

JOCKEY

7 August 2025

To

The Central Consumer Protection Authority
Department of Consumer Affairs
Krishi Bhawan
New Delhi – 110 001
("CCPA")
Email-id: com-ccpa@gov.in

Dear Sir / Madam,

Sub: Self-Declaration on non-indulgence in any Dark Pattern(s)

Ref: (i) CCPA Advisory No. CCPA-1/1/2023-CCPA dt.05 June 2025;

(ii) CCPA Guidelines (F. No. CCPA-1/1/2023-CCPA) for Prevention and Regulation of Dark Patterns, 2023, dt.30 Nov 2023.

We, Page Industries Private Limited [CIN: L18101KA1994PLC016554] a company registered under the Companies Act, 1956 ("**Company**") having its registered office at Cessna Business Park, Umiya Business Bay, Tower-1, 7th Floor, Varthur Hobli, Outer Ring Road, Bangalore – 560 103, *inter alia*, carry on the business of manufacture, sale, export and distribution of "Jockey" and "Speedo" branded apparel and swimwear products ("Products") in India, amongst other territories.

As part of our business, we also sell our Products online, through our e-commerce platforms - www.jockey.in and www.speedo.in (E-commerce Platforms).

We write in respect of CCPA Advisory in ref (i) above, recommending e-commerce platforms to (a) take necessary steps to ensure that e-commerce platforms are not engaging in any deceptive and unfair trade practices categorized as Dark Patterns vide Guidelines in ref (ii) above (such as *False Urgency, Basket Sneaking, Confirm Shaming, Forced Action, Subscription Trap, Interface interference, Bait and switch, Drip Pricing, Disguised Advertisement, Nagging, Trick Question, SaaS Billing and Rogue Malware*); (b) conduct self-audit to identify risk patterns and to ensure to take necessary steps to ensure that the platforms are free from such dark patterns; and (c) give self-declaration confirming e-commerce platforms are free from such practices, based on their self-audit findings.



PAGE INDUSTRIES LIMITED

Page 1 of 2

In this regard, we hereby confirm and declare that the Company has conducted a self-audit to identify risk patterns. Further to the said audit, we confirm and declare that our E-commerce Platforms are free from any such Dark Pattern(s), and that our Company is not indulging in any Dark Pattern(s).

We hereby request your good office to consider and take on record, the declaration aforesaid submitted pursuant to our self-audit, and appreciate our Company's compliance with its obligations, as recommended under the Advisory.

We place on record, our appreciation for the efforts taken by your good office, to enable fair digital ecosystem and to build trust between consumers and e-commerce platforms.

Thanking you,

For Page Industries Limited


Authorized Signatory
Murugesh C
Company Secretary

