

Date: 22-Sep-2025

To

Smt Nidhi Khare
Secretary, Department of Consumer Affairs
Ministry of Consumer Affairs, Food & Public Distribution
Government of India
Krishi Bhawan, New Delhi - 110001

Subject: Compliance with the Guidelines for Prevention and Regulation of Dark Patterns

Respected Madam,

This is with reference to the 'Guidelines for Prevention and Regulation of Dark Patterns', notified by the Central Consumer Protection Authority on November 30, 2023, and meeting dated 28th May 2025 under the chairmanship of Hon'ble Minister of Consumer Affairs, Food and Public Distribution, Shri Pralhad Joshi.

We wish to respectfully submit that we have reviewed the compliance with the said guidelines across our e-commerce platforms/Apps of Reliance Retail Ventures Limited listed below:

- | | |
|--------------------|---------------------|
| a) Jiomart | e) Reliance Digital |
| b) Tira Beauty | f) Netmeds |
| c) Reliance Jewels | g) Hamleys |
| d) Ajo | h) Milbasket |

Based on our internal review, we confirm that the e-commerce platforms listed above do not employ any dark patterns and are in compliance with the provisions of the said guidelines.

We also wish to reiterate the Reliance Group's firm commitment to ensuring consumer safety, transparency, and convenience, and to proactively adopting practices that strengthen consumer trust. We will continue to monitor our platforms and ensure all our e-commerce platforms remain free from any dark patterns.

Yours sincerely,



Dr Ravi Gandhi
President and Chief Public Policy & Regulatory Officer
Reliance Retail Limited

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