

Fwd: Confirmation of Audit on Dark Pattern by TATA 1mg

Anupam Mishra <js-ca@gov.in>

Thu, 25 Sep 2025 5:39:35 PM +0530

To "kmahendran66"<k.mahendran66@gov.in>,"Divyansh Shrivastava"<divyansh.shrivastava@govcontractor.in>

===== Forwarded message =====

From: Dr Rajeev Sharma <drrajeev.sharma@1mg.com>

To: <js-ca@nic.in>

Cc: "Kumar Shivam" <kumar.shivam2@1mg.com>

Date: Thu, 25 Sep 2025 17:21:23 +0530

Subject: Confirmation of Audit on Dark Pattern by TATA 1mg

===== Forwarded message =====

Shri Anupam Mishra Ji
Joint Secretary
Department of Consumer Affairs
Government of India
New Delhi

Subject: Confirmation of audit on Dark Patterns by TATA 1mg

Respected Sir,

We extend our warm regards.

Pursuant to the guidance and CCPA Advisory issued by the Department of Consumer Affairs under the Consumer Protection Act, 2019 (refer Guidelines for Prevention and Regulation of Dark Patterns, 2023), Tata 1mg wishes to confirm that a comprehensive self-audit has been conducted across our digital platform by our internal compliance and technology teams.

We fully endorse the department's focus on fostering a fair, ethical and consumer-centric digital ecosystem. Safeguarding consumers, respecting their choices, and valuing them above all else remains central to our mission. Consumer safety and trust remain paramount for us.

We assure you of our continued cooperation and support in this and all future initiatives of the Department in furtherance of consumer protection. Should you require any clarification or additional information, we will be pleased to provide the same.

Thanks and Best Regards,
Dr Rajeev Sharma
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Vice President and Head - Medical Affairs and Public Policy
TATA 1mg

(Anupam Mishra)
Joint Secretary
Department of Consumer Affairs
Ministry of Consumer Affairs, Food & Public Distribution
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