



CONSUMER PROTECTION (E-COMMERCE) (AMENDMENT) RULES, 2026

KEY INSIGHTS



INTRODUCTION

The Consumer Protection (E-Commerce) (Amendment) Rules, 2026 amend the Consumer Protection (E-Commerce) Rules, 2020. The amendments introduce new disclosure requirements, restrictions on platform practices and additional compliance requirements for e-commerce entities, marketplace e-commerce entities, sellers and inventory e-commerce entities. The amended Rules will come into force from 1 January 2027.

Definition of “Ranking” Expanded:

Under the 2020 Rules, “**ranking**” meant the relative prominence or relevance given to goods or services offered through a marketplace e-commerce entity, as presented, organised or communicated by the entity, irrespective of the technological means used.

Amendment:

“**Ranking**” means the relative prominence or relevance given to the sellers on the platform or to the goods or services offered through a marketplace e-commerce entity, as presented, organised or communicated by such entity, irrespective of the technological means used for such presentation, organisation or communication.

The definition has been expanded to expressly cover sellers on the platform in addition to goods and services.



Display of E-Commerce Entities' Information

Under the 2020 Rules, every e-commerce entity was required to provide specified information to users, including its legal name, headquarters and branch addresses, website details and customer care/grievance officer contact details.

Amendment:

Every e-commerce entity must provide such information in a clear and accessible manner on its platform, displayed prominently at an appropriate place to its users.

The information includes:

- legal name of the e-commerce entity;
- principal geographic address of its headquarters and all branches;
- name and details of its website; and
- contact details including email address, landline and mobile numbers of customer care and the grievance officer.

Copy of the Recorded Complaints:

Under the 2020 Rules, the grievance officer was required to acknowledge receipt of a consumer complaint within 48 (forty-eight) hours and redress the complaint within one month from the date of receipt.

Amendment:

A new requirement has been added to provide the complainant with a copy of the complaint as recorded by the grievance officer.

The grievance officer must:

- acknowledge receipt of the complaint within 48 hours;
- provide the complainant with a copy of the complaint as recorded by the grievance officer; and
- redress the complaint within one month from the date of receipt.



Imported Goods: Country of Origin to be Disclosed

Under the 2020 Rules, where an e-commerce entity offered imported goods or services for sale, it was required to mention the name and details of the importer from whom the goods or services had been purchased or who might be a seller on the platform.

Amendment:

Where an e-commerce entity offers imported goods or services for sale, it must:

- mention the name and details of the importer; and
- provide for identification of the goods and mention the full and complete name of the country of origin of such goods imported into India, as provided under the Legal Metrology (Packaged Commodities) Rules, 2011.

National Consumer Helpline:

Under the 2020 Rules, every e-commerce entity had to “endeavour on a best effort basis” to become a partner in the convergence process of the National Consumer Helpline.

Amendment:

The provision has been amended to remove and replace the “best efforts basis” replaced with a mandatory obligation, as follows:

“Every e-commerce entity shall become a partner in the convergence process of the National Consumer Helpline of the Central Government.”



Manipulation of Search Results and Search Indexes Prohibited

Under the 2020 Rules, Rule 4(11) prohibited specified practices relating to price manipulation and discrimination between consumers.

Amendment:

A new express prohibition has been introduced covering manipulation of search results or search indexes with regard to the user's search query. Accordingly, a new Rule 4(11)(c) has been inserted. An e-commerce entity shall not:

“mislead users by manipulating search result or search indexes having regard to the search query of the user.”

Sponsored Listings to be Distinctly Identified

Under the 2020 Rules, there was no equivalent express provision in Rule 4 requiring sponsored listings of products or services to be separately identified through a prescribed disclosure.

Amendment:

Every e-commerce entity must ensure that sponsored listing of products and services are **distinctly identified** with **clear** and **prominent disclosures**.

Price Reductions: Prior Price to be Displayed

Under the 2020 Rules, there was no equivalent provision prescribing a specific prior-price benchmark for announcing price reductions.

Amendment:

Where an e-commerce entity or seller announces a price reduction for goods or services, it must indicate the prior price together with the reduced price.

The Amendment further provides:

“Prior price” means the lowest price of a good or service thirty days prior to the announcement of price reduction.



Seller Information Disclosures Expanded

Under the 2020 Rules, marketplace e-commerce entities were already required to provide seller information including the seller's business name, whether registered or not, geographic address, customer care number, ratings or aggregated feedback and other information necessary for informed pre-purchase decisions.

Amendment:

The provision now expressly requires seller information including:

- name of the business;
- whether registered or not;
- geographic address;
- customer care number;
- name and details of the seller's website;
- email address, where available;
- rating or other aggregated feedback; and
- any other information necessary to enable consumers to make informed decisions at the pre-purchase stage.

Further, on a written request made by a consumer after purchase, the marketplace must provide information regarding the seller, including:

- principal geographic address of its headquarters and all branches;
- name and details of its website;
- email address; and
- any other information necessary for communication with the seller for effective dispute resolution.



Seller's Name on Invoices must be in the same font size as the Platform's Name

Under the 2020 Rules, there was no specific requirement governing the relative font size of the seller's name and the e-commerce entity's name on invoices.

Amendment:

A new **font-size parity** requirement has been introduced for the seller's name and the e-commerce entity's name on invoices. Every e-commerce entity must display clearly and prominently in its invoice, the **name of the seller in the same font size as that of the e-commerce entity's name**.

Annual Self-Audit and Certificate for Dark-Pattern Compliance

Under the 2020 Rules, there was no equivalent requirement for an annual self-audit and certificate specifically in relation to dark patterns.

Amendment:

Every e-commerce entity must:

- comply with the **Guidelines for Prevention and Regulation of Dark Patterns, 2023**;
- conduct a **yearly self-audit** to ensure that its platform is free from dark patterns; and
- prominently **display a certificate** to that effect.

Best Before / Use Before Dates Added to Marketplace Disclosures

Under the 2020 Rules, marketplace e-commerce entities were required to provide information relating to return, refund, exchange, warranty, guarantee, delivery and shipment, modes of payment and grievance redressal mechanism, among other information required for informed decisions.

Amendment:

The provision expressly requires information relating to **return, refund, exchange, warranty, guarantee, best before or use before date, delivery and shipment, modes of payment, grievance redressal mechanism**, and other similar information required by consumers to make informed decisions..



Ranking Parameters in Descending Order

Under the 2020 Rules, marketplace e-commerce entities were already required to explain the main parameters that were most significant in determining the ranking of goods or sellers and the relative importance of those parameters.

Amendment:

The marketplace must provide an explanation of the **main parameters in descending order** which, individually or collectively, are most significant in determining the ranking of goods or sellers on its platform, together with the relative importance of those main parameters, through an easily and publicly available description drafted in plain and intelligible language.

Restrictions on Use of Information

Under the 2020 Rules, there was no equivalent provision specifically regulating the following uses of information collected by a marketplace e-commerce entity.

Amendment:

A marketplace e-commerce entity cannot use information collected by it:

- (a) for the sale of goods, directly or indirectly, by any seller, whether related or not, where such goods bear a brand or name common with that of the marketplace e-commerce entity; or
- (b) to promote or advertise any seller as being associated with the marketplace e-commerce entity, unless the marketplace e-commerce entity has obtained the express and affirmative consent of the consumer to whom such information pertains.



Bundled Fees for Unrelated Services Prohibited

Under the 2020 Rules, there was no equivalent express prohibition on marketplace e-commerce entities collecting bundled fees for services unrelated to the e-commerce platform.

Amendment:

A new restriction has been introduced against **bundled fees for unrelated services**. However, the provision does not apply to:

- loyalty programmes;
- membership programmes; or
- any benefit, service, offer or incentive provided in connection with or pursuant to such loyalty or membership programmes.

Seller Disclosures Expanded

Under the existing Rules, sellers were required to provide relevant details regarding goods and services offered for sale, including information required to enable consumers to make informed decisions at the pre-purchase stage.

Amendment:

The amended provision requires sellers to disclose all relevant product and service information at the **pre-purchase stage**, including **country of origin, best before/use before date, return, refund, exchange, warranty, guarantee, delivery and shipment, cost of return shipping**, and **modes of payment**, along with any other information necessary for an informed purchase decision.

For **food products**, disclosure of best before/use before dates remains subject to applicable food safety laws.



Central Government-Issued Identification Numbers to be Disclosed

Under the existing Rules, there was no separate clause expressly requiring sellers to disclose identification numbers issued by the Central Government.

Amendment:

A new **disclosure** requirement has been introduced covering Central Government-issued identification numbers, including **Goods and Services Tax Identification Number** or **Micro and Small Medium Enterprises registration number**.

Product and Return-Shipping Information Requirements

Under the 2020 Rules, inventory e-commerce entities were required to provide accurate information relating to matters including return, refund, exchange, warranty, guarantee, delivery and shipment, modes of payment and grievance redressal mechanism.

Amendment:

Inventory e-commerce entities must provide **accurate information** on **returns, refunds, exchanges, best before/use before dates, warranties, guarantees, delivery and shipment, return-shipping costs, payment modes** and **grievance redressal mechanisms**, along with other information necessary for informed consumer decisions.

For food products, best before/use before disclosures remain subject to applicable food safety laws.

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