

July - Aug 2026. Volume XI, Issue 3

CONSUMER UPDATE

Educating. Empowering.

Consumer Awareness Programme in Sankarankovil



The meeting was attended by representatives from the telecom regulatory services

CAG, together with the Telecom Regulatory Authority of India (TRAI), organised a Consumer Awareness Programme on Telecom Tariff and Billing at Government Arts and Science College, Sankarankovil, Tenkasi District, on 1st September 2026. Around 186 participants attended, including students, faculty, telecom consumers, advocates, and representatives from Jio and BSNL.

S. Saroja of CAG opened the session, outlining TRAI's regulations around telecom tariffs, billing, and grievance redress. The programme covered TRAI initiatives such as the DND platform for reporting unsolicited calls, the Sanchar Saathi portal, and consumer protection measures like roaming safeguards and number retention.

Advocate Karnan (Consumer Council, Madras HC, Madurai) spoke on cybercrime and "digital arrest" scams, urging vigilance and highlighting how to access Cyber Crime Portal. Consumer activists M. S. Mohammed Ali, V. Annathayi, Royal Karthik, S. Ramkumar, and R. Sathish spoke on consumer rights and service quality.

BSNL's V. Balasubramaniam and D. Indira, and Jio's Marikannan, presented their respective grievance redressal mechanisms and answered queries on connectivity and billing. Participants raised questions on spam, billing, and complaint redressal. The event forms part of CAG's continuing efforts to build awareness on telecom regulations and consumer protection across Tamil Nadu, and was well received by attendees.

A PUBLICATION BY



Consumer Protection is one of **Citizen consumer and civic Action Group's** core areas of work.

This newsletter brings you the news on various consumer issues and related happenings, including our own activities.

If you have specific questions on your rights and responsibilities as a consumer, write to us on helpdesk@cag.org.in



To know more, follow our pages!



@CAGChennai

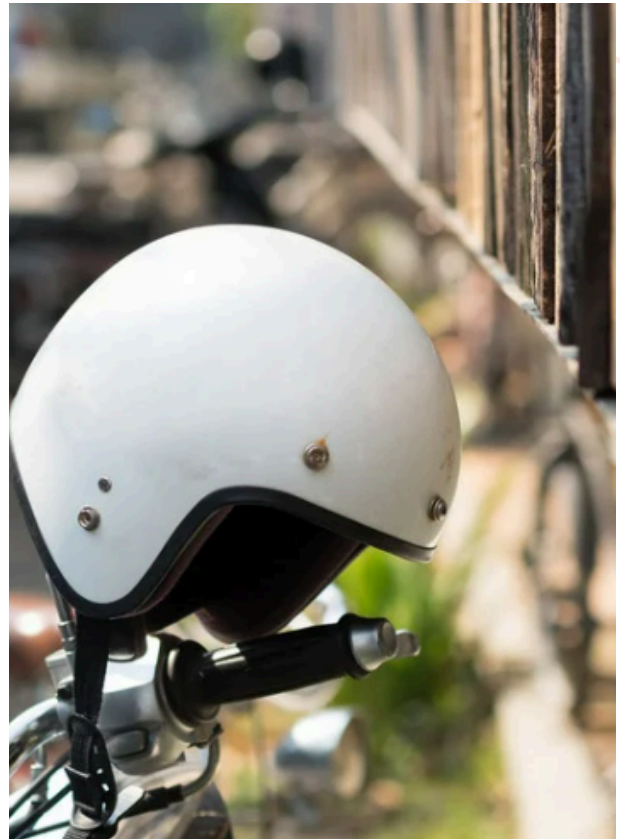
CCPA PENALISES RAPIDO OVER FARE MANIPULATION PRACTICES

The Central Consumer Protection Authority (CCPA) has imposed a penalty of Rs 10 lakh on Roppen Transportation Services, the operator of ride-hailing platform Rapido, following a sector-wide review of cab and bike-taxi aggregators. The action, led by Chief Commissioner Nidhi Khare and Commissioner Anupam Mishra, cites misleading advertisements, unfair trade practices, unfair contract, and the use of dark patterns in Rapido's pricing interface.

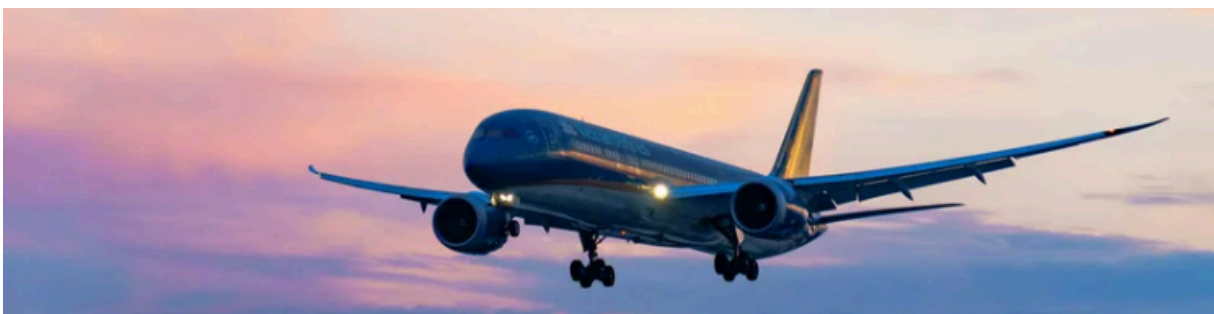
The CCPA found that after a rider booked a trip at a quoted fare, the app prompted them to pay more, using messages such as "Higher the price, higher the chance of getting a ride" and suggesting captains were not accepting the fare offered. This created an impression that paying more would improve the odds of securing a ride, even after the booking had been confirmed.

The authority also noted that the interface displayed encouraging green cues when riders raised the fare, while lowering it triggered red or orange warnings, and that the slider allowed a wider range for increasing the price than for decreasing it. The order forms part of a broader CCPA examination of dynamic pricing and pre-ride tipping across the ride-hailing sector.

Source: [PIB](#)



CONSUMER COMMISSION HOLDS AIR INDIA EXPRESS LIABLE FOR MISHANDLING SPECIAL EQUIPMENT



The District Consumer Disputes Redressal Commission, Dakshina Kannada, has held Air India Express guilty of deficiency in service after it failed to provide the special handling it had promised for a passenger's high-value sports bicycle, despite charging a separate fee for the service.

The complainant, Sushanth N.G., had booked a flight from Chennai to Mangalore and paid an additional Rs 2,000 towards "special equipment handling" for his racing bicycle, valued at over Rs 3 lakh. He said he was assured at the airport that the bicycle would receive careful handling given its fragile and expensive nature, a commitment also reflected on the airline's website. On arrival in Mangalore, however, the bicycle was found circulating on the standard baggage carousel along with regular luggage. When questioned, ground staff reportedly said they were unaware that special handling had been booked for the flight. After his complaints to the airline went unresolved, he approached the Consumer Commission seeking a refund of the handling fee along with compensation.

The Commission, comprising President (I/C) Somashekarappa K. Handigol and Member Sharadamma H.G., ruled in the complainant's favour, directing the airline to refund the fee and pay a compensation of Rs. 27,000 for the mental agony and inconvenience caused.

Source: [Live Law](#)

VACANCIES AND CASE BACKLOG CONTINUE TO STRAIN INDIA'S CONSUMER COMMISSIONS



Consumer Dispute Redressal Commissions across India continue to grapple with mounting case backlogs and unfilled leadership posts, according to recent government and independent assessments. Data shows pendency in State Consumer Commissions rose sharply between 2020 and 2024, climbing from under 90,000 cases to over 5 lakh, even though the Consumer Protection Act requires complaints to be resolved within three to five months. A recent study, the Consumer Justice Report 2026, prepared using RTI responses and parliamentary data, found that more than a third of cases in the State Commissions have been pending for over three years. In states such as Kerala, Jammu and Kashmir, and Jharkhand, the share of long-pending cases is far higher, ranging between 70 and 80 per cent.

The report also flagged staffing gaps as a central cause of delay: in 2025, only about half of State Commissions had a sitting President, and roughly 40 per cent of Member posts remained vacant. District Commissions face similar shortages. The Centre has repeatedly urged states, which are responsible for these appointments under the Consumer Protection Act, to expedite recruitment, though the backlog continues to grow.

.Source: [Indian Express](#)

FSSAI FLAGS FOOD SAFETY VIOLATIONS ACROSS MAJOR E-COMMERCE AND QUICK COMMERCE PLATFORMS

The Food Safety and Standards Authority of India (FSSAI) has initiated penal action against several e-commerce and quick commerce platforms over alleged food safety and regulatory non-compliances, the regulator said in a social media post. Amazon, Flipkart, Swiggy Instamart, BigBasket and Zepto were among the platforms named.

The action, taken under the FSS Act, 2006, relates to specific products listed on these platforms, with the regulator citing misleading or non-compliant labelling claims on certain packaged snack and dairy items, along with the sale and display of a prohibited plant-based product on some platforms.

The move adds to a pattern of heightened regulatory scrutiny of e-commerce and quick commerce platforms over food safety compliance in recent months.

Source: [Hindustantimes](#)



KOLKATA CONSUMER COMMISSION: DEVELOPER'S REFUSAL TO REFUND CANCELLED FLAT AMOUNTS TO UNFAIR TRADE PRACTICE

The District Consumer Disputes Redressal Commission, Kolkata-I (North), has ruled that a real estate developer's failure to refund money paid by homebuyers after cancelling their flat allotment constituted an unfair trade practice under the Consumer Protection Act.

The complainants had entered into an agreement with M/s Ideal Real Estate Private Limited for an apartment, along with a servant quarters and parking space, at "Ideal Enclave." The agreement required possession by December 2012, but the developer issued its notice of possession only in May 2014, over a year and a half late. The buyers' balance payment remained pending during this period, and the developer eventually cancelled the booking, declining to either hand over possession or refund the amount paid.

The developer argued that the buyers had defaulted on payments and that a completion certificate had been obtained in March 2014. The Commission, comprising President Kallol Chattopadhyay, Presiding Member Sahana Ahmed Basu, and Member Rukhsana Samim, held that the refusal to refund constituted an unfair trade practice, and directed the developer to refund Rs 32,50,143 with 8 per cent simple interest from the date of cancellation, after permitting a 10 per cent deduction as liquidated damages under the agreement.

Source: [Live Law](#)



GOVERNMENT NOTIFIES TIGHTER E-COMMERCE RULES ON PRICING AND DARK PATTERNS



The Department of Consumer Affairs has notified the Consumer Protection (E-Commerce) (Amendment) Rules, 2026, updating the framework first introduced in 2020. The revised rules, which come into force from January 1, 2027, introduce stricter requirements around price transparency, search ranking practices, dark patterns, and grievance redressal on online platforms.

To curb misleading discounts, platforms will be required to display both the reduced price and a statutorily defined "prior price" whenever a price cut is advertised. The prior price is defined as the lowest price at which the product was offered on the platform in the preceding 30 days, intended to prevent inflated reference prices that exaggerate the size of a discount.

The amendments also bar platforms from manipulating search rankings or algorithms in ways that mislead consumers or unfairly favour a platform's own brands over independent sellers, and require clear disclosure of sponsored listings. E-commerce entities must comply with existing Guidelines for Prevention and Regulation of Dark Patterns, including annual self-audits, and will need to integrate with the National Consumer Helpline to speed up grievance resolution. Marketplaces must also disclose complete seller and product information, including importer details and country of origin for imported goods. Source: [Times of India](#)

சேவை குறைபாடு : தனியார் ஆம்னி பேருந்து நிறுவனத்திற்கு அபராதம் - நுகர்வோர் நீதிமன்றம் உத்தரவு



கோவில்பட்டியைச் சேர்ந்த கல்லூரி மாணவர் ரூபன் பால், கோவையில் உள்ள காருண்யா பல்கலைக்கழகத்தில் பி.டெக். இறுதியாண்டு படித்து வருகிறார். கடந்த ஜனவரி 24-ஆம் தேதி, கோவில்பட்டியில் இருந்து காருண்யா நகருக்குச் செல்ல தனியார் ஆம்னி பேருந்தில் ரூ.500 செலுத்தி டிக்கெட் முன்பதிவு செய்திருந்தார்.

மறுநாள் கோவை சென்றடைந்தபோது, முன்பதிவு செய்திருந்த காருண்யா நகரில் அவரை இறக்காமல், அதற்கு முன்பாகவே காந்திபுரம் பேருந்து நிலையத்தில் இறக்கிவிட்டதாக கூறப்படுகிறது. இதுகுறித்து பேருந்து ஊழியர்களிடம் கேட்டபோது உரிய விளக்கம் கிடைக்கவில்லை. இதனால் அவர் ஆட்டோ மற்றும் மற்றொரு பேருந்து மூலம் தனது கல்லூரியை சென்றடைந்தார். .

இதையடுத்து, மாணவரின் தந்தை ஜான் பிரேம்குமார் பேருந்து நிர்வாகத்திடம் புகார் தெரிவித்தார். அங்கும் உரிய தீர்வு கிடைக்காத நிலையில், தூத்துக்குடி மாவட்ட நுகர்வோர் நீதிமன்றத்தில் வழக்கு தொடரப்பட்டது. வழக்கை விசாரித்த நீதிமன்றம், பேருந்து சேவையில் குறைபாடு இருந்ததாகக் குறிப்பிட்டு, பயணச்செலவு மற்றும் ஏற்பட்ட சிரமங்களுக்கு ரூ.2,10,135/- இழப்பீடு வழங்க பேருந்து நிறுவனத்திற்கு உத்தரவிட்டது.

Source: [Dailythandhi](https://www.dailythandhi.com)

CCPA FINES AMAZON FOR MARKETING SWEETS AS TEMPLE-AUTHORISED PRASAD

The Central Consumer Protection Authority (CCPA) has imposed a penalty of Rs 1 lakh on Amazon Seller Services for allowing ordinary sweets to be marketed on its platform as "Shri Ram Mandir Ayodhya Prasad," without any authorisation from the Shri Ram Janmabhoomi Teerth Kshetra Trust. The order was passed by Chief Commissioner Nidhi Khare and Commissioner Anupam Mishra on a complaint filed by the Confederation of All India Traders in January 2024.

The listings, for four varieties of sweets sold under the brand Bihar Brothers, used religious imagery and described the products as carrying blessings from the Ayodhya temple. The CCPA held that such phrasing would ordinarily be understood by devotees as sacred food blessed at the temple, and that using it to market ordinary confectionery without authorisation amounted to a misleading trade practice that could affect the religious sentiments of consumers.

The authority rejected Amazon's argument that its status as an intermediary shielded it from liability, holding that obligations under the Consumer Protection Act and E-Commerce Rules apply independently of protections under the Information Technology Act. Amazon has been directed to deposit the penalty within 15 days and to strengthen its systems for detecting similar misleading listings.

Source: [NDTV](https://www.ndtv.com)



GLOBAL BANKS WARN AI SHOPPING AGENTS RAISE SCAM, FRAUD AND PRIVACY RISKS



Using AI agents for online shopping could increase the risk of scams, fraud, and data-privacy breaches, a group of major banks including NatWest, Bank of America, ING, New Zealand's ASB Bank, Capital One, and Commonwealth Bank of Australia have warned, as they set out principles for developing the technology.

Technology companies including OpenAI, Anthropic, Google, and Meta are increasingly promoting AI chatbots as shopping tools, envisioning a future where consumers use AI agents to select products and complete purchases on their behalf. Retailers are responding in turn: British retailer John Lewis reported that searches originating from AI agents rose from 0.3 per cent to 2.5 per cent of total traffic over the past year, with the trend accelerating.

In a joint report, the banks said that while customers are enthusiastic about the potential of "agentic commerce," the technology is advancing faster than industry standards and consumer protection. "Consumers are unclear if AI will act in their interests," the report noted, adding that many worry an AI agent could buy the wrong item, overspend, or expose them to scams and fraud, without a clear route to recourse if something goes wrong.

The report flagged specific risks, including AI agents entering customers' card details directly into checkout pages, and agents potentially steering purchases toward payment methods that offer weaker fraud protections than standard options.

The banks plan to raise a set of proposals with policymakers, including mandatory disclosure when an AI agent is involved in a transaction, greater transparency about how such agents make decisions, and stronger safeguards for customer data. The report also called for consumers and merchants to be free to choose which AI-powered e-commerce services they use, with different systems built to be interoperable.

Source: [Economic times](#)

INDIA TO CHAIR NINTH SESSION OF UN CONSUMER PROTECTION EXPERT GROUP IN GENEVA



India chaired the Ninth Session of the Intergovernmental Group of Experts (IGE) on Consumer Protection Law and Policy, organised by the United Nations Trade and Development (UNCTAD) at the Palais des Nations in Geneva, Switzerland, from July 6 to 8. Nidhi Khare, Secretary, Department of Consumer Affairs, was invited by UNCTAD to chair the three-day session.

The IGE, constituted under the United Nations Guidelines for Consumer Protection, serves as the principal intergovernmental platform for cooperation and dialogue on consumer protection law and policy. The session brought together member states, international organisations, consumer protection authorities, academia, and other stakeholders to deliberate on emerging issues in the field, including cross-border dispute resolution, sustainable consumption, and consumer product safety.

A key highlight was the launch of the United Nations Principles for Consumer Product Safety, adopted by the UN General Assembly in December 2025, alongside a high-level fireside chat on their significance, in which India participated. Discussions also covered implementation of the UN Guidelines for Consumer Protection, consumer information and education, and enforcement of consumer protection laws across global markets.

India highlighted its own initiatives during the deliberations, including the National Consumer Helpline, which has facilitated refunds of more than Rs 91.77 crore across 36 sectors over fourteen months by resolving over 1.47 lakh grievances before they reached litigation, as well as its pre-litigation convergence model and the AI-enabled e-Jagriti platform for dispute resolution.

Source: [Newsonair](#)

மொபைல் எண் இடமாற்றம் (MNP) சேவையை நடைமுறைகள் குறித்த புகார்: தொலைத்தொடர்பு ஒழுங்குமுறை ஆணையம் (TRAI) விசாரணை



மொபைல் எண் இடமாற்றம் (MNP) சேவையை வழங்குவதில் விதிமீறல்கள் நடந்ததாக வோடபோன் ஐடியா நிறுவனத்திற்கு எதிராக பார்தி ஏர்டெல் மற்றும் ரிலையன்ஸ் ஜியோ அளித்த புகாரை தொலைத்தொடர்பு ஒழுங்குமுறை ஆணையம் (TRAI) விசாரித்து வருகிறது.

வாடிக்கையாளர்களை தங்கள் சேவையிலிருந்து மாற்றுவதைத் தடுக்கும் வகையில் வோடபோன் ஐடியா நியாயமற்ற வணிக நடைமுறைகளைப் பின்பற்றுவதாக ஏர்டெல் மற்றும் ஜியோ குற்றம்சாட்டியுள்ளன. குறிப்பாக, வேறு தொலைத்தொடர்பு நிறுவனத்திற்கு மாற விரும்பும் வாடிக்கையாளர்களுக்கு MNP-க்கு தேவையான SMS-ஐ அனுப்புவதில் தாமதம் செய்வதாகவும், அதற்கு பதிலாக தள்ளுபடி அல்லது சிறப்பு திட்டங்களை வழங்கி வாடிக்கையாளர்களைத் தக்கவைக்க முயற்சிப்பதாகவும் புகாரில் தெரிவிக்கப்பட்டுள்ளது.

மேலும், போட்டி நிறுவனங்களின் பிரதிநிதிகள் எனக் கூறிக்கொண்டு சிலர் வாடிக்கையாளர்களைத் தொடர்புகொண்டு, விரைவில் கட்டணங்கள் உயர்த்தப்படலாம் அல்லது தற்போதைய திட்டங்களில் மாற்றங்கள் செய்யப்படலாம் எனத் தெரிவித்து, வோடபோன் ஐடியா சேவைக்கு மாறுமாறு வலியுறுத்தியதாகவும் புகார் தெரிவிக்கப்பட்டுள்ளது..

இந்தக் குற்றச்சாட்டுகள் தொடர்பாக தொலைத்தொடர்பு ஒழுங்குமுறை ஆணையம் (TRAI) விசாரணை மேற்கொண்டு வரும் நிலையில், வோடபோன் ஐடியா நிறுவனம் குற்றச்சாட்டுகளை மறுத்துள்ளது. தாங்கள் எந்த விதிமுறைகளையும் மீறவில்லை என்றும், இந்த விவகாரம் தொடர்பாக தங்களது விளக்கத்தை தொலைத்தொடர்பு ஒழுங்குமுறை ஆணையத்திடம் சமர்ப்பிக்க உள்ளதாகவும் நிறுவனம் தெரிவித்துள்ளது.

Source: Dinamalar

GET IN TOUCH



+91(44) 2435 4458 |
2435 0387



helpdesk@cag.org.in



No.103 (First Floor), Eldams Road,
Teynampet, Chennai 600 018

TRUSTEES

Sriram Panchu
Suchitra Ramakumar
R. Hema

George S. Thomas
C. Rammanohar Reddy
Sandeep Murali
Phanindra Reddy

ADVISOR

N. L. Rajah