

To,

Smt. Nidhi Khare

Hon'ble Chief Commissioner,

Central Consumer Protection Authority

**Subject:** In Re: Advisory in terms of Consumer Protection Act 2019 on Self Audit by E-Commerce Platforms

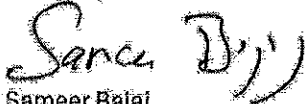
Dear Ma'am,

We write to express our appreciation for the crucial work done by the Central Consumer Protection Authority ("CCPA") to combat "dark patterns" in the digital marketplace. The CCPA's commitment to ensuring transparency and protecting consumer privacy is a vital component of a healthy, trustworthy digital ecosystem. As an e-commerce business, we believe that consumer trust is our most valuable asset and we understand that this trust is built on a foundation of clear, fair, and respectful interactions. The deceptive design practices known as dark patterns undermine this foundation, creating confusion and eroding consumer confidence. We are actively committed to avoiding these practices and to designing user interfaces that empower consumers, giving them control over their data and their online experience.

We have been at the forefront of implementing the CCPA's *Guidelines for Prevention and Regulation of Dark Patterns, 2023*, and would like to assure you of our continued efforts in that regard. We have conducted a self-audit of our website and application in compliance with CCPA's notification dated 05<sup>th</sup> June 2025 and the audit confirms that, to the best of our knowledge, no good or service is offered for purchase on the website or application of MakeMyTrip without explicit, clear and affirmative consent of the customer. Further, there are no pre-ticked boxes on MakeMyTrip's website or application that may induce a customer into unwillingly purchasing any good or service.

We continuously monitor our website and applications to guard against any inadvertent dark pattern. We shall continue to actively monitor all updates, new products and changes to our website and application, and always strive to make our best efforts to ensure continued compliance with the *Guidelines for Prevention and Regulation of Dark Patterns*.

Sincerely,

  
Sameer Bajaj

Head of Corporate Affairs and Corporate Communications