

**Central Consumer Protection Authority**

**Krishi Bhawan, New Delhi --110001**

Case No: CCPA-2/41/2025-CCPA

In the matter of: Misleading advertisement and unfair trade practice by The MaskMan Toys.

**CORAM:**

Smt. Nidhi Khare, Chief Commissioner

Sh. Anupam Mishra, Commissioner

**Appearance on behalf of The MaskMan Toys**

Mr. Kushal, Owner, The MaskMan Toys

Adv. Manmay Sarawgi, Counsel on behalf of The MaskMan Toys

Adv. Teena

**Date: 03.12.2025**

**ORDER**

1. This is a suo moto case taken up by the Central Consumer Protection Authority (hereinafter referred as 'CCPA') against The MaskMan Toys [hereinafter referred to as 'opposite party'] with regard to sale of walkie talkies on its official website ([www.maskmantoy.com](http://www.maskmantoy.com)) without necessary disclosures.

2. Taking cognizance of the impugned advertisements, the CCPA, in exercise of powers conferred under Section 19 of the Consumer Protection Act, 2019 (hereinafter referred to as "the Act"), conducted a preliminary inquiry and examined that the use of walkie-talkies is regulated under the Indian Wireless Telegraphy Act, 1933. The Wireless Planning and Coordination (WPC) Wing under the Ministry of Communications and Information Technology regulates the use of walkie-talkies. The Use of Low Power and Very Low Power Short Range Radio Frequency Devices

(Exemption from Licensing Requirement) Rules, 2018 provide guidelines and procedures for obtaining a walkie-talkie license, and also lists devices exempted from licensing requirements.

3. It may be noted that 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 issued vide Ministry of Communication's Notification dated 18th October 2018 prescribes that Personal Mobile Radios (PMRs) that operate in the frequency range of 446.0 – 446.2 MHz (megahertz), are exempted from the requirement of a license. Rule 5 of the above-stated Rules of 2018 provides that, "***manufacturers must obtain an Equipment Type Approval (ETA) certificate from the Wireless Planning and Coordination (WPC) Wing to ensure regulatory compliance***".

4. Considering the above Rules & Regulations and consumer rights under Section 2(9) of the Act which include the right to be informed about the standard and genuineness of goods and services, the right to be protected against the marketing of good, products which are hazardous to life and property and the right to consumer awareness, it was found that walkie-talkies are being sold on opposite party's website ([www.maskmantoy.com](http://www.maskmantoy.com)) without compulsory and clear disclosures regarding the requirement of a wireless operating license or compliance with applicable laws. The product listings for walkie-talkies do not specify whether the device requires a license from the concerned authority for use. By omitting such crucial information, these listings appear to mislead consumers into believing that the devices are legal for unrestricted use.

5. CCPA prima facie observed that opposite party did not provide details regarding the operating frequency range of the walkie-talkies, making it difficult for consumers to determine whether the product falls under the license-exempt or license-required category. Through such product listing and advertisements, opposite party was attracting consumers to purchase these products while concealing essential

information, thereby manipulating informed decision-making. The action appears to fall within the definition of a misleading advertisement and unfair trade practice under Consumer Protection Act, 2019.

6. It may be noted that, as per the E-commerce Rules, opposite party or every e-commerce entity is required to ensure that important information is prominently displayed and that sellers provide accurate and complete product details. In the present case, it appeared that opposite party and the sellers have failed to meet these obligations, thereby violating the Consumer Protection (E-commerce) Rules, 2020.

7. In light of these facts, and keeping in view Sections 2(28), 2(47) and 21 of the Act, which prohibit misleading advertisements and unfair trade practices, the CCPA took cognizance of the violations. CCPA also took note of Guidelines 4 and 12 of the Guidelines for Prevention of Misleading Advertisements and Endorsements for Misleading Advertisements, 2022. These Guidelines mandate that advertisements must make only truthful and honest claims, avoid misleading consumers with unsubstantiated assertions, and ensure that any claim based on objectively verifiable facts can be substantiated when required by the Central Authority, without exaggerating the accuracy, performance, or service of the product. The impugned listing/advertisement appeared to be in violation of abovementioned provisions of the Act.

8. Accordingly, CCPA issued a notice dated 08.05.2025 to the opposite party. The notice specifically pointed out abovementioned issues. An opportunity to furnish response within 15 days of the issuance of notice was given to the opposite party to substantiate its claims, along with the following information:

- i. Name and contact details of each seller;
- ii. Product URLs and listing IDs of the walkie-talkie devices;
- iii. Details of frequency specifications and any licensing information displayed on the listings;

- iv. Whether ETA/WPC certification details have been collected or verified for these products; and
- v. The number of units sold per listing from January 2023 to date.

9. In response to the notice, a reply dated 08.05.2025 was received via email wherein the company stated that those products are not original walkie-talkies, they are dummy toy walkie talkies which do not connect with any original walkie-talkies.

10. In view of the above, the CCPA examined the opposite party's reply and found that a large number of walkie-talkies of varying communication ranges, such as 10 km, 20 km, and 30 km, priced at Rs. 3,600/-, Rs. 4,799/-, and Rs. 7,500/- respectively, were listed and sold on the opposite party's platform, which by no reasonable standard could be classified as toy walkie-talkies.. However, opposite party failed to provide the following:

- i. Name and contact details of each seller;
- ii. Product URLs and listing IDs of the walkie-talkie devices;
- iii. Details of frequency specifications and any licensing information displayed on the listings;
- iv. Whether ETA/WPC certification details have been collected or verified for these products; and
- v. The number of units sold per listing from January 2023 to date (for all the listings)

11. Thus, keeping in mind the above observations and as per Section-19 of Consumer Protection Act, 2019, CCPA was satisfied that there exists prima facie case of violation of consumer rights, misleading advertisement and unfair trade practice read with Guidelines for Prevention of Misleading Advertisements and Endorsements for Misleading Advertisements, 2022 and Consumer Protection (E-commerce) Rules, 2020. Therefore, vide letter dated 04.06.2025, the matter was referred for detailed investigation to the Director General (Investigation).

12. The Director General (Investigation) in its investigation report dated 04.11.2025 submitted the following:

- i. MaskMan Toys continued the listings of walkie-talkie devices on various platforms including its own official website as well as on Instagram till October, 2025 without mandatory disclosures regarding:
  - 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. It is pertinent to note that in its earlier submissions, the company had clearly stated that the said product was meant for children. However, during the meeting, when asked to furnish the requisite certifications, the company changed its stand and claimed that the product was created merely for promotional purposes and not for sale, which is contradictory to its own earlier statements.
- iii. The company stated that walkie talkie displayed on its platform was a single sample product, however, during the investigation, it was found that the said product was not a single sample but was in fact listed for sale on the website as well as on Instagram, as evident from Instagram posts.
- iv. It is further observed that till date, a separate category for "Walkie-Talkie" still exists on the company's website, although no products are currently displayed under it. The continued presence of this category may mislead consumers into believing that the company is engaged in the sale of such products.
- v. In one of the Instagram posts, the company had replied to a customer who had enquired about the price and range of the said walkie talkie. This clearly

indicates that the company's intent was to sell the product and not merely to promote it as a part of any promotional strategy.

- vi. It is also noticed that on the Instagram handle of the company, promotional reels and posts related to walkie talkie continue to remain available and have not been removed.
- vii. The company has submitted excel sheet with missing entries which raises a reasonable inference that such entries may pertain to walkie talkie products, the details of which have been intentionally left blank, indicating lack of transparency or incomplete disclosure.
- viii. The omission of such material information specifically regarding frequency range, licensing requirements, and legal usage conditions deprives consumers of essential information required to make informed purchasing decisions and exposes them to potential legal and safety risks, which constitutes a violation of consumer rights under Sections 2(9), 2(11), 2(28), and 2(47) of the Consumer Protection Act, 2019.
- ix. The Company did not furnish any license or certification documents for products that were advertised as possessing ETA or BIS registration. No verification records or technical compliance documentation were submitted to substantiate such claims. This failure to disclose material information and substantiate regulatory compliance constitutes a breach under Consumer Protection Act, 2019.

Conclusion: Based on the investigation carried out pursuant to the directions of the Central Consumer Protection Authority (CCPA), and after examining the material facts, statutory provisions, and the conduct of the company, the following findings emerge:

- i. The continued sale of uncertified imported products raises significant concerns regarding consumer safety and adherence to regulatory requirements.

- ii. The product listings on the website omit essential consumer disclosures relating to frequency specifications, licensing obligations, and certification status, thereby violating the consumer's right to information and amounting to misleading advertisement and unfair trade practice under Sections 2(9), 2(28), and 2(47) of the Consumer Protection Act, 2019.
- iii. The company's conduct further contravenes the Guidelines for the Prevention and Regulation of Illegal Listing and Sale of Radio Equipment including Walkie Talkies on E-commerce Platforms, 2025, which require proactive measures to prevent the sale of unauthorized radio communication devices.
- iv. It may reasonably be inferred that the company has violated Rule 3(d) of the Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021, which imposes an obligation on intermediaries to remove illegal content upon notification by an authorized government agency.
- v. It is also observed that the company offers a wide range of products on its official website and Instagram page, such as drones, RC planes, video games for children, toy guns, katanas, flying toys, speakers, and other similar items, without providing any certifications or requisite product details on its platform.
- vi. Additionally, it is noted that the product listings on the company's platform do not mention the country of origin, which is a mandatory requirement under the Legal Metrology (Packaged Commodities) Rules, 2011, as well as the Consumer Protection (E-Commerce) Rules, 2020.
- vii. In light of the above, and based on the investigation conducted, a case of violation of consumer rights, misleading advertisement, deficiency in services, and unfair trade practice under the Consumer Protection Act, 2019 stands established.

13. The Investigation Report submitted by DG (Investigation) was shared with the opposite party vide letter dated 26.11.2025 to furnish its comments. Additionally, the opposite party was provided with an opportunity of hearing on 28.11.2025. However, the opposite party failed to provide their written comments before the hearing.

14. CCPA conducted a hearing on 28.11.2025, wherein Mr. Kushal, the owner of Maskman toys, Adv. Manmay Sarawgi, Counsel on behalf of The MaskMan Toys and Adv. Teena appeared on behalf of the opposite party. During the hearing, the opposite party made the following submissions:

- i. That MaskMan Toys is a small trading enterprise engaged only in procuring toys from third-party wholesalers and supplying them to consumers, and is neither a manufacturer nor a formal retail establishment.
- ii. That the walkie-talkie devices shown in its promotional videos were procured once solely for content creation, subsequently returned to the supplier, and that no unit of walkie-talkies falling under the regulated/restricted category was ever sold.
- iii. That the opposite party admitted it failed to make the mandatory declarations relating to frequency, technical specifications, and other disclosures required under applicable law, and conceded that this omission constituted a lapse on its part.
- iv. That certain walkie-talkies sold by the opposite party were claimed to fall within the "children's toy" category, allegedly operating only within a closed circuit and incapable of connecting to any third device or frequency.
- v. That the opposite party acknowledged having listed, advertised, and displayed products, including those falling within restricted frequency bands, on its website and social-media platforms with price displays, offers, and "add to cart" options, but contended that these listings did not translate into actual sales and were intended primarily to generate consumer engagement.



- vi. That the opposite party sought additional time to procure documents from its suppliers to establish the frequency specifications of the devices and admitted lack of knowledge regarding statutory requirements under the Legal Metrology (Packaged Commodities) Rules, 2011.
  - vii. That the opposite party submitted that all such listings and videos have now been removed from its website and social-media handles, and stated its willingness to furnish undertakings and accept any penalty as may be imposed by the Authority.
15. It may be mentioned that Section- 2(28) of the Act defines "misleading advertisement" in relation to any product or service means an advertisement, which—
- i. falsely describes such product or service; or
  - ii. 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
  - iii. 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
  - iv. deliberately conceals important information.
16. From a plain reading of the above provisions of the Act, it is evident that any advertisement must adhere to the following principles:-
- i. It should present a truthful and honest representation of facts.
  - ii. Any assertions or guarantees made in the advertisement must be supported by credible and authentic evidence, studies, or materials.
  - iii. Must not engage in unfair trade practices as defined under Section 2(47) of the Act. Specifically:
  - iv. It should not make false or misleading claims regarding the necessity or usefulness of any goods or services [Section 2(47) (f)].
  - v. It should not adopt any unfair trade practice as defined under Section 2(47) of the Act, including making a materially misleading warranty, guarantee, or

promise, or one that has no reasonable prospect of being carried out [Section 2(47)(h)].

- vi. Important information must be disclosed in a clear, prominent, and hard to miss manner to ensure that no critical details are concealed from consumers.

17. It is important to mention that Department of Telecommunication's Spectrum Management on Online Sale or Purchase of Wireless Sets and Equipments which can be accessed via below link <https://dot.gov.in/spectrummanagement/online-sale-or-purchase-wireless-sets-and-equipments> states the following:-

*"ii) It is the responsibility of these intermediaries to follow certain due diligence guidelines as stated in the Information Technology (Intermediaries guidelines) Rules, 2011, which includes signing of "User Agreement" for access or usage of the intermediary's computer resource by any person (Sellers and Purchasers under the referred context). These IT rules clearly indicate the typical aspects this "User Agreement" should address including the need for compliance of any laws by these sellers and the purchasers.*

*iii) In the instant case, there is a need for the Dealer Possession License (DPL) under the relevant provisions of the Indian Wireless Telegraphy Act 1933 by the seller for wireless equipment if it is in the licensed bands or "Equipment Type Approval (ETA)" if it is in the de-licensed band. The purchaser needs to obtain "frequency authorization/agreement in principle letter" from WPC Wing, DoT under Indian Telegraph Act 1885 before purchasing any equipment in the licensed bands and subsequently wireless operating license for the same after submitting required documents and spectrum charges/ fees. **Therefore, the on-line intermediaries need to ensure that these statutory requirements are fulfilled.***

4. Therefore, it is reiterated that if there is any licensing/ statutory requirement on telecom equipment being sold or purchased, **it will be the responsibility of those**

***selling it or purchasing it, as well as of the online intermediaries facilitating such sale and purchase, that the relevant statutes of the Government are not violated.”***

18. The opposite party furnished its response to CCPA after the hearing, on 01.12.2025, wherein it stated that:

- i. It is a small startup founded by a young entrepreneur operating with extremely limited financial resources and is engaged only in reselling products procured from independent suppliers, and not in manufacturing.
- ii. The opposite party submitted that there is a clear distinction between an “offer to sell” and an “actual sale,” and that an online listing or advertisement merely constitutes an invitation to treat and does not result in transfer of title or risk to any buyer unless a valid contract is concluded through payment and delivery.
- iii. With respect to the walkie-talkie toy shown in the social-media video, it was stated that the item was a dummy product used solely for demonstration and content-creation purposes, was never in the physical possession or inventory of MaskMan Toys, and no unit of the said product was ever sold. The video was purely promotional in nature and did not give rise to any commercial transaction, as no order was placed, no payment was made, and no goods were dispatched.
- ii. It was further submitted that while the video may amount to an advertisement, there has been no sale, no circulation of the product, and no consumer harm. Therefore, any penalty, if considered, may be proportional and limited to the nature of the lapse in depiction rather than being treated as a case of actual sale.
- iii. The opposite party stated that it is a bona fide emerging enterprise with no intention to mislead consumers or violate regulatory norms and undertook to ensure full compliance with applicable laws henceforth, requesting that a lenient and sympathetic view be taken in the matter.

19. (a) It may be noted that while the submissions of the opposite party have been duly considered, the explanations furnished do not sufficiently address the material non-

compliances noted during the investigation, nor do they dispel the statutory obligations arising under the Consumer Protection Act, 2019 and the applicable regulatory framework. The assertion that the impugned listings constituted only an “offer to sell” and not an actual sale, likewise, does not mitigate the responsibility cast upon any entity that advertises, promotes, or displays products requiring statutory approvals or disclosures. The very act of listing products with specific technical claims, price quotations, discount offers, and “add to cart” functionality creates a clear and express representation to consumers, thereby attracting the definition of “misleading advertisement” and “unfair trade practice” under Sections 2(28) and 2(47) of the Act.

(b) Further, the defence that the walkie-talkie was a mere demonstration unit stands contradicted by the investigation findings, which established multiple listings, consumer enquiries responded to by the opposite party, and the continued availability of the walkie-talkie category on the platform. The opposite party’s admitted omission to disclose frequency range, licensing requirements, ETA/WPC certification, and country of origin not only violates statutory obligations but also deprives consumers of material information essential for an informed choice. A claim of ignorance of law or financial hardship cannot mitigate these violations, particularly when the conduct has the potential to expose consumers to regulatory and security risks.

(c) As already noted that the product under examination is a sensitive device and has a bearing on national security. The opposite party has to carry out the due diligence as required by the Information Technology (Intermediaries guidelines) Rules, 2011. The non-disclosure has pushed the unsuspecting consumers towards the risks of legal troubles for use of unapproved products. The action of the opposite party has seriously undermined consumer interest.

Accordingly, the Authority is satisfied that the opposite party’s submissions do not mitigate the seriousness of the contraventions and that imposition of penalty is necessary to prevent recurrence of such unfair trade practices and to safeguard consumer interest.

20. The CCPA has carefully examined the submissions made by the opposite party through emails dated 08.05.2025 and 01.12.2025, the oral submissions made during the hearing held on 28.11.2025, and the Investigation Report dated 04.11.2025. Upon consideration, the following findings are recorded:

- i. The opposite party listed walkie-talkie devices on its platform without providing mandatory disclosures relating to:
  - a. Licensing requirements under the Indian Telegraph Act, 1885 and the 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 well-informed product promotion.
- iii. Walkie- talkies were advertised on the opposite party's platform without any disclosure of frequency specifications, licensing requirements, or ETA/WPC certification. No evidence has been submitted to establish that these devices possessed the requisite ETA certification.
- iv. The walkie-talkie devices listed and sold on the platform were operating on radio frequency bands without adequate disclosure regarding the specific frequency range utilised, including whether such frequencies fell within or exceeded the limits permissible under law. Such omission constitutes a violation of Rule 3 of the "Use of Low Power and Very Low Power Short Range Radio Frequency Devices (Exemption from Licensing Requirement) Rules, 2018". ETA certification is mandatory for any person listing, manufacturing, or selling wireless equipment in India, as it ensures consumer safety and adherence to the authorized frequency spectrum. Therefore, ETA constitutes essential information that must be disclosed by both the e-commerce entity and the seller. The opposite party thus deliberately concealed crucial information from consumers.

- v. Accordingly, the listing of walkie-talkies on the opposite party's e-commerce platform without disclosing ETA (WPC) certification amounts to a violation of the provisions of the Consumer Protection Act, 2019.
- vi. Section 2(9) of the Consumer Protection Act, 2019 recognizes the consumer's right to be informed, and mandates that e-commerce entities disclose all material information necessary to safeguard consumers against unfair trade practices.
- vii. The Consumer Protection (E-commerce) Rules, 2020 impose a duty on e-commerce entities to disclose, in a clear and accessible manner, all information necessary to enable consumers to make informed decisions at the pre-purchase stage, and to ensure such information is prominently displayed.
- viii. Platforms such as the opposite party cannot function merely as passive intermediaries. E-commerce entities are required to take reasonable steps to prevent the listing and sale of prohibited or non-compliant products, as well as other illegal activities on their platform.
- ix. The opposite party is not merely a passive facilitator; it exercises substantial control over the products listed on its platform. While it may contend that it is not the direct seller of the impugned devices, it nonetheless has a legal duty to ensure that such products are not offered for sale or permitted to be listed without mandatory disclosures and compliance with applicable laws. This responsibility arises particularly in view of the commission and revenue earned by the opposite party from the sale of such products. The opposite party failed to take timely and appropriate action to prevent the sale of non-compliant products. It is further observed that the opposite party delisted the impugned products from its platform only after the issuance of the CCPA notice, indicating that no proactive measures were taken prior to regulatory intervention.
- x. A critical aspect of the matter concerns the protection of consumers who may have been misled into purchasing the impugned products under confusion and deception.
- xi. It is important to note that consumers rely heavily on online descriptions, specifications, and images while shopping on e-commerce platforms, as they

do not have physical access to the product. The sale of walkie-talkies that did not comply with mandatory legal requirements amounts to misleading consumers and exposes them to potential regulatory risks and national security implications.

- xii. The DoT public advisory reproduced in abovementioned para 17 explicitly places responsibility on intermediaries to ensure that sellers and purchasers comply with statutory requirements. Opposite party failure to verify or display ETA and licensing information constitutes non-compliance with the advisory and demonstrates disregard for regulatory obligations.
- xiii. The opposite party has violated the following provisions of the Consumer Protection Act 2019:-
  - a. Section 2(28) (i)- Falsely describes such product or service
  - b. Section 2(28)(ii)- 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
  - c. Section 2(28)(iii) - Unfair Trade Practice (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. Section 2(28)(iv) – Deliberately conceals important information
  - e. Section 2(47)- Unfair Trade Practice (Clause (d) of said Section representing that the goods have approval) by failing to disclose that it did not have approval
  - f. Guidelines for Prevention of Misleading Advertisements and Endorsements for Misleading Advertisements, 2022.

21. 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”.*

22. The Consumer Protection Act, 2019 upholds the right of consumers to make informed decisions. Misrepresentation of facts or concealing important information in product listing interferes with this right. By presenting an untrue, incomplete and misleading claim, the opposite party has engaged in unfair trade practices, warranting corrective measures. Therefore, CCPA is satisfied that opposite party has engaged in unfair trade practice, false and misleading advertisement as envisaged under the Act and therefore CCPA is of the opinion that it is necessary to impose a penalty in consumer interest.

23. The CCPA is empowered under Section- 21 of the Consumer Protection Act, 2019 to issue directions to the advertiser of false or misleading advertisement to discontinue or modify the advertisement 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 against false or misleading advertisement:-

- 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.

24. It may be noted that opposite party operates as an e-commerce platform engaged in listing and facilitating sale of various consumer goods 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. 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.

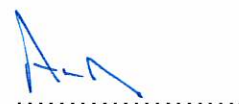
25. In view of the above, under Section- 20, 21 read with Section 10 of the Consumer Protection Act 2019, CCPA hereby issues the following directions:-

- a) In light of the nature of the violations detailed in the foregoing paragraphs, it is necessary that the opposite party is directed to Pay a penalty of **₹1,00,000/-** for indulging in misleading advertisement and unfair trade practice.
- b) The opposite party shall ensure that in future no walkie-talkies or any product requiring statutory approval/certification is listed or sold on its platform without full compliance with applicable laws and mandatory disclosures.
- c) The opposite party shall periodically carry out self-audit of its platform so that such violations of law through deceptive listings are not prevalent. It shall further publish certificate of such self-audit on this website in consumer interest.
- d) Submit a compliance report of the directions (a) & (b) above within 15 days of receipt of the 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.



Chief Commissioner



Anupam Mishra  
Commissioner