

Brief on

Consumer Protection (E-Commerce) (Amendment) Rules, 2026



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On September 10, 2026, the Department of Consumer Affairs of the Government of India amended the [Consumer Protection \(E-Commerce\) Rules, 2020](#), through the [Consumer Protection \(E-Commerce\) \(Amendment\) Rules, 2026](#) ('Amendment'). The Amendment seeks to address emerging consumer concerns in the digital marketplace, with the objective of strengthening consumer protection while facilitating a transparent and balanced regulatory framework for the e-commerce sector.

The Amendment shall come into force from January 01, 2027.

Under the Consumer Protection (E-Commerce) Rules, 2020, an e-commerce entity is a person that owns, operates, or manages a digital/electronic platform for e-commerce, excluding sellers using a marketplace platform. E-commerce entities are classified as:

- Inventory e-commerce entity: Owns the goods/services and sells them directly to consumers, including single-brand and multi-channel retailers.
- Marketplace e-commerce entity: Provides a digital platform that connects buyers and sellers.

The Amendment provides for:

- Every e-commerce entity has to become a partner of the National Consumer Helpline, so that complaints regarding e-commerce platforms can be resolved through the national consumer grievance redress mechanism.
- Every e-commerce entity shall provide the complainant with a copy of the complaint as recorded by its grievance officer.
- E-commerce entities shall not manipulate search results in a manner that misleads users or adversely affects the relevance of results to the user's search query.
- Sponsored listings shall be identified through clear and prominent disclosures.
- Where a price reduction is announced, the reduced price and prior price shall both be displayed. The "prior price" means the lowest price at which the goods or services were offered during the 30 days preceding the announcement.
- E-commerce entities shall comply with the [Guidelines for Prevention and Regulation of Dark Patterns, 2023](#), undertake a yearly self-audit and prominently display a certificate of compliance.
- Marketplace e-commerce entities shall provide key information, including best before/use before dates, return/refund, warranty, delivery and payment details, to enable informed consumer decisions.
- Marketplace e-commerce entities shall not use consumer information for specified purposes without express and affirmative consent.
- Marketplace e-commerce entities shall not collect bundled fees for services unrelated to the e-commerce platform, subject to the specified exception for loyalty or membership programs.
- Importer details and country of origin shall be disclosed for imported goods.