

Krishi Bhawan, New Delhi  
10<sup>th</sup> May, 2023

**Subject: Advisory in terms of Consumer Protection Act, 2019, on risk to life & safety of consumers through sale of Car Seat Belt Alarm Stopper**

The Central Consumer Protection Authority (CCPA) has been established under Section 10 (1) of the Consumer Protection Act, 2019 to regulate matters relating to violation of consumer rights, unfair trade practices and false or misleading advertisements which are prejudicial to the interest of the public and consumers to promote, protect and enforce rights of consumers as a class.

2. In a letter dated 29<sup>th</sup> March, 2022, the Ministry of Road Transport and Highways, highlighted that “seat belt alarm stopper clips” are being offered for sale to consumers on e-commerce platforms, thereby compromising the safety of passengers by stopping the alarm beep when the seat belt is not worn.
3. Rule 138 (3) of Central Motor Vehicle Rules, 1989 makes it mandatory for the driver, and the person seated in the front seat or the persons occupying front-facing rear seats should wear seat belts when the motor vehicle is in motion.
4. In case of hard braking and collision, seat belts offer much-needed safety to the valuable life of the passengers. As sale of car seat belt alarm stopper clips puts the life and safety of consumers, pedestrians, and other commuters at risk, sale of such product is in violation to Rights of the consumers under section 2 (9) (i) of the Consumer Protection Act, 2019 (the Act) which includes right to be protected against the marketing of goods, products, or services which are hazardous to life, since it encourages the consumers to not wear seat belt when the vehicle is in motion.
5. Further, Rule 4 (3) of Consumer Protection (E-Commerce) Rules, 2020, provides that no e-commerce entity shall adopt any unfair trade practice, whether in the course of business on its platform or otherwise. CCPA has taken action on e-commerce entities for selling car seat belt alarm stopper clips by falsely / wrongfully representing the usefulness of such products and camouflaging as cigarette lighters, bottle openers etc. which constituting unfair trade practice under section 2 (47).
6. Taking into consideration the risk to life and safety to consumers posed by the sale of car seat belt alarm stopper clips, CCPA has issued directions to the e-commerce platforms under section 20 of the Act wherein e-commerce platforms have been directed to permanently delist all car seat belt alarm stopper clips and associated motor vehicle components which compromise with the safety of passengers and the public. Based on the directions of CCPA, **13,118** listings of car seat belt alarm stopper clips have been delisted from the e-commerce platforms. Further, CCPA has also written to Chief Secretaries and District Collectors to take appropriate action as per law, against the manufacture or sale of car seat belt alarm stopper clips to prevent loss of life or severe injury to consumers.

7. It is hereby advised to all concerned that if any person is found violating the same, he may face actions in accordance with the CP Act, 2019. All stakeholders including Companies, Industry Associations and Consumer Organizations and NGO's are hereby requested to give wide publicity to this Advisory and to impress upon members, manufacturers, sellers and e-commerce entities to desist from manufacturing, selling and listing such products that compromise the safety of consumers.

8. If any consumer finds that a manufacturer or seller or e-commerce entity is manufacturing or selling any product such as car seat belt alarm stopper clips or other products which compromise the safety of consumers in violation to the above-mentioned advisory, a consumer may:-

- (i) Lodge a complaint on the **National Consumer Helpline (NCH)**, which works as an alternate dispute redressal mechanism at the pre-litigation level, by calling **1915** or through the NCH mobile app, or
- (ii) File a complaint against violation of consumer rights and unfair trade practice with the Consumer Commission. The Complaint can also be filed electronically through the **e-Daakhil portal [www.edaakhil.nic.in](http://www.edaakhil.nic.in)** for its speedy and effective redressal or
- (iii) The complaint may also be sent to the **CCPA** by e-mail at **[com-ccpa@nic.in](mailto:com-ccpa@nic.in)** for initiating class action.



(Nidhi Khare)

Chief Commissioner, CCPA

To

1. The Secretary, Ministry of Road Transport and Highways, Government of India
2. The Secretary, Department for Promotion of Industry and Internal Trade
3. Director General, Press Information Bureau (PIB)
4. The Chief secretaries of all States and Union Territories
5. The Technical Director, NIC Unit, D/o Consumer Affairs with regard to upload this advisory on the Departmental website.

Copy to:

1. Secretary General, Federation of Indian Chambers of Commerce & Industry (FICCI)
2. Secretary General, Associated Chambers of Commerce and Industry of India (ASSOCHAM)
3. Secretary General, PHD Chamber of Commerce
4. General Secretary, Indian Industries Association (IIA)
5. Director General, Confederation of Indian Industry (CII)
6. Confederation of All India Traders (CAIT)
7. India SME Forum
8. Retailers Association of India (RAI)
9. Society of Indian Automobile Manufacturers (SIAM)
10. Amazon India Pvt. Ltd.
11. Snapdeal Pvt. Ltd.
12. Flipkart Network Pvt. Ltd.
13. Shopclues Network Pvt. Ltd.
14. MEESHO (Fashnear Technology Pvt. Ltd.)
15. Paytm Mall
16. Reliance Retail Ltd. (AJIO)
17. TATA Cliq
18. Jio Platforms Ltd.
19. India Mart
20. Ebay
21. Akhil Bhartiya Upbhokta Utthan Sangathan
22. BINTY
23. Consumer Rights Education and Awareness Trust
24. Consumer Protection Association Himmatnagar
25. Consumer Protection Council
26. Consumer Guidance Society of Jamshedpur
27. CONCERT
28. National Organization for Consumer Education and Research
29. Mumbai Grahak Panchayat
30. Federation of Consumer and Service Organisations
31. Visakha Consumers Council
32. A.P. State Consumer Protection Council
33. Citizen Awareness Group
34. Consumers Association
35. Citizen Consumer & Civic Action
36. Consumer Coordination Council

37. Consumers' Protection Association Dhaleshwar
38. Consumers Association Panchkula
39. GrahakSahayak Gurgaon
40. Consumer Guidance Society of India
41. Federation of Consumer Organizations
42. Indian National Consumers Federation
43. UpbhoktaMargdarshanSamiti
44. Consumer Research, Education, Action, Training and Empowerment
45. Federation of Consumer Organisations Tamil Nadu & Pondicherry
46. NABA JeevanSarathi
47. Tamil Nadu Consumer Protection Organization
48. Consumer Guild
49. Upbhokta Sanrakshan Kalyan Samiti Kanpur
50. Consumers Guidance Society
51. Consumers Legal Protection forum
52. Sanrakshan
53. Chhattisgarh Sarva Mazdoor Kalyan Samiti
54. Citizen Awareness Group
55. Voluntary Organization in Interest of Consumer Education (VOICE)
56. Consumer Coordination Council, Delhi
57. Seva Bharti Foundation
58. Jhalod Taluka Grahak Shuraksha Mandal,
59. Kerala Consumer Service Society NANDANAM
60. Himachal Upbhokta Sanrakchan Parishad
61. Helpage Social Welfare Society
62. Consumer Care Society
63. Consumers' Association
64. Consumer Guidance Society of India
65. Mizoram Consumers' Union
66. Upbhokta Sanrakshan Samiti
67. Consumer Unity & Trust Society
68. Federation of Consumer Associations, West Bengal
69. Maruti Seva Samiti
70. Rajkot Saher Jilla Grahak Suraksha Mandal
71. Consumer Education & Research Centre
72. Consumer Infinity & Development Society
73. Consumer Protection Organization, Jammu
74. Humanity Consumer Centre
75. Consumer Communications Consumer Rights Welfare Society
76. Consumer Action and Network Society