under Section 2(47) of the Act.

9. It was also observed that under the Consumer Protection (E-commerce) Rules, 2020, the opposite party was required to ensure that essential information was clearly and prominently displayed to consumers. In this case, the opposite party appeared to have failed to provide complete and accurate disclosures and thereby appeared to have violated its obligations under the E-commerce Rules, resulting in a possible violation of consumer interest.

10. In view of the above observations, the omission to disclose the requirement of ETA certification and the sale of devices operating on unauthorized frequencies prima facie indicated non-compliance with mandatory regulatory requirements and appeared to be engaged in practices amounting to misleading advertisement, unfair trade

practice, and violation of consumer rights under the Act. Accordingly, the Opposite Party appeared to be engaging in practices that warranted further examination under the provisions of the Act.

11. Thereafter, the CCPA issued a Show Cause Notice dated 8th May 2025 to the opposite party under the provisions of the Act for alleged violation of its provisions. Despite the lapse of a considerable period of time, no response to the said show cause notice was received from the Opposite Party.

12. As per sub-section (1) of Section 19 of the Act, "The Central Authority may, after receiving any information or complaint or directions from the Central Government or of its own motion, conduct or cause to be conducted a preliminary inquiry as to whether there exists a prima facie case of violation of consumer rights or any unfair trade practice or any false or misleading advertisement, by any person, which is prejudicial to the public interest or to the interests of consumers and if it is satisfied that there exists a prima facie case, it shall cause investigation to be made by the Director General or by the District Collector". The matter was referred to DG investigation by CCPA's order dated 11<sup>th</sup> June 2025 for detailed investigation.

13. In adherence to the principles of natural justice, the CCPA, vide its communication dated 19th June 2025, issued a reminder affording the Opposite Party a further opportunity to submit its response to the show cause notice. Notwithstanding the same, the Opposite Party failed to submit any reply to the said reminder as well.

14. The Investigation Report in the present matter was received by the CCPA on 18th August 2025. As per the said Report, the Director General (Investigation), vide email dated 12th August 2025, directed the Opposite Party to furnish its written submissions along with relevant supporting documents and to appear before the Investigation Authority for the purpose of submitting its response. In compliance with the said direction, the Opposite Party, vide its communication dated 15th August 2025, submitted its comments to the Investigation Authority.

15. The key submissions of the opposite party before the DG investigation are as follows:

- I. The Chimiya stated that the walkie-talkie products in question were listed on its platform under a drop shipping arrangement with overseas vendors based in the United States. It clarified that no sales or shipments of these products were executed and the listings were purely informational. At the time of listing, the Chimiya claimed to be unaware of the specific regulatory requirements applicable in India, including licensing obligations, permitted frequency bands, and the need for Equipment Type Approval (ETA)/Wireless Planning and Coordination (WPC) certification.
- II. Upon becoming aware of the relevant Indian regulatory framework, the Chimiya reported that it immediately removed all walkie-talkie listings from its platform and initiated corrective and preventive measures to ensure that such non-compliant listings do not recur. In compliance with the Authority's directions, the Chimiya provided a point-wise response as follows:
  - a. Since the products were drop shipped from overseas vendors, no domestic licenses were obtained at the time. The Chimiya has now mandated that all regulated wireless devices must comply with Indian licensing norms prior to listing.
  - b. The Chimiya did not verify whether the devices operated exclusively within the permitted 446.0-446.2 MHz frequency band. Upon learning of this requirement, all non-compliant devices were removed from the platform.
  - c. No independent verification of technical compliance was conducted earlier. The Chimiya has now instituted a process to review technical specifications for all regulated categories before listing.
  - d. Although no consumer purchases were made, the Chimiya acknowledged that appropriate regulatory disclosures should have been made. Such disclosures are now a mandatory pre-listing requirement.
  - e. ETA/WPC certificates were not obtained at the time of listing. The Chimiya's revised policy now mandates the submission and verification of these documents before any product is approved for listing.
  - f. Previously, no verification mechanism existed. A compliance checkpoint has now been integrated into the Chimiya's onboarding workflow.
  - g. The Chimiya does not possess historical copies of the concerned listings. However, it has contacted the vendors to obtain retrospective

documentation and has begun maintaining records to ensure future compliance.

- h. The onboarding process has been revised to include category-specific compliance checks, verification of regulatory documentation, and mandatory declarations from vendors prior to listing approval.
- i. No audits were conducted earlier for walkie-talkie listings. The Chimiya has now initiated monthly category-based compliance audits for all regulated items.
- j. The Chimiya acknowledged that certain listings may have lacked key legal and licensing information. Under its revised policy, inclusion of all relevant regulatory details is now required.
- k. Some listings may have implied unrestricted consumer use. Such representations are now strictly prohibited unless supported by appropriate documentary proof.
- l. The Chimiya confirmed that all walkie-talkie listings have been removed from its platform.
- m. New compliance protocols have been implemented for all regulated product categories.
- n. Regulatory document checks are now mandatory before listing any wireless communication device.
- o. Pre-listing verification and monthly compliance audits have been formally instituted.
- p. Staff members have been sensitized and trained on the Consumer Protection Act, 2019, and applicable telecom regulations.
- q. The Chimiya expressed deep regret over the oversight and reaffirmed its full cooperation with the Central Consumer Protection Authority (CCPA). It is committed to ensuring that such lapses do not recur and reiterated its dedication to safeguarding consumer interests in compliance with the law.

16. Further, the Director General (Investigation) in its investigation report dated 18<sup>th</sup> August 2025 made the following conclusions:

- i. Chimiya has violated the provisions of the Consumer Protection Act, 2019, particularly Sections 2(9) (Right to be informed), 2(11) (Right to be protected),

2(28) (Misleading advertisement), and 2(47) (Unfair trade practices), by permitting the listing of walkie-talkie devices on its platform without disclosing critical regulatory information such as frequency compliance, licensing obligations, and certification requirements.

- ii. The investigation confirms that the listed devices operated in frequency bands that require licensing and Equipment Type Approval (ETA)/WPC certification under applicable telecom regulations. No evidence of such compliance was furnished by the Chimiya, indicating a breach of Rule 3, Table V of the Use of Low Power and Very Low Power Short Range Radio Frequency Devices (Exemption from Licensing Requirement) Rules, 2018. A copy of the documentary evidence substantiating the Chimiya's sale of walkie-talkie devices as of 14th August 2025 is annexed with investigation report as Annexure-B.
- iii. Chimiya failed to establish adequate pre-listing verification mechanisms, did not conduct compliance audits, and lacked a due diligence framework for onboarding sellers of regulated products. These omissions demonstrate a failure to exercise reasonable care as mandated under law for an e-commerce intermediary.
- iv. Despite repeated directives, the Chimiya failed to respond in a timely and comprehensive manner. It neither furnished the required documents nor appeared before the Investigating Authority. Such conduct indicates procedural non-cooperation and raises concerns over the Chimiya's commitment to regulatory compliance and consumer protection.
- v. While the Chimiya has acknowledged its lapses and has reportedly initiated corrective measures, including the removal of the non-compliant listings, ignorance of the law is not a valid defense. As a platform operating in India, Chimiya was under a legal obligation to be aware of and comply with applicable consumer and telecom regulations.
- vi. By listing devices that potentially contravene Indian licensing norms, Chimiya exposed consumers to the risk of using unauthorized communication equipment, which may have legal and safety implications. This undermines the very essence of consumer protection envisaged under the Act.
- vii. Additionally, Chimiya's conduct is in violation of the Guidelines for the Prevention and Regulation of Illegal Listing and Sale of Radio Equipment

Including Walkie Talkies on E-commerce Platforms, 2025, which mandate proactive measures to prevent the sale of unauthorized radio communication devices.

- viii. In view of the above, a case of violation of consumer rights, misleading advertisement, deficiency in service and unfair trade practice under the Consumer Protection Act 2019 stands established.

17. The Director General's Investigation Report in the matter was communicated to the Opposite Party on 18<sup>th</sup> September 2025 for their information and submission of comments, if any. However, the Opposite Party did not furnish any comments or response to the said Investigation Report.

18. An opportunity of hearing, as mandated under Section 21(8) of the Consumer Protection Act, 2019, was afforded to the Opposite Party on 26<sup>th</sup> September 2025. However, no representative appeared on behalf of the Opposite Party during the said hearing, nor were any reasons furnished by the Opposite Party justifying its non-appearance.

19. Further, in adherence to the principles of natural justice, the Authority afforded another opportunity of hearing to the Opposite Party on 9<sup>th</sup> October 2025. During the said hearing, Mr. N. Satya Bhargav appeared on behalf of the Opposite Party. During the course of the hearing, the Authority raised several queries to seek clarifications on the business model, nature of listings, and the compliance mechanisms adopted by the Opposite Party in respect of the sale of walkie-talkie products on its e-commerce platform.

20. The Opposite Party submitted that Chimiya.com operates purely on a dropshipping model and does not maintain any physical inventory. It was stated that only a limited number of 20–30 products were kept in stock previously, and that operations had resumed three months prior to the hearing. The Opposite Party explained that, under this model, products are shipped directly by third-party suppliers upon receipt of an order from the consumer. It was further clarified that the Opposite Party does not manufacture or brand any product on its own and primarily functions as an online publishing and advertising platform connecting consumers to global sellers.



21. Upon being queried regarding the sale of walkie-talkie devices operating on regulated frequencies, the Opposite Party acknowledged the lapse and admitted that the concerned listings had been created inadvertently. It was further stated that all such listings (eight in total) were removed immediately upon receipt of the CCPA notice, and that no sales had taken place for the said products. The Opposite Party affirmed that it typically receives one or two orders per day and that none of the walkie-talkie products were sold during the period of listing.

22. When asked about the sourcing and seller arrangements, the Opposite Party confirmed that it has a database of the respective sellers, all of whom are located overseas, primarily in the United States, and that products are sourced from established marketplaces abroad. The Opposite Party also admitted that the platform lists only foreign-sourced products and that it identifies such products through internal market research tools analyzing global demand and trends.

23. The Authority further questioned the Opposite Party regarding transparency of product information and whether consumers are adequately informed of essential product details such as material composition and compliance certification. The Opposite Party submitted that the relevant descriptions are made available on the product page as per the information provided by the supplier. It was also clarified that Chimiya.com does not offer cash-on-delivery options and that orders are fulfilled directly by international suppliers.

24. In response to the Authority's direction, the Opposite Party undertook to furnish an affidavit confirming the date of removal of the impugned listings, along with details of the sellers, dates of listing and delisting, and any sales data, if applicable. The Authority also directed the Opposite Party to submit its written comments on the Investigation Report and other related documents by 15th October 2025, both through email and speed post, in support of its oral submissions.

25. Accordingly, the Authority recorded the oral submissions made by the Opposite Party during the hearing and directed compliance with the aforesaid requirements within the stipulated timeline.

26. As per the above directions, opposite party submitted its Affidavit dated 13<sup>th</sup> October 2025, and made the following key submissions:

i. Nature of Business

- Chimiya.com operates purely as an online retail and dropshipping platform, not as a manufacturer or direct seller.
- Products are listed based on market analysis and publicly available information from verified global marketplaces such as Amazon (US, UK, AE, IN).
- The Chimiya does not brand, modify, or misrepresent any products listed on its platform.

ii. Product Listing Methodology

- Listings are created after conducting structured market research involving:
  - Monitoring global and regional market trends, keyword searches, and social media insights.
  - Assessing product ratings, reviews, supplier reliability, and demand using analytical tools.
  - Ensuring that products are trending and high-demand items sourced from legitimate suppliers.
- Product descriptions and images were replicated from supplier/manufacturer sources in good faith, without intent to mislead.
- Some listings were created solely for market testing and research, and no actual sales or consumer orders were generated for those products.

iii. Communication and Compliance Timeline

- The Chimiya did not receive or notice the CCPA's initial communication dated 8th May 2025 due to administrative oversight.
- It first took cognizance of the official notice dated 12th August 2025, upon which it:
  - Reviewed the identified product listings,
  - Removed or deactivated the concerned listings on 15th August 2025, and
  - Confirmed compliance via email to the CCPA.

- The delay in response was unintentional, and internal monitoring systems have since been improved to avoid recurrence.
- iv. Acceptance and Clarifications
  - The Opposite Party acknowledges that certain listings were created as part of dropshipping operations.
  - It accepts the importance of transparency under the Consumer Protection Act, 2019, and undertakes to:
    - Revise all listings to ensure full compliance with applicable laws and CCPA guidelines.
    - Clearly disclose source, nature, and availability of products on its platform.
    - Avoid any content that could mislead consumers in any manner.
- v. Undertakings
  - The Chimiya undertakes to cooperate fully with the ongoing CCPA investigation.
  - It commits to provide any additional information or documentation as required by the Authority.
  - It also undertakes to rectify any non-compliant listings immediately upon identification or upon receiving CCPA's directions.
  - The affidavit is submitted voluntarily and in good faith.

27. The CCPA has carefully considered the written submissions as well as submissions made by the opposite party during the hearings and investigation reports submitted by the Director General (Investigation) and records the following findings:

- i. The opposite party, despite issuance of the show cause notice, continued to permit the listing of walkie-talkie devices on its platform without mandatory disclosures regarding (*refer Annexure B of Investigation Report*):
  - a) Licensing requirements under the Indian Telegraph Act, 1885 and Wireless Telegraphy Act, 1933
  - b) Frequency range and spectrum compliance
  - c) Equipment Type Approval (ETA) and Wireless Planning & Coordination (WPC) certification status
- ii. The omission of such material information constitutes a violation of consumer rights under Sections 2(9), 2(11), 2(28), and 2(47) of the Consumer Protection

Act, 2019, and reflects a failure to ensure lawful and informed product promotion.

- iii. The company continues to list and sell walkie-talkie devices operating without the required necessary information like frequency band. No evidence has been furnished to demonstrate possession of the requisite Equipment Type Approval (ETA) certification for such devices. Continued violation of the Act after the issuance of the show cause notice can be seen at Annexure B of the investigation report.
- iv. The walkie-talkie sold on this website has a frequency of UHF 400-470MHz which violates Rule 3 of 'Use of Low Power and Very Low Power Short Range Radio Frequency Devices (Exemption from Licensing Requirement) Rules, 2018. The Equipment Type Approval (ETA) certificate is necessary whether the person is importing, manufacturing, or selling wireless products in India. ETA ensures that the walkie talkie are safe for consumers and that they operate within the authorized frequency spectrum. Hence, ETA is a necessary information that needs to be disclosed by the manufacturer, seller, and importer to the consumers. Thus *deliberately concealed important information* from the consumer.
- v. Hence, the walkie talkie listings put by the sellers on the opposite party e-commerce platform without disclosing the ETA certificate also called as WPC certificate violates the provisions of the Act. Further, the e-commerce platform is selling the USA-based walkie-talkie having frequency of 400- 470MHz, which is illegal in India and cannot be sold without a license.
- vi. Further, Rule 5 of the Consumer Protection (E-commerce) Rules, 2020, lay down responsibility on Chimiya.com to disclose any information necessary for enabling consumers to make decisions at the pre-purchase stage in a clear and accessible manner, displayed prominently to the consumer on its platform.

28. Section 2(9) of the Consumer Protection Act, 2019 provides for the consumers right to be informed against the unfair trade practice. And this section puts a liability upon the manufacturer, seller and importer to disclose all the important information to the consumers.

29. Further section 2(47) of the Consumer Protection Act 2019 states that:

“unfair trade practice means a trade practice which, for the purpose of promoting the sale, use or supply of any goods or for the provisions of any service, adopts any unfair method or unfair or deceptive practice (d) represents that the goods or services have sponsorship, approval, performance, characteristics, accessories, uses or benefits which such goods or services do not have”.

30. Section- 2(28) of the Consumer protection Act, 2019 defines “misleading advertisement” in relation to any product or service to mean an advertisement, which—

- a) falsely describes such product or service; or
- b) Gives a false guarantee to, or is likely to mislead the consumers as to the nature, substance, quantity or quality of such product or service; or
- c) Conveys an express or implied representation which, if made by the manufacturer or seller or service provider thereof, would constitute an unfair trade practice; or
- d) Deliberately conceals important information;

31. From a bare reading of the above provisions of the Act, it is clear that any advertisement should:

- i. Contain truthful & honest representation of facts.
- ii. Have assertions, guarantees only when backed by underlying credible and authentic material, study etc.
- iii. Not indulge in unfair Trade practice as defined in Section 2(47) of the Act. It should be free from false representation that the goods/services are of particular standard, quality [(section 2(47)(a))] and should not make false or misleading representation concerning the need for or usefulness of any goods or services (section 2(47)(f) of Consumer Protection Act with respect to unfair trade practice.
- iv. Disclose important information in such a manner that they are clear, prominent and extremely hard to miss for viewers/consumers so as to not conceal important information.

32. After due considerations of the submissions of the opposite party and the investigation report, CCPA concludes that:

- I. The opposite party continues to list and sell walkie-talkie devices operating without the required necessary information like frequency band. No evidence has been furnished to demonstrate possession of the requisite Equipment Type Approval (ETA) certificate issued by Wireless Planning and Coordination Wing of the Ministry of Communication for such devices. Based on the screenshot dated 14<sup>th</sup> August 2025 of the opposite party e-commerce platform, Annexure B of the investigation report.
- II. The opposite party, in its reply, admitted that:
  - a) It was unaware of the Indian regulatory framework at the time of listing the devices;
  - b) It failed to obtain or verify licensing and certification details;
  - c) It has since removed all walkie-talkie listings and implemented corrective protocols.
- III. While these post-facto measures are acknowledged, ignorance of the law cannot be accepted as a valid excuse. The Chimiya is an established e-commerce platform operating in India and is expected to be aware of applicable telecom and consumer protection regulations.
- IV. Despite repeated directions, the Chimiya failed to respond to the show cause notice within the stipulated timeline and did not furnish all required details, including:
  - a) Seller information,
  - b) Listing IDs and URLs,
  - c) Number of units sold,
  - d) Copies of ETA/WPC certificates (which were not available).
- V. This non-cooperation with the statutory authority further indicates disregard for compliance obligations.
- VI. The product listings on [www.Chimiya.com](http://www.Chimiya.com) fail to reflect essential information regarding frequency specifications, licensing requirements, and certification status. The absence of such disclosures deprives consumers of material facts necessary for informed decision-making and exposes them to potential legal and regulatory consequences.
- VII. The platform's failure to ensure lawful product information compromises consumer safety and violates the statutory mandate under:
  - i. Section 2(9):- consumers right to be informed;

- ii. Section 2(47):- (d) represents that the goods or services have sponsorship, approval, performance, characteristics, accessories, uses or benefits which such goods or services do not have; and
- iii. section 2(28):- (iv) deliberately conceals important information.

33. The CCPA is empowered under Section- 20 & 21 of the Consumer Protection Act, 2019 to issue directions and if necessary, it may, by order, impose a penalty which may extend to ten lakh rupees and for every subsequent contravention may extend to fifty lakh rupees. Further, Section 21 (7) of the above Act prescribes that following may be regarded while determining the penalty:-

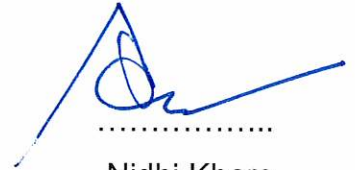
- a) the population and the area impacted or affected by such offence;
- b) the frequency and duration of such offence;
- c) the vulnerability of the class of persons likely to be adversely affected by such offence.
- d) Gross revenue from sales effected by virtue of such offence.

34. From the material available on record and the information gathered during the course of investigation, it is observed that Chimiya.com operates as an e-commerce platform engaged in listing and facilitating sale of various consumer goods to buyers across India through online mode. The platform is accessible nationwide through its website, thereby enabling consumers from different States and Union Territories to access and purchase the listed products. The nature of its operations, involving drop shipping and cross-border sourcing, indicates that the products listed on the platform were being offered for sale to a wide consumer base through digital means. Accordingly, it is evident that the activities of the Opposite Party have a substantial consumer reach and market presence, and any misleading or non-compliant listing on such a platform has the potential to affect a large number of consumers. Therefore, the conduct of the Opposite Party attracts the applicability of Section 21(7) of the Consumer Protection Act, 2019, necessitating imposition of penalty for dissemination of misleading and non-compliant advertisements on a platform with significant consumer outreach.

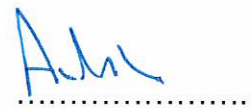
35. In view of the above, under section- 20 & 21 of the Consumer Protection Act, 2019, CCPA hereby issues the following direction to the opposite party:

- a) To discontinue the sale and remove all the listings of unauthorized walkie talkie from its e-commerce platform (Chimiya.com).
- b) In light of the violations, discussed in foregoing paras, CCPA finds it necessary to impose a penalty on the opposite party. Considering the facts and circumstances of the case and having regard to the factors enumerated in section 21(7) of Act, the CCPA Rules that Opposite party shall pay a penalty of ₹ 1,00,000 for violations of the provisions of Consumer Protection Act, 2019.
- c) The opposite party shall submit the amount of penalty and a compliance report to CCPA on the above directions within 15 days from the date of this Order.

The above order and directions are passed in exercise of the powers conferred upon CCPA under section 10, 20, 21 of the Consumer Protection Act 2019.



Nidhi Khare  
Chief Commissioner



Anupam Mishra  
Commissioner