



# **CENTRAL CONSUMER PROTECTION AUTHORITY**

## **Annual Report 2023-2024**

Central Consumer Protection Authority (CCPA)  
Department of Consumer Affairs,  
Krishi Bhawan, New Delhi 110001  
<https://dca.gov.in/ccpa>



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## **CENTRAL CONSUMER PROTECTION AUTHORITY ANNUAL REPORT FOR THE YEAR 2023-2024**

### **Chief Commissioner's Statement:**

It is my privilege to present the Annual Report of Central Consumer Protection Authority for the year 2023-2024.

The Central Consumer Protection Authority (CCPA) constituted under the Consumer Protection Act, 2019 is vested with powers to conduct investigation in matters of violation of rights of consumers, misleading advertisement and unfair trade practice which affects class of consumers. The CCPA is vested with power to cause an investigation and issue directions to recall, refund and impose penalty, besides working towards promotion of consumer rights and interest through consumer education, awareness and issuance of guidelines, advisories and safety notices.

Several measures have been taken in safeguarding the rights of class of consumer, their interests and public safety. Further, to uphold the provisions of the Consumer Protection Act, CCPA directed e-commerce entities to immediately withdraw the sale of car seat belt alarm stopper clips, resulted in the delisting of 13,118.

In another action, CCPA addressed the issue of sale of non-ISI mark toys on e-commerce platforms and issued directions to the respective sellers to ensure compliance of safety standards and reinforcing consumer safety and trust.

Additionally, CCPA facilitated refund of ₹1,454 crores to consumers from online travel platforms and their airline partners, lead to upholding consumer rights on a large scale.

To ensure fair practices on e-commerce platforms, CCPA has notified Guidelines for Prevention and Regulation of Dark Patterns 2023 to ensure that the e-commerce platforms should refrain from engaging in any deceptive trade practices in violation to provisions of Consumer Protection Act, 2019.

Further, an Advisory was issued to industry associations, e-commerce platforms, and voluntary consumer organizations to desist from the practice of manufacturing, selling and listing of car seat belt alarm stopper clips to ensure safety of consumers and on road.

**Nidhi Khare**



## **A. INTRODUCTION:**

### **(i) Objective:**

To achieve the objective delineated in the Consumer Protection Act, 2019 (hereinafter referred as *ibid*), the Central Consumer Protection Authority was established on 24<sup>th</sup> July 2020.

The CCPA is entrusted to regulate the allocation of its business to protect, promote and enforce the rights of class of consumers in matters pertaining to violation of consumer rights, misleading advertisement and unfair trade practice.

The Central Authority is vested with the power to ensure that no person shall engage in any practice for the sale of goods and services in contravention with the provisions of the *ibid* Act or Rules and Regulations made thereunder.

Inter-alia, to exercise the powers vested with CCPA, proactive steps are been taken to foster the rights of consumers and accordingly safety notices, advisories and guidelines were issued.

### **(ii) Important Achievement:**

Several steps have been taken by the CCPA during the year under review this includes action against violation of consumer rights, misleading advertisement and unfair trade practice. This includes:

- a. CCPA observed that some coaching institutes for several competitive exams were publishing false and misleading advertisements by concealing the important information. Therefore, CCPA has issued 11 notices. Consequently, in nine cases, during the year in review directions were issued to discontinue the misleading advertisements, and penalties were imposed on the respective institutes.
- b. It came to the notice of CCPA that some travel companies and airlines have not refunded the booking amount pertaining to travel disruption during lockdown period of COVID-19. The bookings pending for refund in 2021 consisted of 1,44,425 cases which was also in violation of the decision of the Apex Court in *Pravasi Legal Cell vs. Union of India* (W.P.(C)10966 of 2020) dated 01.10.2020. Thus, on conducting several hearing with tour and travel companies and their Airline partners, CCPA directed to refund the amount pending on cancelled flight tickets affected due to Covid -19 lockdown which resulted in a total of ₹ 1454/- Crores being refunded to consumers.

### **(iii) The Year in review:**

During the year 2023-2024, to exercise the powers vested with CCPA, various steps have been taken to safeguard the interest of consumers and foster their rights. These efforts resulted in the issuance of Notices, Orders, Guidelines, Advisories and Safety Notices.



**(iv) Legislative Work:**

To safeguard the rights of consumers as a class, CCPA has issued the Guidelines for Prevention and Regulation of Dark Patterns 2023.

**(v) Sector Wise Case instituted:**

To prevent and ensure that no person engages himself in the contravention of the provisions of the ibid Act, CCPA has issued 99 Notice to safeguard the rights and interest of consumers as a class. In terms of the same, the details of the broad sector wise classification are furnished hereunder:

S.No.	Nature	Sector	Category	Number of Notice Issued
1.	Misleading Advertisement	Electronics	Consumer Durables / Household Products	17
		Food / Health and Wellness	Food & Beverages or Medical Product Consultation	12
		Coaching Institutes	UPSC Civil Services	11
		Surrogate	Tobacco & Alcohol	3
		Online Apps or Website	Betting Apps	6
		E-commerce and Tour and Travels	Sub-Standardized Products and Hotels and resort	3
2.	Unfair Trade Practice	E-commerce	Tour & Travels	23
		Electronics	Consumer Durables	9
			Banking, E-commerce, Apps and Website	5
3.	Violation of Consumer Rights	E-commerce	Sub-Standardized Products	10
	Total Notice issued during the year in review			99



**(vi) Outreach Programme:**

The CCPA has organized multiple press conferences to raise awareness among a wide spectrum of consumers regarding the measures undertaken to safeguard and promote their rights during the year.

Furthermore, in the era of digitalization, the CCPA, in collaboration with the Department of Consumer Affairs (DoCA), has leveraged DoCA's social media platforms to disseminate information and create awareness.

Additionally, the CCPA's official website was launched on the occasion of World Consumer Rights Day, observed on the 15th of March, 2024. The website serves as a unified platform to access information with reference to several advisories, guidelines and orders passed by CCPA in the interest of consumers.

Inter-alia, participation was made in Conferences on Surrogate Advertisement, National Workshops on the occasions of National Consumer Rights Day as well as World Consumers Rights Day.

**(vii) Impact on Consumers:**

To delve with the issues of misleading advertisement, unfair trade practice and violation of consumer rights, various steps have been taken by CCPA such as:

- a. To secure the refund of consumers that had been withheld by online travel platforms under the pretext of cancellation of booking during Covid-19.
- b. Additionally, the coaching industry has begun providing clear and transparent information in their advertisements, in compliance with directions of CCPA.
- c. Furthermore, the e-commerce platforms in compliance to the directions of CCPA had delisted 13,118 car seat belt alarm stopper clips.
- d. The Guidelines on Prevention of Dark Patterns 2023 and safety notice to e-commerce platforms were also issued in the interest of right of consumers.



**B. Investigation and inquiries Ordered or undertaken by the Central Authority or the Director General or District Collector:**

The Central Authority is empowered u/s 19(1) of the ibid Act is entrusted with the power to cause investigation by the Director General (Investigation) (DG) or the District Collector (DC) if there exists a prima facie case of violation of consumer rights, misleading advertisement and unfair trade practice. During the year in review, CCPA has caused investigation by DG, DC and inputs from other sector regulators.



### C. Orders passed by the Central Authority:

The Central Authority has u/s 20 and 21 of the ibid Act, the Central Authority has passed Orders to discontinue/modify the misleading advertisement, to refund the price in matter of unfair trade practice and delist the product in matter of violation of consumer rights.

- a. The brief narrative of the Orders passed by the Central Authority are mentioned in the table below:

S. No.	Name of the Company / Manufacturer / Product Seller	Case Summary – Issue & Held
<b>Action Against Misleading Advertisements</b>		
1.	Sunflame Enterprises Pvt. Ltd.	<p><b>Issue:</b> The company published a false and misleading claim of “Lifetime Warranty” for kitchen chimneys under the garb of ‘T&amp;C Apply’ and deliberately concealing important information for the actual period of warranty</p> <p><b>Held:</b> Direction was issued to discontinue the advertisement and a penalty of ₹ 1,00,000/- was imposed on Sunflame Enterprises Pvt. Ltd.</p>
2.	Luminous Power Technologies Pvt. Ltd.	<p><b>Issue:</b> Cognizance was taken of the false claim regarding a <i>36-month warranty</i> stated on the packaging of an inverter battery. However, it was found that the warranty card specifies post-purchase free replacement only for 0-18 months and replacement at a 20% discount on the MRP for the period of 19-36 months, thereby constituting a misleading advertisement.</p> <p><b>Held:</b> Direction was issued to discontinue the misleading advertisement and provide clear disclosure. Further, penalty of ₹1,00,000/- was imposed. Accordingly, the case was closed.</p>
3.	Mercury Health	<p><b>Issue:</b> Mercury Health was seller of “<i>Whitening Body lotion + Skin lightening and Brightening body lotion cream</i>” on the e-commerce platform. It represented transformation of skin tone from dark (black) to fair tone without any scientific validation and disclosure of ingredients.</p> <p><b>Held:</b> The claim was found to be misleading. Ordered to discontinue the said advertisement and Penalty of Rs. 1 lakh was imposed. The Penalty has been received &amp; the advertisement discontinued. Accordingly, the case was closed.</p>



5.	Western Edge	<p><b>Issue:</b> Western Edge was seller of 'OMY Lady Skin Whitening Cream'. It claimed '<i>Look as young as U Feel</i>', '<i>Face Cream for oily Skin</i>', '<i>Anti Pimple Cream for Men and Women</i>' without disclosing the ingredients or scientific validation / disclaimer for lighter skin tone.</p> <p><b>Held:</b> Ordered to discontinue the said advertisement and Penalty of Rs. 1 lakh was imposed. The Penalty has been received &amp; the advertisement discontinued. Accordingly, the case was closed.</p>
6.	Lohiya Retails	<p><b>Issue:</b> Lohiya was seller of a skin whitening &amp; brightening cream namely '<i>NAZAKAA Skin Whitening SPF 35+ De tan Moisturizing Body Lotion for Fairness</i>'. Its advertisement was a pictorial description depicting body parts with dark skin tone get whiten with use of the product.</p> <p><b>Held:</b> The Company failed to prove the veracity of claim. Ordered to discontinue the said advertisement and Penalty of Rs. 50,000/- was imposed. The Penalty has been received &amp; the advertisement discontinued. Accordingly, the case was closed.</p>
7.	Skyway Career Hub	<p><b>Issue:</b> It claimed <i>Jharkhand No.1 Education Consultancy Service</i>. However, failed to substantiate any validation of the same from any third party.</p> <p><b>Held:</b> The Central Authority directed to discontinue the advertisement from all platforms and imposed penalty of ₹ 10,000/-. Accordingly, the case was closed.</p>
8.	Cosmo Skin Centre	<p><b>Issue:</b> Cosmo Skin Centre (skin, hair &amp; nail clinic) advertisement claimed "Assure Cure and Care" of acne in the absence of any proven result and scientific validation. The advertisement was a visual representation showcasing "Before" and "After" effect on the skin post treatment.</p> <p><b>Held:</b> Directed to discontinue the advertisement and penalty of Rs. 1 lakh was imposed. The compliance report along with the penalty is yet to be received.</p>
9.	Alkari Devi Hospital	<p><b>Issue:</b> The said Hospital published an advertisement in the Dhanbad Edition of a leading newspaper and on its website claiming it to be '<i>No. 1 Multi-Specialty Hospital for Women and Children</i>'.</p> <p><b>Held:</b> Order was issued to discontinue the said advertisement from all electronic and print media and a penalty of Rs. 50,000/- was imposed. The Penalty has been received &amp; the advertisement discontinued.</p>



		Accordingly, the case was closed.
10.	Kaya Ltd. [Cool-sculpting]	<p><b>Issue:</b> Kaya Ltd.'s advertisement was regarding weight loss/ fat loss/ slimming etc. by COOL-SCULPTING. It claimed '<i>Non-surgical Fat Reduction</i>'; '<i>Kaya brings you easy inch loss with cool sculpting</i>' etc.</p> <p><b>Held:</b> The Central Authority directed to withdraw its misleading advertisement re Cool-Sculpting procedure. <b>Penalty of Rs. 3 lakh was imposed.</b> The Penalty has been received &amp; the advertisement discontinued. Accordingly, the case was closed.</p>
11.	Sheth Brothers (Pratkar Kadha)	<p><b>Issue:</b> The Company claimed immune boosting properties of 'Pratkar Kadha' and said '<i>Virus ko Hatao, Immunity Badhao</i>'; '<i>Build Immunity no one can defeat!</i>'; 'The battle with the viruses has now turned into a war and Pratkar Kadha is your weapon to fight against them' etc.</p> <p><b>Held:</b> The Central Authority directed the Company to discontinue the said advertisement from its website and other marketplace e-commerce entities with immediate effect and penalty of Rs. 50,000 was imposed. The Penalty was received and accordingly, the case was closed.</p>
12.	Ayom Nutrition Pvt. Ltd.	<p><b>Issue:</b> The Company has claimed that it's 'Vitamin Gummies' as '<i>India's First Vitamin Gummies</i>'. Therefore, Notice was issued to justify their claim.</p> <p><b>Held:</b> The said advertisement was withdrawn by the company following intervention of CCPA. Further, CCPA directed that, in the event of repeated misleading claims or violations of the provisions of the Consumer Protection Act, 2019, a penalty may be imposed, which may extend up to ₹10,00,000/- and up to ₹50,00,000/- for every subsequent violations. Accordingly, the case was closed.</p>
13.	Swanrose India Pvt. Ltd.	<p><b>Issue:</b> Misleading Claims: "<i>First Hand Sanitizer that gives 24 hours protection with just one use in a day</i>" and "Beat the second wave with just human sanitizer".</p> <p><b>Held:</b> The advertisement was withdrawn after the Central Authority's intervention. Accordingly, the case was closed.</p>
14.	Budge Budge Refineries Ltd.	<b>Issue:</b> A show-cause notice was issued to the Company for misleading advertisement of its edible oil brand represented as ' <i>Doctor's Choice</i> ' and thus, preferable.



		<p><b>Held:</b> The Central Authority issued notice to the Company. With coordination of the FSSAI, the misleading claims from the advertisements as well as from the label were rectified. After the intervention of the CCPA, the Company rectified its advertisement by giving disclaimer w.r.t. its trademark 'Doctor's Choice'. Accordingly, the case was closed.</p>
15.	Asus India Pvt Ltd	<p><b>Issue:</b> The matter pertains to the misrepresentation of gaming monitor <i>model VG259QR as NVIDIA G-SYNC compatible</i> in advertisements on the official website and e-commerce platforms. As per NVIDIA's official website, NVIDIA G-SYNC displays undergo rigorous testing to meet the highest standards for tear-free immersion. Yet, Asus failed to provide any evidence substantiating the claimed compatibility.</p> <p><b>Held:</b> Penalty of ₹ 5,00,000/- was levied on Asus India Pvt. Ltd. for publishing false and misleading advertisement on its own website and authorized e-commerce platforms for representing model no. VG259QR as NVIDIA G-SYNC compatible. Accordingly, the case was closed.</p>
16.	M/s Fire and Personal Safety Enterprises	<p><b>Issue:</b> M/s Fire and Personal Safety Enterprises was selling fire extinguisher balls by using ISI mark on their products on online platforms like <a href="http://www.flipkart.com">www.flipkart.com</a> &amp; <a href="http://www.indiamart.com">www.indiamart.com</a> &amp; <a href="http://www.gfofire.in">www.gfofire.in</a></p> <p><b>Held:</b> Direction was issued to discontinue the misleading advertisement with immediate effect and a penalty of ₹ 1,00,000 for adopting unfair trade practice for sale of their products by using spurious ISI mark on their products.</p>
17.	Chahal Academy	<p><b>Issue:</b> The institute made the misleading claim that:</p> <ul style="list-style-type: none"> <li>• "our successful candidates in UPSC 2022-23, 300 plus Selection" from their academy.</li> <li>• 4 out of top 5 AIR rank holders in the UPSC exam 2022-23 belong to their academy.</li> <li>• Best IAS coaching Institute in India.</li> </ul> <p>The institute failed to substantiate their claims.</p> <p><b>Held:</b> Direction was given to discontinue the misleading advertisement which affected the consumers as a class from all electronic and print media with immediate effect and a penalty of ₹ 1,00,000/- was imposed.</p>



18.	Khan Study Group (KSG)	<p><b>Issue:</b> The institute made the false and deceptive claim that:</p> <ul style="list-style-type: none"> <li>• 682 out of 933 selected students are from KSG.</li> <li>• All TOP 5 Successful Candidates of UPSC Civil Services Exam 2022 are from KSG.</li> <li>• Ishita Kishore AIR 1 UPSC 2022 is from KSG</li> <li>• Best IAS Coaching Institute for General Studies and CSAT in India.</li> </ul> <p>The claims was not substantiate by the institute.</p> <p><b>Held:</b> A direction was issued to immediately discontinue the misleading advertisement, which impacts consumers as a class, across all electronic and print media. Additionally, a penalty of ₹5,00,000 has been imposed.</p>
19.	Analog IAS Academy	<p><b>Issue:</b> The Academy published misleading advertisements on their website (<a href="http://www.analogeducation.in">www.analogeducation.in</a>) making the following claims:</p> <ul style="list-style-type: none"> <li>• “Proud to be the stepping stone to India’s Best Officers - 64 selections in UPSC 2022 exam.”</li> <li>• “9 in TOP 100 AIR, 26 in TOP 200 AIR and 45 in TOP 300 in UPSC exam 2022 belong to their academy.”</li> <li>• “Best IAS coaching Centre in Hyderabad.”</li> <li>• “Toppers choose the top IAS Coaching in Hyderabad”</li> <li>• “Analog IAS Academy is No 1 Coaching academy for Civil Services preparation with unparalleled record of Results for more than two decades.”</li> </ul> <p><b>Held:</b> Direction was issued to immediately discontinue the misleading advertisement, across all electronic and print media which impacts consumers as a class. Additionally, a penalty of ₹1,00,000 has been imposed.</p> <p>Further, Analog IAS Academy filed Writ Petition in Telangana High Court against CCPA’s Final Order. Matter is pending in the Hon’ble Court</p>
20.	APTI PLUS Academy	<p><b>Issue:</b> APTI PLUS Academy published the misleading advertisements on their website (<a href="http://www.aptiplus.in">www.aptiplus.in</a>) making the following claims:</p> <ul style="list-style-type: none"> <li>• “Honoring our best! Our legacy of success continues with toppers in UPSC IAS 2022- 150 plus students from our academy have cleared UPSC 2022 exam.”</li> <li>• “Best IAS Academy in Bhubaneswar and Kolkata.”</li> </ul>



		<ul style="list-style-type: none"> <li>• “Best online and offline coaching for the UPSC IAS exam at a very affordable fee in comparison to the other best IAS coaching in India.”</li> <li>• “Subject wise best faculty for UPSC in India.”</li> <li>• “Best current affairs compilation for UPSC.”</li> <li>• “UPSC free study material of the best quality.”</li> <li>• “Officers and India’s Best Professors as your personal Mentors.”</li> </ul> <p><b>Held:</b> Direction was issued to immediately discontinue the misleading advertisement, across all electronic and print media which impacts consumers as a class. Additionally, a penalty of ₹1,00,000 has been imposed.</p> <p>Apti Plus Academy filed an Appeal in National Consumer Disputes Redressal Commission against CCPA’s Final Order. Matter is pending in the Hon’ble Court</p>
21.	Unacademy (Sorting Hat Technologies Pvt. Ltd.)	<p><b>Issue:</b> The institute published the misleading advertisements on their website (<a href="http://www.unacademy.com">www.unacademy.com</a>) making the following claims:</p> <ul style="list-style-type: none"> <li>• 26% of all UPSC rankers are Unacademy learners</li> <li>• 3 achievers in Top 5</li> <li>• 35 achievers in Top 100</li> <li>• 178+ achievers out of 685</li> </ul> <p>Yet failed to substantiate the above claims.</p> <p><b>Held:</b> Direction was issued to immediately discontinue the misleading advertisement across all electronic and print media, as it impacts consumers as a class. Furthermore, a penalty of ₹1,00,000 has been imposed.</p> <p>Unacademy filed an Appeal in National Consumer Disputes Redressal Commission against CCPA’s Final Order. Matter is pending in the Hon’ble Court.</p>
22.	Rau’s IAS Study Circle	<p><b>Issue:</b> Rau’s IAS Study Circle published the misleading advertisements on their website (<a href="http://www.rauias.com">www.rauias.com</a>) making the following claims:</p> <ul style="list-style-type: none"> <li>• Hundreds of Rau’s IAS Study Circle students aced UPSC exams this year as well</li> <li>• 140 plus selections in UPSC 2021</li> <li>• Best IAS Coaching for UPSC Civil Services Preparation.</li> </ul> <p><b>Held:</b> Direction was issued to immediately discontinue the misleading advertisement across all electronic and print media, as it impacts consumers as a class.</p>



		<p>Additionally, a penalty of ₹1,00,000 has been imposed.</p> <p>Rau's IAS Study Circle has filed an appeal before the National Consumer Disputes Redressal Commission (NCDRC) challenging the final order issued by the CCPA. The matter is presently pending adjudication before the Hon'ble Commission.</p>
23.	IQRA IAS	<p><b>Issue:</b> The misleading advertisements was published on their website (<a href="http://www.iqraias.com">www.iqraias.com</a>) making the following claims:</p> <ul style="list-style-type: none"> <li>• <i>The testimonials of top-rank holders of UPSC of the years 2015-2017</i></li> <li>• <i>Within a year we became the top UPSC coaching class in Pune.</i></li> <li>• <i>Within a year we became top UPSC coaching class in Pune</i></li> <li>• <i>Provide the best UPSC online prelims test series 2020</i></li> <li>• <i>Only academy to have the best faculty from all around India.</i></li> </ul> <p><b>Held:</b> Direction was issued for immediate discontinuation of the misleading advertisement across all electronic and print media, as it detrimentally impacts consumers as a class. Furthermore, a penalty of ₹1,00,000 has been imposed.</p>
24.	BYJU's IAS (Think & Learn Pvt. Ltd.)	<p><b>Issue:</b> BJYU's IAS published the misleading advertisements on their website (<a href="http://www.byju.com">www.byju.com</a>) making the following claims-</p> <ul style="list-style-type: none"> <li>• <i>62 out of 1228 vacancies in 2013</i></li> <li>• <i>82 out of 1364 vacancies in 2014</i></li> <li>• <i>165 out of 1164 vacancies in 2015</i></li> <li>• <i>215 out of 1205 vacancies in 2016</i></li> <li>• <i>236 out of 1058 vacancies in 2017</i></li> <li>• <i>183 out of 812 vacancies in 2018</i></li> <li>• <i>179 out of 829 vacancies in 2019</i></li> <li>• <i>295 out of 761 vacancies in 2020.</i></li> </ul> <p><b>Held:</b> Direction was issued directing the immediate discontinuation of the misleading advertisement across all electronic and print media, as it detrimentally impacts consumers as a class. Furthermore, a penalty of ₹10,00,000 has been imposed.</p>



25.	Seekers Education	<b>Issue:</b> The institute made the false claim of 99.99% selection in IIT JEE 2021 and failed to substantiate the claim.
		<b>Held:</b> Direction was given to discontinue the false and misleading advertisement from all platform where the advertisement was published. Further, penalty of ₹ 50,000/- was imposed.
Action Against Violation Of Consumer Right		
26.	Anvi Stationary	<b>Issue:</b> It was found that <i>non-isi mark sub-standardized toys</i> were sold by the seller on e-commerce platform which is in violation of Quality Control Order.
		<b>Held:</b> CCPA directed to recall the units of toys sold by the company and reimburse the prices of the recalled toys to the purchasers. Additionally, a penalty of ₹ 500 for selling toys to consumers in violation to mandatory standards was imposed.
Action Against Unfair Trade Practice		
27.	Make My Trip India Pvt. Ltd.	<b>Issue:</b> Action was taken based on the grievances registered on NCH regarding refunds pending owing to tickets booked during covid-19 lockdown. CCPA under Consumer Protection Act, 2019 issued notice to the Company.
		<b>Held:</b> On conducting multiple hearings between 2021-2023, the company was directed to initiate a mission-mode campaign to take necessary actions concerning pending refunds from airlines. Subsequent to the hearings, it was observed that refund issues related to 10,75,918 bookings, amounting to approximately ₹978 crores, along with ₹47,943 as convenience fees, have been settled.  Passengers have either received refunds or accepted credit notes for future travel. Consequently, the issue stands resolved, and the matter has been closed.
28.	Ease My Trip Private Limited.	<b>Issue:</b> Action was taken in response to grievances registered on the National Consumer Helpline (NCH) regarding pending refunds for tickets booked during the COVID-19 lockdown. Consequently, (CCPA) issued a notice to the company under the Consumer Protection Act, 2019.
		<b>Held:</b> Between 2021 and 2023, multiple hearings were conducted, during which the company was directed to



		<p>launch a mission-mode campaign to address pending refunds from airlines. As a result, it was observed that refund issues related to 1,87,139 bookings, amounting to approximately ₹2,32,74,55,223/-, have been resolved.</p> <p>Passengers have either received refunds or accepted credit notes for future travel. Consequently, the matter stands resolved and was closed.</p>
29.	Clear Trip Private Limited	<p><b>Issue:</b> In response to complaints lodged on the National Consumer Helpline (NCH) concerning unresolved refunds for tickets booked during the COVID-19 lockdown, the Central Consumer Protection Authority (CCPA) issued a notice to the company under the provisions of the Consumer Protection Act, 2019.</p> <p><b>Held:</b> Between 2021 and 2023, a series of hearings were held, during which the company was directed to initiate a mission-mode campaign to resolve pending airline refunds. As a result, it was noted that refund issues involving 1,64,944 bookings, totaling approximately ₹158,27,18,784/-, have been settled. Passengers have either received their refunds or accepted credit notes for future travel. Therefore, the issue has been resolved, and the case has been closed.</p>
30.	Le Travenues Technology Private Limited (Ixigo)	<p><b>Issue:</b> CCPA based on the grievances registered on NCH has taken action against company for bookings affected due to lockdown in 2020. Therefore, under Consumer Protection Act, 2019 issued notice to the Company.</p> <p><b>Held:</b> Between 2021 and 2023, a series of hearings were held, during which the company was directed to initiate a mission-mode campaign to resolve pending airline refunds.</p> <p>Accordingly, it was found that total 82,059 consumers were affected due to lockdown in 2020 with an aggregate booking amount of ₹. 46,68,84,355/-, and based on the direction issued so far</p> <ol style="list-style-type: none"> <li>Total 65,961 consumers got refunded with an amount of ₹. 38,19,59,298/-.</li> <li>Total 16,059 consumers rescheduled their booking with an amount of Rs. 8,47,04,626.</li> </ol>



		<p>c. Total 29 consumers re-scheduled their ticket with an amount of Rs. 2,20,431 and did not show up on the re-scheduled flight, hence they were not entitled for refund.</p> <p>Passengers have either accepted refund or have accepted credit notes for future travel. Hence the case was closed.</p>
31.	Yatra Online Limited	<p><b>Issue:</b> Based on grievances registered with the National Consumer Helpline (NCH) regarding pending refunds for tickets booked during the COVID-19 lockdown, the Central Consumer Protection Authority (CCPA) issued a notice to the company under the Consumer Protection Act, 2019.</p> <p><b>Held:</b> Between 2021 and 2023, a series of hearings were held, during which the company was directed to initiate a mission-mode campaign to resolve pending airline refunds. As a result, it was noted that refund issues involving, company has reduced the pendency of 36,276 bookings worth ₹ 26,25,82,484/- pending for refund since 23<sup>rd</sup> July 2021 to 5,045 bookings amount worth ₹. 2,67,30,415/- till 28<sup>th</sup> April 2024.</p>
32.	Kesari Tours Private Limited	<p><b>Issue:</b> Cognizance was taken based on the complaint received by the Voluntary Consumer Organization regarding refunds pending owing to tickets booked during covid-19 lockdown. CCPA under Consumer Protection Act, 2019 issued notice to the Company.</p> <p><b>Held:</b> The company was directed to refund the full amount deposited by 461 consumers, including the entire payment made by consumers, as well as the exorbitant cancellation charges collected from them.</p> <p>a. Additionally, directed to refund the amount forfeited from consumers who had only paid the initial advance.</p> <p>b. Furthermore, the rescheduling charges collected from consumers for future trips are to be refunded.</p> <p>c. The company was also instructed to permanently refrain from compelling consumers, against their will, to adjust the refund amount toward future travel or tours.</p> <p>However, Kesari Tours has challenged the CCPA's final order dated 28.11.2023 in the Hon'ble High Court of</p>



		Delhi, and the matter remains listed for hearing before the Hon'ble Court.
33.	Happy EasyGo India Private Limited	<p><b>Issue:</b> In response to complaints filed with the National Consumer Helpline (NCH) concerning outstanding refunds for tickets booked during the COVID-19 lockdown, the CCPA served a notice to the company under the Consumer Protection Act, 2019.</p> <p><b>Held:</b> Between 2021 and 2023, a series of hearings were conducted, during which the Company was instructed to launch a mission-mode campaign to resolve pending airline refunds for 70,963 bookings. Additionally, the matter was referred for investigation to Deputy Commissioner (DC), Gurugram.</p>
34.	Thomas Cook India Limited	<p><b>Issue:</b> Based on a complaint received from a Voluntary Consumer Organization concerning 16 cases against Thomas Cook India Pvt. Ltd. related to pending refunds for tickets booked during the COVID-19 lockdown, amounting to ₹13,73,49,479, the Central Consumer Protection Authority (CCPA) issued a notice to the company under the Consumer Protection Act, 2019.</p> <p><b>Held:</b> The company was directed to launch a mission-mode campaign and take necessary action concerning pending refunds from airlines. Following multiple hearings, all refund-related issues for the 16 passengers have been resolved. The cases have been successfully closed, as passengers have either received their refunds or accepted credit notes for future travel. Hence, the case is closed.</p>
35.	Tekshiv Systems Pvt. Ltd.	<p><b>Issue:</b> Action against sale of domestic pressure cookers which are not marked ISI and do not conform to mandatory standards as per Domestic Pressure Cooker (Quality Control) Order, 2020 on e-commerce platforms.</p> <p><b>Held:</b> Direction was issued to recall 101 units of domestic pressure cookers and reimburse their price. Additionally, penalty of ₹ 1,00,000/- was imposed.</p>
36.	Idle Brain e-Tail Ltd.	<p><b>Issue:</b> Sale of domestic pressure cookers which are not marked ISI and do not conform to mandatory standards as per Domestic Pressure Cooker (Quality Control) Order, 2020 on e-commerce platforms.</p> <p><b>Held:</b> Direction was issued to recall 9 units of domestic pressure cookers and reimburse their price. Additionally, penalty of ₹ 1,00,000/- was imposed.</p>



37.	Meesho (Fashnear Technologies Pvt. Ltd.)	<p><b>Issue:</b> Action was taken against sale of acid on e-commerce platforms in violation to provisions of Consumer Protection Act, 2019 and other Rules or Guidelines notified under various laws.</p> <p><b>Held:</b> Direction was issued to ensure strict compliance with the rules notified by the respective State Governments. In the absence of such rules, adherence to the Ministry of Home Affairs (MHA) Advisory dated 30.08.2013 regarding mandatory requirements for the sale of acid to be followed.</p> <p>Additionally, it was directed that before onboarding any seller dealing in acid, a separate undertaking on compliance must be obtained.</p> <p>Subsequently, online platforms must require sellers to upload a government-issued photo ID to verify that no person under 18 years of age purchases acid.</p> <p>Furthermore, the purchase process must include a section where buyers provide the reason for purchasing the acid.</p>
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**D. Power and Duties of the Central Authority under Section 18:**

With the rapid advancement of trade and commerce, consumers are increasingly vulnerable to deception through unfair trade practices and misleading advertisements. To address these challenges, the CCPA in exercise of the powers conferred u/s 18 of the Consumer Protection Act, 2019 has issued guidelines, advisories, and safety notices aimed at curbing such malpractices. These initiatives include:

**(i) Guidelines:**

- a. E-commerce and social commerce are poised to grow rapidly with smartphone proliferation and access to faster and more affordable internet services. In this context, it is important that the online space be kept safe against dark patterns which involves incorporating any design or pattern in the online interface on e-commerce platform that may deceive or manipulate consumer choice and fall in the category of dark patterns.

In light of the emerging unfair trade practices, a task force was created which includes members of law chairs, e-commerce platforms and regulatory authorities to contribute in the framework of the draft guidelines on dark patterns. The Guidelines were formulated keeping in view the comments received.

The Guidelines for Prevention and Regulation of Dark Patterns were notified on the 30<sup>th</sup> day of November 2023. These Guidelines mention 13 types of Dark Patterns which are:

- (i) False Urgency
- (ii) Basket Sneaking
- (iii) Confirm Shaming
- (iv) Forced action
- (v) Subscription trap
- (vi) Interface interference
- (vii) Bait and Switch
- (viii) Drip Pricing
- (ix) Disguised advertisement
- (x) Nagging
- (xi) Trick question
- (xii) Saas Billing
- (xiii) Rogue Malwares.

The Guidelines aim that e-commerce platform shall refrain from any deceptive trade practice on their platform for sale of goods or services.



**(ii) Advisories:**

- a. Advisory was issued to Government Departments, e-commerce entities, industry associations, voluntary consumer associations on the 10<sup>th</sup> day of May 2023, in terms of Consumer Protection Act, 2019, on risk to life & safety of consumers through sale of car seat belt alarm stopper wherein it was advised to desist from the practice of manufacturing, selling and listing of aforesaid product to ensure safety of consumers and on road.
- b. Advisory was issued to Government Department, self-regulatory bodies and intermediaries, and industry associations on 06<sup>th</sup> day of March 2024 in terms of Consumer Protection Act, 2019 on Prohibition of Advertising, Promotion, and Endorsement of unlawful activities prohibited under various laws. The Advisory emphasizes for enforcing stringent measures aimed at reducing the visibility and impact of betting and gambling advertisements for safeguarding consumers. Hence, celebrities and influencers are advised to refrain from endorsing and promoting illegal betting and gambling activities.

**(iii) Safety Notices:**

- a. The objective of the Consumer Protection Act, 2019 is to safeguard the interests of consumers and therefore, u/s 18 (2) (j) safety notice was issued on the 25<sup>th</sup> day of November, 2023 regarding the sale of acid on e-commerce platforms which can leave consumers and public at large unsafe in violation of the directions of the Hon'ble Supreme Court and Guidelines of Ministry of Home Affairs, Government. of India.

The e-commerce platforms were urged to immediately incorporate appropriate mechanism to ensure that corrosive acid is not available for purchase on their platforms in contravention of the mandatory Rules. Moreover, consumers were cautioned from purchasing acid on e-commerce platform without adhering the mandatory requirement for sale as mentioned in the safety notice.

**(iv) Inclusiveness of Stakeholder:**

- a. The Central Authority to protect and promote the consumer rights has involved various stakeholder including technical educational institutes, law chairs, law firms, industry associations and companies while deliberating and formulating Guidelines and other initiatives. Further, Chief Secretaries and District Collectors of States and Union Territories were also involved within their jurisdiction and to take appropriate steps as per law on issues brought to their information by the CCPA. Subsequently, voluntary consumer organizations were also urged to wide spread consumer awareness of the documents shared with them from time to time.



**E. Execution of the Orders of the Central Authority and imposition of penalties:**

- a. During the year in review based on the Orders passed the status of penalties includes the following:

(in ₹)

Name of the Case	Details of Penalty Imposed	Details of Penalty Imposed but Not Recovered	Total Amount of Monetary Penalty Levied	Total Amount of Monetary Penalty Received
BYJU's IAS (Think & Learn Pvt. Ltd.)	10,00,000	N/A	10,00,000	10,00,000
Khan Study Group (KSG)	5,00,000	N/A	5,00,000	5,00,000
ASUSTeK Computer Inc.	5,00,000	N/A	5,00,000	
Kaya Cool Sculpting	3,00,000		3,00,000	3,00,000
IQRA IAS	1,00,000	N/A	1,00,000	1,00,000
Chahal Academy	1,00,000	N/A	1,00,000	1,00,000
Rau's IAS Study Circle	1,00,000	1,00,000	1,00,000	
Unacademy (Sorting Hat Technologies Pvt. Ltd.)	1,00,000	1,00,000	1,00,000	
Apti Plus Academy	1,00,000	1,00,000	1,00,000	
Analog IAS Academy 1 lakh appealed in court	1,00,000	1,00,000	1,00,000	
Luminous Power Technologies Pvt. Ltd.	1,00,000	N/A	1,00,000	1,00,000



Sunflame Enterprises Pvt. Ltd.	1,00,000	N/A	1,00,000	1,00,000
Western Edge	1,00,000	N/A	1,00,000	1,00,000
Mercury Health	1,00,000	N/A	1,00,000	1,00,000
Cosmo Skin Centre	1,00,000	1,00,000	1,00,000	
M/s Fire and Personal Safety Enterprises	1,00,000	N/A	1,00,000	1,00,000
Cloudtail India Private Limited	1,00,000	N/A	1,00,000	1,00,000
Quaba Limited	1,00,000	N/A	1,00,000	1,00,000
Lohiya Retails	50,000	N/A	50,000	50,000
Sheth Brothers	50,000	N/A	50,000	50,000
Seekers Education	50,000	N/A	50,000	50,000
Skyway Career Hub	10,000	N/A		
Anvi Stationaries	500	N/A	₹ 500	₹ 500



**F. Appeals:**

The Consumer Protection Act, 2019 u/s 24 provides that any person aggrieved by any order passed by the Central Authority u/s 20 and 21 may file an appeal to the National Consumer Commission within a period of thirty days from the date of receipt of such order.

Appeal in NCDRC				Appeal in Hon'ble Court / High Court	
Number of Appeals Against the Order of CCPA	Number of Appeals Pending at the beginning of the Year	Appeals filed during the year	Number of Appeals allowed by the National Consumer Commission during the Year	Number of Appeals during the stage of preliminary inquiry	Number of Appeals Against the Order of CCPA
3		3	3	3	3



**G. Communication or References:**

The work of CCPA extends to safeguard the rights of class of consumers. Further, the consumer rights extends to diverse sector such as consumer durables, e-commerce, education, food and beverages, surrogate advertisements, direct selling, travel and tourism, health and hygiene, real estate etc. Accordingly, on receipt of any communication or references a preliminary investigation is carried out in accordance with the provisions of the *ibid* Act, Rules and Regulations made thereunder to determine whether there exists a *prima facie* or not.



#### H. Administration and Establishment matters:

- a. The Central Government in exercise of its power u/s 10(2) and u/s 15(2) of the ibid Act, 2019 issued a revised Gazette Notification on the 30<sup>th</sup> day of November, 2023 in partial modification of the aforementioned Gazette Notification issued on 29<sup>th</sup> day of July, 2020 for appointment in additional charge of Chief Commissioner in the CCPA.

S.No.	Name and Designation of the Officer	Charge of Post in the CCPA	Term of Office
1.	Smt.Nidhi Khare, Additional Secretary Department of Consumer Affairs, Government of India.	Chief Commissioner	29 <sup>th</sup> day of July, 2020 To 30 <sup>th</sup> day November, 2023
2.	Shri Rohit Kumar Singh, Secretary, Department of Consumer Affairs, Government of India	Chief Commissioner	30 <sup>th</sup> day of November, 2023 To 31 <sup>st</sup> day of March 2024

- b. Vide Notification issued on the 13<sup>th</sup> day of December 2023, additional charge of Commissioner, CCPA was assigned to the following officers:

S.No.	Name and Designation of the Officer	Charge of Post in the Central Consumer Protection Authority
1.	Shri Anupam Mishra, Joint Secretary, Department of Consumer Affairs, Government of India.	Commissioner
2.	Shri Vineet Mathur, Joint Secretary, Department of Consumer Affairs, Government of India	Commissioner

- c. In furtherance to it, substitution was made in the composition of Investigation Wing which are furnished hereunder.



S.No.	Name and Designation of the Officer	Charge of Post in the Central Consumer Protection Authority
1.	Dr. Shri Alok Kumar Srivastava, Director General, National Test House	Director General (Investigation) of CCPA
2.	Shri Subhash Chandra Meena, Director, Department of Consumer Affairs, Government of India	Additional Director General (Investigation)
3.	Dr. ABS Shalini, Deputy Secretary, Department of Consumer Affairs, Government of India	Additional Director General (Investigation)
4.	Shri Pramod Kumar Sahoo, Deputy Secretary, Department of Consumer Affairs, Government of India	Additional Director General (Investigation)
5.	Shri T R Satish Chandran, Joint Director, Department of Consumer Affairs, Government of India	Additional Director General (Investigation)
6.	Ms. Lal Ramdinpuui Renthlei, Joint Director, Department of Consumer Affairs, Government of India	Additional Director General (Investigation)

d. As on 31.3.2024, CCPA had 4 Experts and Professionals.



**I. Budget and Accounts:**

(In Lakh Rupees)

Central Consumer Protection Authority in broad Categories (Object Head)	B.E. 2023-24	Revised Estimates 2023-24	Expenditure upto 31 <sup>st</sup> March 2024
16.01.01 (Salaries)	10.00	10.00	000
16.01.02 (Wages)	1.00	000	000
16.01.11 (Domestic Travel Expenses)	2.00	000	000
16.01.12 (Foreign Travel	1.00	000	000
16.01.13 (Office Expenses)	20.00	1.5	35,789
16.01.14 (Rent, Rates and Taxes for Land and Buildings)	1.00	000	000
16.01.19 (Digital Equipment)	2.00	000	000
16.01.28 (Professional Services)	120.00	32	30,00,383
16.01.49 (Other Revenue Expenditure)	1.00	1.0	40.315
<b>Total</b>	<b>158.00/-</b>		<b>30.76,487/-</b>



**J. Right to Information Act, 2005 (RTI):**

Shri Anupam Mishra, Commissioner, CCPA was the first appellate authority and Shri Sanjay Kumar Prasad Director and Smt.Swwarupa Saraan, Deputy Secretary on behalf CCPA, were the Central Public Information Officer (CPIO) of CCPA. The below table presents the receipt and disposal of RTIs:

From 1<sup>st</sup> day of April, 2023 to 31<sup>st</sup> day of March 2024

Number of applications received by Central Public Information Officer or Assistant Central Public Information Officer(CPIO) seeking information under the RTI Act;	Number of applications for which information has been provided by Central Public Information Officer	RTI application transferred to Another Public Authority	Number of applications pending with Central Public Information Officer
221	209	12	NIL

From 1<sup>st</sup> day of April, 2023 to 31<sup>st</sup> day of March 2024

Number of appeals filed before First Appellate Authority against the order of CPIO	Number of appeals which have been disposed of by First Appellate Authority	Number of appeals pending with First Appellate Authority	Number of applications or appeals not disposed of in the stipulated time frame
19	19	NIL	NIL



**K. Prevention of Sexual Harassment of Women at Workplace:**

The Department of Consumer Affairs, Government of India have a Committee to prevent sexual harassment at workplace in order to provide safe, secure and healthy environment to every employee including women at workplace. Further, no complaints regarding sexual harassment was reported in the CCPA.