April 27, 2026

LEGAL METROLOGY

New e-commerce country-of-origin filter rule from July 1, 2027

G.S.R. 312(E) substitutes rule 6(10A) of the Packaged Commodities Rules, 2011: from July 1, 2027, imported product listings must contain a country-of-origin filter.

THE DEPARTMENT OF Consumer Affairs, Ministry of Consumer Affairs, Food and Public Distribution, issued notification G.S.R. 312(E), dated April 27, 2026. It makes the Legal Metrology (Packaged Commodities) Second Amendment Rules, 2026, and was published in the Gazette of India, Extraordinary, Part II, Section 3, Sub-section (i), No. 288, the same day. The Central Government made the rules under section 52(1), read with clauses (j) and (q) of section 52(2), of the Legal Metrology Act, 2009. They come into force on July 1, 2027. Anupam Mishra, Additional Secretary, signed the notification under F. No. I-9/5/2023-W&M.

KEY FACTS

AUTHORITY

Legal Metrology

PUBLISHED

April 27, 2026

ISSUED BY

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

DOCUMENT

Notification G.S.R. 312(E), the Legal Metrology (Packaged Commodities) Second Amendment Rules, 2026



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The rules substitute sub-rule (10A) of rule 6 of the Legal Metrology (Packaged Commodities) Rules, 2011. The new sub-rule reads: "Every e-commerce entity offering for sale any imported product shall, with effect from the 1st day of July, 2027, ensure that the product listing of such imported product contains a searchable and sortable filter specifying the country of origin."

The notification's note says the 2011 rules were last amended by G.S.R. 128(E), dated February 13, 2026. That notification made the Legal Metrology (Packaged Commodities) Amendment Rules, 2026, which inserted rule 6(10A) after sub-rule (10), in these words: "Every e-commerce entity selling imported products shall provide the product listings of such imported products in a searchable and sortable filter specifying the country of origin." They came into force on July 1, 2026. They carry the same file number, F. No. I-9/5/2023-W&M, and the same signatory.

The April text speaks of an entity "offering for sale any imported product" where the February text said "selling imported products". It requires the entity to "ensure that the product listing" contains the filter, where the February text required the entity to "provide the product listings" in one. The April rules do not say what applies between July 1, 2026 and July 1, 2027. They give no reason for the change and do not describe how the filter is to work.

Issued by	Department of Consumer Affairs, Ministry of Consumer Affairs, Food and Public Distribution
Document	Notification G.S.R. 312(E), the Legal Metrology (Packaged Commodities) Second Amendment Rules, 2026
Dated	April 27, 2026
Published	Gazette of India, Extraordinary, Part II, Section 3, Sub-section (i), No. 288, April 27, 2026
Takes effect	July 1, 2027
Applies to	Every e-commerce entity offering for sale any imported product

Amends	Rule 6, sub-rule (10A), of the Legal Metrology (Packaged Commodities) Rules, 2011 (substituted)
Rule 6(10A) from July 1, 2027	"Every e-commerce entity offering for sale any imported product shall, with effect from the 1st day of July, 2027, ensure that the product listing of such imported product contains a searchable and sortable filter specifying the country of origin."
Rule 6(10A) as inserted by G.S.R. 128(E), February 13, 2026, in force from July 1, 2026	"Every e-commerce entity selling imported products shall provide the product listings of such imported products in a searchable and sortable filter specifying the country of origin."
Related	G.S.R. 789(E), September 9, 2026, the Consumer Protection (E-Commerce) (Amendment) Rules, 2026: from January 1, 2027, an e-commerce entity offering imported goods must mention the full and complete name of their country of origin, as provided under the Legal Metrology (Packaged Commodities) Rules, 2011
Legal basis	Section 52(1), read with section 52(2)(j) and (q), Legal Metrology Act, 2009
Signed by	Anupam Mishra, Additional Secretary
File number	F. No. I-9/5/2023-W&M

The notification (PDF, 614 KB)

Source: Gazette of India, CG-DL-E-27042026-272105.

Checked against the official copy on October 28, 2026.

IndusDesk

hello@indusdesk.com · +91 11 4141 3939

9th Floor, Hemkunt House, Rajendra Place, New Delhi, Delhi 110008, India

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