

September 9, 2026

CONSUMER AFFAIRS

E-commerce listings must give full country of origin

G.S.R. 789(E) amends the Consumer Protection (E-Commerce) Rules, 2020 from January 1, 2027 on country of origin, prior prices, ranking and seller details.

THE DEPARTMENT OF Consumer Affairs, Ministry of Consumer Affairs, Food and Public Distribution, has notified the Consumer Protection (E-Commerce) (Amendment) Rules, 2026 by G.S.R. 789(E) dated September 9, 2026, published in the Gazette of India, Extraordinary, Part

II, Section 3, Sub-section (i), No. 721 of the same date. The rules are made under clause (zg) of sub-section (2) of section 101 of the Consumer Protection Act, 2019. They amend the Consumer Protection (E-Commerce) Rules, 2020 and come into force on January 1, 2027.

KEY FACTS

AUTHORITY

Consumer Affairs

PUBLISHED

September 9, 2026

ISSUED BY

Department of Consumer Affairs,
Ministry of Consumer Affairs, Food
and Public Distribution

DOCUMENT

G.S.R. 789(E), Consumer Protection
(E-Commerce) (Amendment) Rules,
2026

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Consumer Affairs · September 9, 2026

The Department of Consumer Affairs, Ministry of Consumer Affairs, Food and Public Distribution, has notified the Consumer Protection (E-Commerce) (Amendment) Rules, 2026 by G.S.R. 789(E) dated September 9, 2026, published in the Gazette of India, Extraordinary, Part II, Section 3, Sub-section (i), No. 721 of the same date. The rules are made under clause (zg) of sub-section (2) of section 101 of the Consumer Protection Act, 2019. They amend the Consumer Protection (E-Commerce) Rules, 2020 and come into force on January 1, 2027.

Where an e-commerce entity offers imported goods or services for sale, it shall mention the name and details of any importer from whom it has purchased them, or who may be a seller on its platform. It shall also provide for identification of the goods and mention the full and complete name of their country of origin, as provided under the Legal Metrology (Packaged Commodities) Rules, 2011. Every entity shall display its legal name, the principal geographic address of its headquarters and all branches, its website details, and contact details of customer care and the grievance officer, and shall become a partner in the convergence process of the National Consumer Helpline of the Central Government.

The grievance officer shall acknowledge a consumer complaint within forty-eight hours, give the complainant a copy of the complaint as recorded, and redress it within one month from receipt. A new clause (c) in rule 4(11) reads "mislead users by manipulating search result or search indexes having regard to the search query of the user", and sponsored listings shall be distinctly identified with clear and prominent disclosures. Where an entity or a seller announces a price reduction, it shall indicate the prior price along with the reduced price. The rules define "prior price" as "the lowest price of a good or service thirty days prior to the announcement of price reduction".

Every e-commerce entity shall display the seller's name in its invoice, clearly and prominently, in the same font size as the entity's own name. Every entity shall comply with the Guidelines for Prevention and Regulation of Dark Patterns, 2023, conduct a yearly self-audit to ensure its platform is free from dark patterns, and display a certificate to that effect prominently. The definition of "ranking" in rule 3 is replaced to cover the relative prominence or relevance given to sellers, or to goods or services offered through a marketplace, irrespective of the technological means used.

Rule 5(3) now lists seller details including the business name, whether registered or not, geographic address, customer care number, website and email address, and any rating or other aggregated feedback, with fuller seller details on a consumer's written request after purchase. It also calls for a plain-language explanation of the main parameters, in descending order, that determine ranking. A new rule 5(6) bars a marketplace e-commerce entity from using information it collects for the sale by any seller of goods bearing a brand or name common with its own, or to promote any seller as associated with it without the consumers' express and

affirmative consent. Rule 5(7) bars bundled fees for unrelated services, except loyalty and membership programs.

Rule 6(5) is amended so that the details provided about goods and services offered for sale by a seller include country of origin, best before or use before date, return, refund, exchange, warranty and guarantee, delivery and shipment, cost and return shipping and modes of payment, together with any identification number issued by the Central Government, including the Goods and Services Tax Identification Number or Micro and Small Medium Enterprises registration number. Rule 7(1)(a) is replaced in similar terms. For food products, display of the best before or use before date is subject to the Food Safety and Standards Act, 2006. The rules are signed by Anupam Mishra, Additional Secretary.

Issued by	Department of Consumer Affairs, Ministry of Consumer Affairs, Food and Public Distribution
Document	G.S.R. 789(E), Consumer Protection (E-Commerce) (Amendment) Rules, 2026
Dated	September 9, 2026
Takes effect	January 1, 2027
Amends	Consumer Protection (E-Commerce) Rules, 2020, G.S.R. 462(E) dated July 23, 2020
Imported goods	Name and details of the importer; full and complete name of the country of origin
Prior price	The lowest price of a good or service thirty days prior to the announcement of price reduction
Consumer complaints	Acknowledged within forty-eight hours; redressed within one month from receipt
Dark patterns	Yearly self-audit, with a certificate displayed prominently
Signed by	Anupam Mishra, Addl. Secy. (F. No. J-10/3/2018-CPU)

Where the amendments fall

Provision	Change
Rule 3(1)(j)	"Ranking" redefined
Rule 4(2)	Legal name, headquarters and branch addresses, website details, customer care and grievance officer contacts to be displayed
Rule 4(5)	Complaint acknowledged within forty-eight hours and redressed within one month

Rule 4(6)	Imported goods: importer name and details; full and complete name of the country of origin
Rule 4(7)	Partner in the convergence process of the National Consumer Helpline
Rule 4(11)(c)	Inserted: "mislead users by manipulating search result or search indexes having regard to the search query of the user"
Rule 4(12)	Sponsored listings distinctly identified with clear and prominent disclosures
Rule 4(13)	Prior price shown along with the reduced price
Rule 4(14)	Seller's name on the invoice in the same font size as the e-commerce entity's name
Rule 4(15)	Compliance with the Guidelines for Prevention and Regulation of Dark Patterns, 2023; yearly self-audit and certificate
Rule 5(3)(a), (c), (f)	Seller details; return, refund and other consumer information; main ranking parameters
Rule 5(6)	Limits on use of information collected by a marketplace e-commerce entity
Rule 5(7)	No bundled fees for services unrelated to the e-commerce platform
Rule 6(5)(d), (j)	Details of goods and services including country of origin; Central Government identification number
Rule 7(1)(a)	Accurate information on return, refund, exchange, delivery, payment and grievance redressal

[The notification](#) (PDF, 1.4 MB)

Source: [Gazette of India, CG-DL-E-10092026-276125](#).

Checked against the official copy on October 20, 2026.

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