

**Central Consumer Protection Authority**  
**Krishi Bhawan, New Delhi --110001**  
Case No: CCPA-2/30/2025-CCPA- Part(1)

In the matter of: Misleading advertisement and unfair trade practice by Meesho (Fashnear Technologies Pvt. Ltd.)

**CORAM:**

Smt. Nidhi Khare, Chief Commissioner  
Sh. Anupam Mishra, Commissioner

**Appearance on behalf of Meesho (Fashnear Technologies Pvt. Ltd.)**

Ms. Prachi Bhuchar, Meesho  
Ms. Poorvi, Legal Team, Meesho  
Ms. Sejal, Assitant General Counsel, Meesho  
Ms. Shalini, Legal Team, Meesho

**Date: 02.12.2025**

**ORDER**

1. This is a suo moto case taken up by the Central Consumer Protection Authority (hereinafter referred as 'CCPA') against Meesho (Fashnear Technologies Pvt. Ltd.) [hereinafter referred to as 'opposite party'] with regard to sale of walkie talkies on its official website ([www.meesho.com](http://www.meesho.com)) without necessary disclosures.

2. Taking cognizance of the impugned advertisements, the CCPA, in exercise of powers conferred under Section 19 of the Consumer Protection Act, 2019 (hereinafter referred to as "the Act"), conducted a preliminary inquiry and examined that the use of walkie-talkies is regulated under the Indian Wireless Telegraphy Act, 1933. The Wireless Planning and Coordination (WPC) Wing under the Ministry of Communications and Information Technology regulates the use of walkie-talkies. The Use of Low Power and Very Low Power Short Range Radio Frequency Devices (Exemption from Licensing Requirement) Rules, 2018 provide guidelines and procedures for obtaining a walkie-talkie license, and also lists devices exempted from licensing requirements.

3. It may be noted that Rule 3 Table V of the Use of Low Power and Very Low Power Short Range Radio Frequency Devices (Exemption from Licensing Requirement) Rules, 2018 issued vide Ministry of Communication's Notification dated 18th October 2018 prescribes that Personal Mobile Radios (PMRs) that operate in the frequency range of 446.0 – 446.2 MHz (megahertz), are exempted from the requirement of a license. Rule 5 of the above-stated Rules of 2018 provides that, ***“manufacturers must obtain an Equipment Type Approval (ETA) certificate from the Wireless Planning and Coordination (WPC) Wing to ensure regulatory compliance”***.

4. Considering the above Rules & Regulations and consumer rights under Section 2(9) of the Act which include the right to be informed about the standard and genuineness of goods and services, the right to be protected against the marketing of good, products which are hazardous to life and property and the right to consumer awareness. It was found that walkie-talkies are being sold on opposite party's website ([www.meesho.com](http://www.meesho.com)) without compulsory and clear disclosures regarding the requirement of a wireless operating license or compliance with applicable laws. The product listings for walkie-talkies do not specify whether the device requires a license from the concerned authority for use. By omitting such crucial information, these listings appear to mislead consumers into believing that the devices are legal for unrestricted use.

5. CCPA prima facie observed that opposite party did not provide details regarding the operating frequency range of the walkie-talkies, making it difficult for consumers to determine whether the product falls under the license-exempt or license-required category. Through such product listing and advertisements, opposite party was attracting consumers to purchase these products while concealing essential information, thereby manipulating informed decision-making. The action appears to fall within the definition of a misleading advertisement and unfair trade practice under Consumer Protection Act, 2019.

6. It may be noted that, as per the E-commerce Rules, opposite party or every e-commerce entity is required to ensure that important information is prominently displayed and that sellers provide accurate and complete product details. In the

present case, it appeared that opposite party and the sellers have failed to meet these obligations, thereby violating the Consumer Protection (E-commerce) Rules, 2020.

7. In light of these facts, and keeping in view Sections 2(28), 2(47) and 21 of the Act, which prohibit misleading advertisements and unfair trade practices, the CCPA took cognizance of the violations. CCPA also took note of Guidelines 4 and 12 of the Guidelines for Prevention of Misleading Advertisements and Endorsements for Misleading Advertisements, 2022. These Guidelines mandate that advertisements must make only truthful and honest claims, avoid misleading consumers with unsubstantiated assertions, and ensure that any claim based on objectively verifiable facts can be substantiated when required by the Central Authority, without exaggerating the accuracy, performance, or service of the product. The impugned listing/advertisement appeared to be in violation of abovementioned provisions of the Act.

8. Accordingly, CCPA issued a notice dated 02.05.2025 to the opposite party. The notice specifically pointed out abovementioned issues and a sample of the impugned product was also enclosed as an annexure to the said notice for their reference and response. An opportunity to furnish response within 15 days of the issuance of notice was given to the opposite party to substantiate its claims, along with the following information:

- i. Name and contact details of each seller;
- ii. Product URLs and listing IDs of the walkie-talkie devices;
- iii. Details of frequency specifications and any licensing information displayed on the listings;
- iv. Whether ETA/WPC certification details have been collected or verified for these products; and
- v. The number of units sold per listing from January 2023 to date.

9. In response to the notice, a reply dated 14.05.2025 was received via email wherein the company stated that they have delisted all the walkie talkies from their website. Subsequently, in another email dated 15.05.2025, the opposite party that as a platform they have taken down all listings pertaining to walkie talkies and are promptly delisting the new products uploaded in this category, if any. Further, the

opposite party requested for additional time till 28.05.2025, to collate the data requested in the above-mentioned notice. Furthermore, vide email dated 23.05. 2025, the opposite party provided:

- i. The details of only one seller, whose particulars were furnished along with the Annexure to the notice, indicating that 2,209 units of the said product had been sold exclusively by that seller.
- ii. Meesho is committed to ensuring compliance with all applicable laws and regulations, including the Consumer Protection Act, 2019, and aims to adopt a collaborative approach to resolve issues

10. In view of the above, the CCPA examined the opposite party's reply and found that a large number of walkie talkies were sold on the opposite party's platform through various sellers. However, the opposite party furnished details of only one seller, whose information had already been annexed to the show cause notice. Thus, opposite party failed to provide the following:

- i. Name and contact details of each seller;
- ii. Product URLs and listing IDs of the walkie-talkie devices;
- iii. Details of frequency specifications and any licensing information displayed on the listings;
- iv. Whether ETA/WPC certification details have been collected or verified for these products; and
- v. The number of units sold per listing from January 2023 to date (for all the listings)

11. Thus, keeping in mind the above observations and as per Section-19 of Consumer Protection Act, 2019, CCPA was satisfied that there exists prima facie case of violation of consumer rights, misleading advertisement and unfair trade practice read with Guidelines for Prevention of Misleading Advertisements and Endorsements for Misleading Advertisements, 2022 and Consumer Protection (E-commerce) Rules, 2020. Therefore, vide letter dated 04.06.2025, the matter was referred for detailed investigation by the Director General (Investigation).

12. The Director General (Investigation) in its investigation report dated 07.10.2025 submitted the following:

- i. Meesho permitted the listing of walkie-talkie devices on its platform till May, 2025 without mandatory disclosures regarding:
  - a) Licensing requirements under the Indian Telegraph Act, 1885 and Wireless Telegraphy Act, 1933
  - b) Frequency range and spectrum compliance
  - c) Equipment Type Approval (ETA) and Wireless Planning & Coordination (WPC) certification status
- ii. The omission of such material information specifically regarding frequency range, licensing requirements, and legal usage conditions deprives consumers of essential information required to make informed purchasing decisions and exposes them to potential legal and safety risks, which constitutes a violation of consumer rights under Sections 2(9), 2(11), 2(28), and 2(47) of the Consumer Protection Act, 2019.
- iii. The Company did not furnish any license or certification documents for products that were advertised as possessing ETA or BIS registration. No verification records, declarations from sellers, or technical compliance documentation were submitted to substantiate such claims. This failure to disclose material information and substantiate regulatory compliance constitutes a breach under Consumer Protection Act, 2019.
- iv. The Company's failure to ensure that products listed on its platform operate within the license-exempt frequency band of 446.0-446.2 MHz, as prescribed under Rule 3, Table V of the Use of Low Power and Very Low Power Short Range Radio Frequency Devices (Exemption from Licensing Requirement) Rules, 2018, further indicates non-compliance with applicable technical and legal standards.
- v. Meesho failed to furnish any of the following information sought by the Investigating Authority, despite being granted adequate opportunity:
  - a) Frequency specifications and licensing disclosures.
  - b) ETA/WPC certification records.
  - c) Declarations or certifications regarding regulatory compliance.
  - d) Technical audits or verification reports.
  - e) Copies of product descriptions.
- vi. The Investigating Authority concluded that Meesho has failed to comply with procedural requirements under the Consumer Protection Act, 2019,

- vii. The platform's failure to ensure lawful product information compromises consumer safety and violates the statutory mandate under Section 2(9) and Section 2(47).
- viii. It is observed that the walkie-talkie products have been delisted from the platform. However, the said products were observed to be available for sale up to the month of May, 2025.

Conclusion: Based on the investigation, and upon review of the material facts, statutory provisions, and the conduct of the company, the Investigation Wing established a case of misleading advertisements, unfair trade practices, deficiency in services, and violation of consumer rights under the Consumer Protection Act, 2019, along with breach of frequency regulations against Meesho.

13. The Investigation Report submitted by DG (Investigation) was shared with the opposite party vide letter dated 12.11.2025 to furnish its comments. The opposite party sought additional time till 21<sup>st</sup> November to furnish its comments. Accordingly, the Central Authority honoured the request and a hearing in furtherance of the same was scheduled on 27.11.2025. The opposite party furnished its response to CCPA on 19.11.2025, wherein it stated that:

- a. At the outset, Meesho Technologies Private Limited ("Meesho") acknowledged receipt of the Hearing Letter and the Final Investigation Report ("IR"), and submitted that it operates purely as an intermediary marketplace, enabling independent third-party sellers to list products on the platform. It reiterated that at no point did the platform create or provide any listing category specifically enabling the listing of walkie-talkies, except under the category of Kids & Toys meant for toy walkie-talkies.
- b. Meesho submitted that the seller panel used by sellers to upload products does not contain any category path permitting the listing of walkie-talkies other than as toy products. The company placed reliance on screenshots of its seller panel (page 2–3 of the response) demonstrating that a search for "walkie talkie" or "walky talky" leads only to toy-related sub-categories. Internal system screenshots were also submitted to show that no other category is available for walkie-talkie listings.

- c. It was further submitted that since the platform only permitted toy walkie-talkies, the onboarding process did not require sellers to provide information such as frequency range, licensing or licence-exemption details, spectrum compliance, or other mandatory disclosures referred to in the IR, as these requirements were not applicable to toy products.
- d. Meesho asserted that any non-compliant listings visible prior to issuance of the first notice in May 2025 were not created with the knowledge or intention of the platform, but were attempted by sellers by "circumventing the platform's policies," and therefore should not be treated as a deliberate breach of the Consumer Protection Act, the E-Commerce Rules, or the Guidelines for Prevention and Regulation of Illegal Listing and Sale of Radio Equipment including Walkie-Talkies, 2025.
- e. Meesho submitted that immediately upon receipt of Notice 1, it complied with its intermediary obligations by delisting all non-compliant products and undertaking corrective actions. It stated that it subsequently strengthened its diligence and monitoring mechanisms, including deployment of a Data Science ("DS") model trained to detect prohibited wireless equipment through keyword flags, image recognition, and product description scans. Meesho also constituted a quality-check team to manually review flagged listings and ensure prompt delisting within 24-48 hours.
- f. The opposite party contended that no non-compliant walkie-talkie listings are presently visible on the platform. It submitted screenshots (page 5) demonstrating the absence of such listings.
- g. Meesho concluded that the response evidences its good-faith, systems-driven approach towards compliance, and reaffirmed its commitment to proactive diligence, monitoring, and prompt delisting of non-compliant wireless devices. The company expressed willingness to provide any further clarification or documentation required by the Authority.

14. Thereafter, CCPA conducted a hearing on 27.11.2025, wherein Ms. Sejal (Associate General Counsel), Ms. Poovi, Ms. Prachi and Ms. Shalini appeared on behalf of the opposite party. During the hearing, the opposite party made the following submissions:

- i. The opposite party submitted that there was no intention on the part of the platform to permit the sale of walkie-talkies governed by statutory licensing requirements. It was stated that the platform had no dedicated category permitting the listing of such devices, and only a "Kids & Toys" category existed wherein toy walkie-talkies could be listed. It was further submitted that, prior to issuance of the notice dated May 2025, the platform was unaware that certain sellers had mis-categorised non-toy walkie-talkies under the toys category.
- ii. The opposite party contended that immediately upon receipt of the notice in May 2025, it verified the listings and identified that certain sellers had allegedly circumvented platform controls by incorrectly uploading non-compliant walkie-talkies as toys. The opposite party submitted that all such non-compliant listings were promptly delisted, and corrective steps were taken to ensure that such circumvention cannot recur.
- iii. It was submitted that the platform has since strengthened its diligence and monitoring mechanisms by introducing enhanced checks, including mandatory human review for any product that appears to resemble a walkie-talkie, irrespective of category. The opposite party stated that no walkie-talkie (other than toy variants) has appeared on the platform after May 2025 and affirmed that the present platform controls now prevent any such listing.
- iv. Upon being questioned regarding the scale of such sales, the opposite party submitted that one of the principal sellers identified was "*Sapna Star Services*," who had sold a substantial number of units. The opposite party stated that such sellers had been delisted, and their PAN, GST and bank details had been blocked to prevent re-entry onto the platform. It was stated that the details of such sellers had also been provided to the Authority as previously sought.
- vi. When asked about additional sellers and duration of sales, the opposite party submitted that while the representatives did not have the complete data during the hearing, the information was available with the relevant internal teams and would be furnished within 24 hours. The opposite party undertook to provide (a) the number of unique sellers involved, (b) the period of their



activity, (c) number of units sold, and (d) any other relevant information as may be available.

- vi. Upon being questioned regarding consumer safety and recurrence prevention, the opposite party submitted that it undertakes routine platform audits, periodic category-wide clean-ups, and continuous updates to its data-science based flagging systems. It was stated that any concerns highlighted by regulatory bodies or third parties are immediately incorporated into the platform's detection models to prevent recurrence of restricted listings.
- vii. The opposite party reiterated that while certain instances of circumvention may occur in large online marketplaces, the platform's obligation is to promptly address gaps once identified. It submitted that it has taken all reasonable steps to ensure that the sale of regulated wireless devices does not occur on its platform.

15. In continuation of the hearing proceedings, the opposite party, vide email dated 28.11.2025, furnished the supplier details pertaining to non-toy walkie-talkie products listed on its platform between May 2024 and May 2025. The information included the respective sellers' phone numbers, email addresses, registered names, pickup addresses, cities, and States. The opposite party further submitted that a total of 1,896 non-toy walkie-talkie products had been listed by 85 unique sellers during the said period; however, it expressed its inability to confirm the licensing requirements applicable to these products. The opposite party, nevertheless, failed to provide the number of units sold by such sellers.

16. It may be mentioned that Section- 2(28) of the Act defines "misleading advertisement" in relation to any product or service means an advertisement, which—

- i. falsely describes such product or service; or
- ii. gives a false guarantee to, or is likely to mislead the consumers as to the nature, substance, quantity or quality of such product or service; or
- iii. conveys an express or implied representation which, if made by the manufacturer or seller or service provider thereof, would constitute an unfair trade practice; or

- iv. deliberately conceals important information.

17. From a plain reading of the above provisions of the Act, it is evident that any advertisement must adhere to the following principles:-

- i. It should present a truthful and honest representation of facts.
- ii. Any assertions or guarantees made in the advertisement must be supported by credible and authentic evidence, studies, or materials.
- iii. Must not engage in unfair trade practices as defined under Section 2(47) of the Act. Specifically:
- iv. It should not make false or misleading claims regarding the necessity or usefulness of any goods or services [Section 2(47) (f)].
- v. It should not adopt any unfair trade practice as defined under Section 2(47) of the Act, including making a materially misleading warranty, guarantee, or promise, or one that has no reasonable prospect of being carried out [Section 2(47)(h)].
- vi. Important information must be disclosed in a clear, prominent, and hard to miss manner to ensure that no critical details are concealed from consumers.

18. It is important to mention that Department of Telecommunication's Spectrum Management on Online Sale or Purchase of Wireless Sets and Equipments which can be accessed via below link <https://dot.gov.in/spectrummanagement/online-sale-or-purchase-wireless-sets-and-equipments> states the following:-

*"ii) It is the responsibility of these intermediaries to follow certain due diligence guidelines as stated in the Information Technology (Intermediaries guidelines) Rules, 2011, which includes signing of "User Agreement" for access or usage of the intermediary's computer resource by any person (Sellers and Purchasers under the referred context). These IT rules clearly indicate the typical aspects this "User Agreement" should address including the need for compliance of any laws by these sellers and the purchasers.*

*iii) In the instant case, there is a need for the Dealer Possession License (DPL) under the relevant provisions of the Indian Wireless Telegraphy Act 1933 by the seller for wireless equipment if it is in the licensed bands or "Equipment Type Approval*

*(ETA)" if it is in the de-licensed band. The purchaser needs to obtain "frequency authorization/agreement in principle letter" from WPC Wing, DoT under Indian Telegraph Act 1885 before purchasing any equipment in the licensed bands and subsequently wireless operating license for the same after submitting required documents and spectrum charges/ fees. **Therefore, the on-line intermediaries need to ensure that these statutory requirements are fulfilled.***

4. *Therefore, it is reiterated that if there is any licensing/ statutory requirement on telecom equipment being sold or purchased, **it will be the responsibility of those selling it or purchasing it, as well as of the online intermediaries facilitating such sale and purchase, that the relevant statutes of the Government are not violated.***"

19. The CCPA has carefully examined the submissions made by the opposite party through emails dated 14.05.2025, 15.05.2025, 28.05.2035, 19.11.2025, and 28.11.2025, the oral submissions made during the hearing held on 27.11.2025, and the Investigation Report dated 07.10.2025. Upon consideration, the following findings are recorded:

- i. The opposite party listed walkie-talkie devices on its platform without providing mandatory disclosures relating to:
  - a. Licensing requirements under the Indian Telegraph Act, 1885 and the Wireless Telegraphy Act, 1933;
  - b. Frequency range and spectrum compliance;
  - c. Equipment Type Approval (ETA) and Wireless Planning & Coordination (WPC) certification status.
- ii. The omission of such material information constitutes a violation of consumer rights under Sections 2(9), 2(11), 2(28), and 2(47) of the Consumer Protection Act, 2019, and reflects a failure to ensure lawful and well-informed product promotion.
- iii. A total of 2,209 walkie-talkies were purchased by consumers through the opposite party's platform, from a single seller, without any disclosure of frequency specifications, licensing requirements, or ETA/WPC certification. No

evidence has been submitted to establish that these devices possessed the requisite ETA certification. Additionally, the opposite party further submitted that a total of 1,896 non-toy walkie-talkie products had been listed by 85 unique sellers during a period of 1 year. However, the opposite party failed to provide the number of units sold by them.

- iv. The walkie-talkie devices listed and sold on the platform were operating on radio frequency bands without adequate disclosure regarding the specific frequency range utilised, including whether such frequencies fell within or exceeded the limits permissible under law. Such omission constitutes a violation of Rule 3 of the "Use of Low Power and Very Low Power Short Range Radio Frequency Devices (Exemption from Licensing Requirement) Rules, 2018". ETA certification is mandatory for any person listing, manufacturing, or selling wireless equipment in India, as it ensures consumer safety and adherence to the authorized frequency spectrum. Therefore, ETA constitutes essential information that must be disclosed by both the e-commerce entity and the seller. The opposite party thus deliberately concealed crucial information from consumers.
- v. Accordingly, the listing of walkie-talkies on the opposite party's e-commerce platform without disclosing ETA (WPC) certification amounts to a violation of the provisions of the Consumer Protection Act, 2019 relating to unfair trade practice and misleading advertisements.
- vi. Section 2(9) of the Consumer Protection Act, 2019 recognizes the consumer's right to be informed, and mandates that e-commerce entities disclose all material information necessary to safeguard consumers against unfair trade practices.
- vii. The Consumer Protection (E-commerce) Rules, 2020 impose a duty on e-commerce entities to disclose, in a clear and accessible manner, all information necessary to enable consumers to make informed decisions at the pre-purchase stage, and to ensure such information is prominently displayed.

- viii. Platforms such as the opposite party cannot function merely as passive intermediaries. E-commerce entities are required to take reasonable steps to prevent the listing and sale of prohibited or non-compliant products, as well as other illegal activities on their platform.
- ix. The opposite party is not merely a passive facilitator; it exercises substantial control over the products listed on its platform. While it may contend that it is not the direct seller of the impugned devices, it nonetheless has a legal duty to ensure that such products are not offered for sale or permitted to be listed without mandatory disclosures and compliance with applicable laws. This responsibility arises particularly in view of the commission and revenue earned by the opposite party from the sale of such products. The opposite party failed to take timely and appropriate action to prevent the sale of non-compliant products. It is further observed that the opposite party delisted the impugned products from its platform only after the issuance of the CCPA notice, indicating that no proactive measures were taken prior to regulatory intervention.
- x. A critical aspect of the matter concerns the protection of consumers who may have been misled into purchasing the impugned products under confusion and deception.
- xi. It is important to note that consumers rely heavily on online descriptions, specifications, and images while shopping on e-commerce platforms, as they do not have physical access to the product. The sale of walkie-talkies that did not comply with mandatory legal requirements amounts to misleading consumers and exposes them to potential regulatory risks and national security implications.
- xii. The DoT public advisory reproduced in abovementioned para 17 explicitly places responsibility on intermediaries to ensure that sellers and purchasers comply with statutory requirements. Opposite party failure to verify or display ETA and licensing information constitutes non-compliance with the advisory and demonstrates disregard for regulatory obligations.

- xiii. The opposite party has violated the following provisions of the Consumer Protection Act 2019:-
- a. Section 2(28) (i)- Falsely describes such product or service
  - b. Section 2(28)(ii)- gives a false guarantee to, or is likely to mislead the consumers as to the nature, substance, quantity or quality of such product or service
  - c. Section 2(28)(iii) - Unfair Trade Practice (conveys an express or implied representation which, if made by the manufacturer or seller or service provider thereof, would constitute an unfair trade practice; or)
  - d. Section 2(28)(iv) – Deliberately conceals important information
  - e. Section 2(47)- Unfair Trade Practice (Clause (d) of said Section representing that the goods have approval) by failing to disclose that it did not have approval
  - f. Guidelines for Prevention of Misleading Advertisements and Endorsements for Misleading Advertisements, 2022.

20. Further section 2(47) of the Consumer Protection Act 2019 states that:

*"unfair trade practice means a trade practice which, for the purpose of promoting the sale, use or supply of any goods or for the provisions of any service, adopts any unfair method or unfair or deceptive practice (d) represents that the goods or services have sponsorship, approval, performance, characteristics, accessories, uses or benefits which such goods or services do not have".*

21. The Consumer Protection Act, 2019 upholds the right of consumers to make informed decisions. Misrepresentation of facts or concealing important information in product listing interferes with this right. By presenting an untrue, incomplete and misleading claim, the opposite party has engaged in unfair trade practices, warranting corrective measures. Therefore, CCPA is satisfied that opposite party has engaged in unfair trade practice, false and misleading advertisement as envisaged under the Act and therefore CCPA is of the opinion that it is necessary to impose a penalty in consumer interest.

22. The CCPA is empowered under Section- 21 of the Consumer Protection Act, 2019 to issue directions to the advertiser of false or misleading advertisement to

discontinue or modify the advertisement and if necessary, it may, by order, impose a penalty which may extend to ten lakh rupees and for every subsequent contravention may extend to fifty lakh rupees. Further, Section 21 (7) of the above Act prescribes that following may be regarded while determining the penalty against false or misleading advertisement:-

- a) the population and the area impacted or affected by such offence;
- b) the frequency and duration of such offence;
- c) the vulnerability of the class of persons likely to be adversely affected by such offence.

23. It may be noted that opposite party operates as an e-commerce platform engaged in listing and facilitating sale of various consumer goods across India through online mode. The platform is accessible nationwide through its website, thereby enabling consumers from different States and Union Territories to access and purchase the listed products. Accordingly, it is evident that the activities of the opposite party have a substantial consumer reach and market presence, and any misleading or non-compliant listing on such a platform has the potential to affect a large number of consumers. Therefore, the conduct of the opposite party attracts the applicability of Section 21(7) of the Consumer Protection Act, 2019, necessitating imposition of penalty for dissemination of misleading and non-compliant advertisements on a platform with significant consumer outreach.

24. As already noted, the product under examination is a sensitive device and has a bearing on national security. The opposite party has to carry out the due diligence as required by the Information Technology (Intermediaries Guidelines) Rules, 2011. However, the gravity of the violation is further compounded by an implied misleading representation that the product may not need licensing. It is further observed that the walkie-talkies displayed on the platform were advertised as offering high-range communication extending up to 2 kilometres in open areas, indicating potential operation on frequency bands not exempted under the applicable Rules, and are listed without the mandatory disclosures required under law. This misrepresentation has pushed unsuspecting consumers towards the risks of legal troubles for use of unapproved products. The action of the opposite party has seriously undermined consumer interest.



It has been further noted that the opposite party has not taken any legal action against the sellers for misusing the platform through mis-categorisation of a sensitive device in toys category. The opposite party has merely delisted the product seller (a firm).

Therefore, CCPA based on the observations in the aforementioned paras and having considered the findings investigation report is of the opinion that it is also necessary to levy a penalty.

25. In view of the above, under Section- 20, 21 read with Section 10 of the Consumer Protection Act 2019, CCPA hereby issues the following directions:-

- a) In light of the nature of the violations detailed in the foregoing paragraphs, it is necessary that the opposite party is directed to Pay a penalty of **₹10,00,000/-** for indulging in misleading advertisement and unfair trade practice.
- b) The opposite party shall ensure that in future no walkie-talkies or any product requiring statutory approval/certification is listed or sold on its platform without full compliance with applicable laws and mandatory disclosures.
- c) The opposite party shall periodically carry out self-audit of its platform so that such violations of law through deceptive listings are not prevalent. It shall further publish certificate of such self-audit on their website in consumer interest.
- d) Submit a compliance report of the directions (a) & (b) above within 15 days of receipt of the Order.

The above order and directions are passed in exercise of the powers conferred upon CCPA under section 10, 20, 21 of the Consumer Protection Act 2019.

  
Nidhi Khare  
Chief Commissioner

  
Anupam Mishra  
Commissioner