CONSUMER AFFAIRS

Ola fined Rs 10 lakh for pre-ride tip prompt

CCPA's order of November 10, 2026 fines ANI Technologies (Ola) Rs 10 lakh and tells it to stop asking riders for a tip or add-on before the trip ends.

THE CENTRAL CONSUMER Protection Authority (CCPA) has fined ANI Technologies Private Limited, which runs the ride-hailing app Ola, Rs 10,00,000 (Rupees Ten Lakh) and told it to stop asking riders for a tip or add-on before the trip is over. The order in Case No. CCPA-2/55/2025-CCPA is dated November 10, 2026 and signed by Nidhi Khare, Chief Commissioner, and Anupam Mishra, Commissioner. It is made under Sections 20 and 21 read with Sections 10, 18 and 19 of the Consumer Protection Act, 2019.

KEY FACTS

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The case began with a complaint received on May 16, 2025. On the screen titled "Booking a driver soon", the app showed "Adding a tip might help increase the chances of getting a ride faster" with pre-set amounts. CCPA issued a Show Cause Notice dated May 28, 2025. The order records that the feature went live on April 27, 2025 and that the word "tip" was dropped on May 22, 2025, but the add-on that replaced it kept prompts such as "Improve your chances of quicker ride confirmation!". The Investigation Report is dated February 20, 2026. CCPA heard the company on July 4 and August 7, 2025 and on June 11 and June 24, 2026.

Ola's own data contradicted the prompt. For June 1 to 15, 2026, ride requests with an add-on were accepted 38% of the time in Delhi, 40% in Bengaluru and 39% in Mumbai, against 62%, 68% and 68% for requests without one. CCPA held that hiding this, and the basis on which the platform generates the suggested amounts, is concealment of important information under Section 2(28)(iv). The suggested amounts rose from Rs 10 to Rs 40 in May 2025 to as much as Rs 140 in 2026, and the app accepted up to Rs 499.

CCPA found violations of Section 2(28) (misleading advertisement), Section 2(46) (unfair contract) and Section 2(47) (unfair trade practice) of the Act, the Guidelines for Prevention and Regulation of Dark Patterns, 2023 and the Guidelines for Prevention of Misleading Advertisements and Endorsements for Misleading Advertisements, 2022. It held the prompt a "Confirm Shaming" dark pattern under Clause 3 of Annexure 1 to the Dark Patterns Guidelines, because it suggests that a rider who doesn't pay faces a slower ride or none. Asking for more money after the rider has booked at the upfront fare imposes an unreasonable charge or condition under Section 2(46)(vi).

The penalty is the maximum for a first contravention. CCPA notes that in three cities alone, 39,94,464 ride requests from June 1 to 15, 2026 saw the prompt and 3,93,221 carried an add-on. It also records that MoRTH told all Motor Vehicle Aggregators by letter dated August 11, 2026 that no such prompt may be shown before the ride is completed, and that Ola's app still showed it after that letter.

Ola must at once stop every prompt, message, design, pre-set amount or other dark pattern element that asks riders to pay any amount above the upfront fare before the journey ends, whatever it is called (tip, add-on or additional fare), on any app, website or interface it runs. The

order names six prompts, including "Generous Add On! Please re-confirm". It must comply with the Act and both sets of guidelines, pay the penalty under Section 21(2) within 15 days of receiving the order, and file a compliance report within the same 15 days.

Issued by	Central Consumer Protection Authority
Document	Order, Case No. CCPA-2/55/2025-CCPA
Dated	November 10, 2026
Against	ANI Technologies Private Limited (operating under the brand name 'Ola')
Made under	Sections 20 and 21 read with Sections 10, 18 and 19, Consumer Protection Act, 2019
Found	Misleading advertisement (Section 2(28)), unfair contract (Section 2(46)), unfair trade practice (Section 2(47)), and breach of the Dark Patterns Guidelines, 2023 and the Misleading Advertisements Guidelines, 2022
Dark pattern	"Confirm Shaming", Clause 3 of Annexure 1 to the Guidelines for Prevention and Regulation of Dark Patterns, 2023
Penalty	Rs 10,00,000 under Section 21(2), within 15 days of receipt of the order
Direction	Stop every prompt or pre-set amount asking for a tip, add-on or other payment above the upfront fare before the journey ends
Compliance report	Within 15 days of receipt of the order
Show Cause Notice	May 28, 2025
Related	MoRTH letter of August 11, 2026 to all Motor Vehicle Aggregators, as recorded in the order

Ride requests accepted, June 1 to 15, 2026 (Ola's data, as set out in the order)

City	With an add-on	Without an add-on
Delhi	38%	62%
Bengaluru	40%	68%
Mumbai	39%	68%

The order (PDF, 5.2 MB)

Source: Consumer Affairs's own copy.

Checked against the official copy on November 17, 2026.

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