



COMMERCIAL/CORPORATE

Consumer Rights Under the Consumer Protection Act, 2019: Empowering Consumers for a Fair Marketplace

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Introduction

The Consumer Protection Act, 2019¹ stands as a powerful shield for consumers in India, designed to ensure fairness, transparency, and accountability in every market transaction. *Section 2(9) of the Act*² does more than just define rights, it empowers every consumer to actively participate in a safer and more ethical marketplace.

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Section 2(9): The Six Essential Consumer Rights

This provision recognizes six fundamental rights that together strengthen consumer confidence and protection:

Right to Safety

Every consumer deserves protection from goods and services that may pose risks to life or property. Whether it is medicines, vehicles, or everyday products, safety standards exist to ensure that what you use does not harm you.

Right to Be Informed

Consumers have the right to complete and truthful information about products and services, including quality, price, ingredients, and risks. This transparency helps people make smarter and more confident choices before purchasing.

Right to Choose

Markets must offer variety. This right ensures that consumers are not forced into unfair choices or monopolistic control and can freely select from competing options.

Right to Be Heard

Your voice matters. This right guarantees that consumer complaints and concerns are acknowledged and addressed through proper grievance redressal systems, from customer care to legal forums.

Right to Seek Redressal

When something goes wrong, consumers are entitled to remedies such as refund, replacement, or compensation. This ensures that businesses remain accountable for faulty goods or deficient services.

Right to Consumer Education

Awareness is power. The law promotes educating consumers about their rights so they can identify unfair practices and protect themselves effectively.

Why These Rights Matter to You

These rights are not just legal provisions, they directly impact your everyday life. From online shopping to buying essential services, they ensure that:

- You are not misled or exploited
- Businesses act responsibly
- Fair competition is maintained
- Consumers remain informed and empowered

What You Can Do as a Consumer

Being aware is only the first step where active participation is key:

- **Check carefully** before buying products or services
- **Speak up** when something feels unfair or misleading
- **Use grievance platforms** like consumer helplines and forums
- **Encourage awareness** among friends and family

Conclusion

The Consumer Protection Act, 2019 is more than legislation it is a call for informed, active, and empowered consumers. Section 2(9) ensures that your rights are not just written in law but are tools you can use in real life.

When consumers are aware and vocal, and businesses are accountable, the result is a stronger, fairer, and more trustworthy marketplace for everyone.

For further details write to contact@indialaw.in

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1. Consumer Protection Act, 2019. (2019). Act No. 35 of 2019. ??
 2. Section 2 (9) Consumer Protection Act, 2019. (2019). Act No. 35 of 2019. ??

Related Practice Areas

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