



Press Release

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TRADERS BODY CAIT CAME DOWN HEAVILY ON AMAZON

The Confederation of All India Traders (CAIT) has strongly criticized Amazon and other e-commerce companies for offering excessive discounts, accusing them of undermining the retail trade ecosystem in the country. CAIT National President Shri B.C. Bhartia and Secretary General Emeritus Shri Praveen Khandelwal also called out several banks for offering exclusive discounts and cashback deals on purchases made through these e-commerce platforms. The trade leaders labeled this as a deliberate strategy to drive small retailers out of business.

According to media reports, Amazon has announced discounts of up to 40% on mobile phones and accessories, and laptops, while discounts on top television brands could reach 65%. Washing machines, refrigerators, and air conditioners may see discounts as high as 75%. As part of its festive discount scheme, 5G-enabled handsets will be available for as low as ₹8,999.

Mr. Bhartia and Mr. Khandelwal stated that these actions show a blatant disregard for laws and regulations. Despite a recently released investigation report by the Competition Commission of India that reveals the unethical business practices and modus operandi of these e-commerce giants, they continue to engage in the same harmful practices. They added that these companies treat India like a "banana republic," showing little respect for the country's laws and regulations. The trade leaders also noted that many brands are complicit in these unethical practices.

They emphasized that while these discounts are aimed at attracting consumers, they flagrantly violate rules governing fair trade and pricing. Such excessive discounting not only distorts market competition but also creates an uneven playing field, particularly harming smaller retailers and businesses that cannot compete with these deep discounts.

The trade leaders urged the government to take immediate action against these companies, including suspending their festive sales, in order to restore fairness and protect the interests of the retail sector.

Fayde ka Sauda

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