

**GOVERNMENT OF INDIA  
MINISTRY OF COMMERCE & INDUSTRY  
DEPARTMENT FOR PROMOTION OF INDUSTRY AND INTERNAL TRADE  
RAJYA SABHA**

**UNSTARRED QUESTION NO. 1331.  
TO BE ANSWERED ON FRIDAY, THE 30<sup>TH</sup> JULY, 2021.**

**NON-ADHERENCE TO RULES BY eCOMMERCE COMPANIES**

**1331. SHRI V. VIJAYASAI REDDY:**

Will the Minister of **Commerce and Industry** be pleased to state:

- (a) whether it is a fact that there are instances where eCommerce companies are not following the rules and regulations in letter and spirit;
- (b) if so, the reasons therefor and to what extent the proposed new eCommerce policy will address such non-compliance; and
- (c) how flash sales by leading eCommerce companies are impacting the domestic trade groups and how Ministry is going to address the same?

**ANSWER**

**THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE & INDUSTRY  
(SHRI SOM PARKASH)**

- (a) & (b):** Government has received complaints from traders, retailers and industry associations against marketplace e-commerce entities regarding deep discounting, predatory pricing and misuse of market dominance. The said complaints have been forwarded to relevant Government agencies for necessary examination and investigation.

Competition Commission of India is in receipt of certain information where e-Commerce companies are alleged to have entered into anti-competitive agreements and/ or abused their dominant position. Necessary action is being taken.

The new e-Commerce policy seeks to address such non-compliance.

- (c):** Consumer Protection (e-Commerce) Rules, 2020 were notified on 23rd July, 2020. In order to further strengthen the regulatory framework for prevention of unfair trade practices in e-Commerce including flash sales, Government has sought suggestions on the proposed amendments to the Rules by placing it on the website of the Department of Consumer Affairs.

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