



Blink Commerce Private Limited

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CIN:

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To
Chief Commissioner
Central Consumer Protection Authority
Department of Consumer Affairs
Ministry of Consumer Affairs, Food and Public Distribution

Sub: Ref: Advisory CCPA-1/1/2023-CCPA dated June 05, 2025 issued by the Central Consumer Protection Authority

Dear Madam/Sir,

In reference to the Advisory CCPA-1/1/2023-CCPA dated June 05, 2025 ("**Advisory**") issued by the Central Consumer Protection Authority ("**CCPA**") under the Consumer Protection Act, 2019 on "*Self-Audit by E-Commerce Platforms for detecting Dark Patterns to create a fair, ethical, and consumer-centric digital ecosystem*", Blink Commerce Private Limited ("**Blinkit**") has undertaken the following actions:

Blinkit has carried out an internal assessment of its platform in line with the Advisory and the Guidelines for Prevention and Regulation of Dark Patterns, 2023 ("**Guidelines**") on a best-efforts basis. As of September 24, 2025, this review indicates that Blinkit is materially compliant with the Guidelines.

Blinkit remains committed to embedding consumer protection principles in its operations and will continue to engage with the Department of Consumer Affairs to build a transparent, responsible, and consumer-centric ecosystem.

For and on behalf of Blink Commerce Private Limited

Name: Sailesh Saraf

Designation: Authorized Signatory