



Press Release

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CAIT DEMANDED GOEL TO IMMEDIATELY ROLL OUT E COMMERCE RULES & POLICY

The Confederation of All India Traders (CAIT) in a communication sent today to Union Commerce & Consumer Affairs Minister Shri Piyush Goel has strongly urged for early roll out of e-commerce policy, e-commerce rules under Consumer Protection Act and a new press note replacing Press Note No 2 of FDI in retail policy to streamlining e-commerce trade in India. The implementation of these three policy initiatives is keenly awaited by the traders of the Country since they are facing great harassment at the hands of foreign e-commerce companies and an uneven level playing field because of predatory pricing, exclusivity and owing inventory.

CAIT National President Mr B C Bhartia & Secretary General Mr Praveen Khandelwal said that the trading community is deeply anguished over the rampant violation of laws and rules by several global e-commerce giants. It is deeply regrettable that it is all happening despite your unequivocal warnings at several times expressed at various national & international platforms for more than two years. Such a scenario has created a "Highway or My Way" type situation in the Country in the field of e-commerce.

Mr Bhartia & Mr Khandelwal said that through e-commerce no substantial FDI is entering into India rather the money which comes under the guise of FDI is used for cash burning or to support huge losses incurred by global e-tailers. We are of the firm opinion that e-commerce democracy in India should not be compromised at all.

Both trade leaders further added that it has been duly established that several foreign funded e-commerce companies are indulging into predatory pricing, deep discounting, loss funding, exclusivity, owning inventory and preferential seller system in their business practices.

We are of the considered opinion that provisions prohibiting deep discounts and flash sales, making e-commerce marketplaces responsible for the quality of goods sold on their platforms, setting up of robust grievance redressal mechanisms by the e-commerce companies, stoppage of market-distorting discount offers, mis-selling of goods and services, equal treatment of all sellers registered on their platforms and no adoption of algorithms having liberty to select sellers for sale of goods or services, should be the integral and non compromising points of the trading community which duly validate the principle of natural justice and e-commerce freedom in India- said the trade leaders.

Mr Bhartia & Mr Khandelwal said that since we are not urging for any special favor for the traders but certainly inclined to ensure that laws, rules & regulations and policies of the Government must be followed by one & all both in letter & spirit. It will facilitate the domestic traders to adopt e-commerce in a big way as per the call of Hon'ble Prime Minister Shri Narendra Modi for "Digital India". If the even level playing is not granted, the traders of the Country shall be compelled to loose their businesses because of the manipulative and unethical business practices of the e-commerce companies. We are sure that the Government led by Prime Minister Shri Narendra Modi must not have this intention.

For more details, please contact CAIT Secretary General Mr. Praveen Khandelwal at +91-9891015165

