INDIALAW

Consumer Dispute

Consumer Dispute Law Firm in India for CCPA, Product Liability, and E-Commerce

PRACTICE PROFILE • OCTOBER 2026

Overview

We provide strategic legal representation and advisory services to businesses and consumers navigating India's evolving consumer protection landscape. Our Consumer Dispute practice combines deep regulatory knowledge with practical litigation experience to help clients effectively manage consumer complaints, regulatory investigations, and class action matters. With the implementation of the Consumer Protection Act, 2019, and the establishment of the Central Consumer Protection Authority (CCPA), we offer comprehensive solutions that address both traditional consumer disputes and emerging areas like e-commerce, digital services, and product liability claims.

Our Services

Consumer Litigation & Dispute Resolution

- Representation before District Consumer Disputes Redressal Commissions, State Commissions, and National Commission and Central Consumer Protection Authority (CCPA)
- Defense against consumer complaints alleging deficiency in services, product defects, and unfair trade practices
- Handling class action consumer complaints
- Development of settlement strategies and negotiation of consent terms
- Advice on compensatory claims, including product recalls and replacements
- Appeals and revision petitions under the consumer protection framework
- Enforcement and execution proceedings related to consumer forum orders
- Consumer Fraud and Misrepresentation: representing clients in recovering damages and seeking restitution for any financial losses caused by these fraudulent practice

Regulatory Compliance & Advisory

- Compliance with Consumer Protection Act, 2019, and related Rules and Regulations
- Advisory on product labelling, packaging, and advertising requirements
- Guidance on e-commerce compliance, including platform liability and intermediary obligations
- Development of consumer policies, terms of service, and warranty documentation
- Pre-launch review of marketing materials, disclaimers, and consumer communications
- Implementation of grievance redressal mechanisms and consumer complaint handling systems
- Support with regulatory inspections, investigations, and show-cause notices from CCPA and other authorities

Product Liability & Safety

- Risk assessment and mitigation strategies for product liability exposure
- Advisory on product safety standards, testing requirements, and certification
- Development of product recall protocols and crisis management plans
- Defense against product liability claims and hazardous product notifications
- Guidance on quality control procedures and documentation
- Support with notifications to regulatory authorities regarding product issues
- Cross-border product liability matters and international standards compliance

Sector-Specific Consumer Protection

- Industry-focused advice for regulated sectors such as:
- Banking & Financial Services (RBI, banking ombudsman, insurance ombudsman)
- Healthcare & Pharmaceuticals (medical negligence, clinical trials, drug safety)
- Food & Beverages (FSSAI compliance, health claims, adulteration issues)
- Real Estate (RERA compliance, unfair practices, project delays)
- E-commerce & Digital Services (online consumer rights, digital content, platform liability)
- Telecommunications (TRAI regulations, billing disputes, service quality issues)

- Travel & Hospitality (cancellation policies, service guarantees, package tours)

Advertising & Marketing Compliance

- Review of advertising content for compliance with ASCI guidelines and consumer laws
- Advisory on comparative advertising, endorsements, and testimonials
- Guidance on product claims, price representations, and promotional offers
- Defense against misleading advertising allegations and unfair trade practice complaints
- Compliance with digital marketing regulations, influencer marketing guidelines, and social media promotions
- Advisory on sector-specific advertising restrictions (tobacco, alcohol, pharmaceuticals, financial products)
- Response to cease and desist notices and CCPA proceedings related to advertising

Preventive Advisory & Business Strategy

- Consumer protection due diligence for new products, services, and business models
- Development of consumer-focused risk management frameworks
- Training programs for sales, marketing, and customer service teams
- Monitoring of regulatory developments and policy changes in consumer protection
- Review and updating of consumer-facing documentation and policies
- Advisory on ESG considerations in consumer relations and sustainability claims
- Support with consumer satisfaction programs and reputation management strategies

Consumer Credit Disputes

- Representing clients in disputes with banks, financial institutions, and credit bureaus to correct inaccurate information, challenge unfair debt collection practices, and seek compensation for any damage caused to their financial reputation

Key Professionals



Nidhi Singh
Partner



Tannya Baranwal
Associate Partner

Frequently Asked Questions

Q1 **What does a consumer dispute practice cover in India?**

It covers representation before Consumer Commissions at the district, state, and national levels, defense against complaints alleging product defects or service deficiency, regulatory advisory under the Consumer Protection Act 2019, product liability risk management, and e-commerce compliance.

Q2 **When should a business engage a consumer dispute lawyer?**

Engage counsel when you receive a formal consumer complaint, a notice from the CCPA, or face a product recall situation. Early involvement also helps when launching new products, updating advertising materials, or setting up grievance redressal systems to reduce future exposure.

Q3 **Which laws and regulators govern consumer disputes in India?**

The Consumer Protection Act, 2019 is the primary statute. The CCPA investigates unfair trade practices and issues safety orders. District, State, and National Consumer Disputes Redressal Commissions adjudicate complaints. E-commerce entities must also comply with the Consumer Protection (E-Commerce) Rules, 2020.

Q4 How long does a typical consumer complaint proceeding take in India?

The Act mandates disposal within 90 to 150 days from notice to the opposite party, though complex matters often take longer. Key cost drivers include the number of parties, need for expert evidence on product defects, interim relief applications, and whether the matter goes to appeal before a higher Commission.

Q5 What documents are needed to defend or file a consumer complaint?

For defense, you will need the original complaint copy, invoices, service agreements, warranty terms, internal correspondence with the complainant, and evidence of your grievance redressal process. For filing, retain proof of purchase, defect reports, and records of prior communication with the seller or service provider.

Q6 What common mistakes do businesses make in consumer dispute matters?

Ignoring initial complaint notices often leads to ex parte orders that are harder to set aside on appeal. Another frequent error is failing to maintain a documented grievance redressal mechanism, which the CCPA treats as a compliance gap. Poor record keeping of product warranties and service terms weakens the defense significantly.

Related Practice Areas

Litigation | Civil & Commercial Litigation | Debt Recovery and Enforcement of Security | Banking Litigation | Business Tort | Family Law Dispute | Contractual And Commercial Litigation | Corporate Dispute Resolution | Debt Recovery and Insolvency Litigation | Property Dispute