

Date: 27.01.2026

To,

Smt. Nidhi Khare,
Hon'ble Chief Commissioner,
Central Consumer Protection Authority

Subject: Self-Declaration from Clues Network Pvt. Ltd. ("Shopclues") regarding Compliance with Guidelines on Prevention and Regulation of Dark Patterns, 2023, for detecting dark patterns on our platform

Dear Madam,

ShopClues is India's first and one of the largest managed marketplaces. The Company is engaged in the business of e-commerce, technology, and internet marketing services, including customer support services, payment facilitation services, and fulfilment services, for entities and individuals interested in selling their products online through the e-commerce technology platform and services offered via its official website, www.shopclues.com, through this platform, thousands of sellers are able to list and sell their products, while buyers and customers can purchase the same.

In accordance with the Guidelines for Prevention and Regulation of Dark Patterns, 2023, issued by the Central Consumer Protection Authority (CCPA) under the Ministry of Consumer Affairs, Food and Public Distribution, ShopClues has conducted a comprehensive self-audit to identify any dark patterns in the Platform's user interface, user experience, and related features, as prescribed under the said Guidelines.

Based on the aforesaid self-audit, the Company hereby confirms and declares that, to the best of its knowledge, information, and belief, the Platform does not deploy, promote, or engage in any of the thirteen (13) dark patterns as defined and prohibited under the Guidelines. The Company further affirms that it is not engaged in any activity, practice, or conduct that may be construed as a dark pattern under the applicable provisions of the Guidelines.

This declaration is made in good faith for the purposes of regulatory compliance and record.

Thank You,

For and on behalf of Clues Network Pvt. Ltd.



Rohit Tuli
Associate Director
(Cross Border Trade)

Clues Network Private Limited

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