

26<sup>th</sup> February, 2023

**TRADERS TO BURN HOLI OF FOREIGN FUNDED E COMMERCE COMPANIES  
INCLUDING AMAZON & FLIPKART ON 6TH MARCH ACROSS COUNTRY AT 500 PLACES**

Demonstrating fiercely against the poisoning of e-commerce business in India and distorting its nature, trade associations from across the country under the umbrella of the Confederation of All India Traders (CAITT) will burn holi of effigies of foreign funded e-commerce companies Amazon & Flipkart and various others on 6th March in different cities of all the states of the country, strongly demanding the Central Government to issue e-commerce rules under Consumer Protection Act and a robust e-commerce policy. CAIT National President Mr. B.C.Bhartia & Secretary General Mr. Praveen Khandelwal while making this announcement today at New Delhi also stressed the need for formation of an empowered E-Commerce Regulatory Authority on the pattern of SEBI or TRAI said so that the continuous violation of government policies and arbitrariness by foreign e-commerce companies can be curbed.

Mr. Bhartia and Mr. Khandelwal said that on March 6, traders from across the country will unitedly express their anger and resentment towards Indian e-commerce trade being held hostage by these companies. The holi of effigies of Amazon & Flipkart and other foreign funded companies will be held at more than 500 places in the country. They also said that the issue of e-commerce policy and rules for e-commerce is pending for a long time and as there are rules and regulations for all other businesses, there is a dire need of rules, regulations and policies for e-commerce as well.

Mr. Bhartia and Mr. Khandelwal said that apart from Amazon and Flipkart, not only in providing goods but also in providing services, other e-commerce companies have caused a lot of damage to the business of entrepreneurs by their illusions. Prominently sectors like food items, Travel and tourism, education, logistics, medicines, online games etc. have also been captured by such companies to a great extent. If necessary steps are not taken by paying attention to this, then the day is not far when a large part of the country's retail business will be in the possession of foreign companies-added the trade leaders.

Mr. Bhartia and Mr. Khandelwal said that due to the distorted nature of e-commerce, retail and wholesale trade of the country has been badly affected, especially mobile and mobile accessories, grocery, spices, FMCG products, gift items, readymade garments, footwear. , glasses, watches, pharmacy, electronics, furniture, home furnishing, toys, vegetables, dry fruits, food items, kitchen equipment, builders hardware, office equipment, stationery, paper, electrical goods etc. They also said that if this situation continues, then these companies will take over all the remaining businesses by doing their arbitrariness.

Mr. Bhartia and Mr. Khandelwal said that foreign companies like Amazon and Flipkart have badly poisoned the country's e-commerce business and for the past several years openly violated the government's policy, rules and laws, not only e-commerce. These companies feel that India's laws are very weak and if any action is taken against them, then by paying huge fees to the country's renowned lawyers, they will make the judicial process very long by screwing up the legal stakes in the judicial system. CAIT has also urged Union Commerce and Consumer Affairs Minister Mr. Piyush Goyal to set up a regulatory authority like TRAI and SEBI to look after the country's e-commerce business and act on violations.