INDIALAW

E-Commerce and Consumer Protection

E-Commerce and Consumer Protection Law Firm in India for Compliance and Disputes

PRACTICE PROFILE • OCTOBER 2026

Overview

We assist e-commerce platforms and digital service providers in ensuring compliance with online marketplace regulations, advertising rules, and consumer protection frameworks, while managing third-party content and disputes.

Our Services

- Drafting website terms, privacy policies, and user agreements
- Compliance with Consumer Protection (E-Commerce) Rules
- Handling intermediary liability and safe harbour issues
- Advising on advertising standards and influencer marketing
- Support during enforcement actions and consumer disputes
- Structuring agreements with vendors, logistics partners, and affiliates
- Data handling and consent mechanisms for e-commerce platforms

Key Professionals



Rahul Sundaram
Partner



Dinesh Gupta
Partner

Frequently Asked Questions

Q1 **What does e-commerce and consumer protection law cover in India?**

It covers the legal framework governing online marketplaces, digital service providers, and direct-to-consumer sellers. This includes platform terms of service, intermediary liability, advertising compliance, consumer grievance redressal, data handling obligations, and vendor or logistics agreements.

Q2 **When should an e-commerce business seek legal advice on consumer protection?**

Ideally before launch, since platform terms, privacy policies, and consent mechanisms must comply with the Consumer Protection Act 2019 and the DPDP Act 2023. Post-launch, counsel is critical when facing consumer complaints, regulatory notices, or expanding into new product categories.

Q3 **Which Indian laws and regulators govern e-commerce consumer protection?**

The Consumer Protection Act 2019 and the Consumer Protection (E-Commerce) Rules 2020 are the primary statutes. The Central Consumer Protection Authority (CCPA) oversees enforcement. The IT Act 2000, DPDP Act 2023, and ASCI advertising guidelines also apply to online platforms.

Q4 **How long does it take to build a compliant e-commerce legal framework?**

For a new platform, drafting and finalising terms of use, privacy policies, seller agreements, and return or refund policies typically takes four to eight weeks. Timelines depend on the business model, number of vendor categories, and whether cross-border sales or regulated products are involved.

Q5 **What documents does an e-commerce company need to provide for a compliance review?**

We typically need the current website terms, privacy policy, seller or vendor agreements, return and refund policies, advertising guidelines shared with partners, data processing records, and details of any pending consumer complaints or regulatory notices received.

Q6 What common compliance mistake do Indian e-commerce platforms make?

Many platforms fail to display mandatory disclosures required under the E-Commerce Rules 2020, such as seller identity, return policies, grievance officer details, and country of origin. These omissions can trigger CCPA action, penalties, and product listing takedowns.

Related Practice Areas

Technology Law | Cybersecurity and Incident Response | AI, Blockchain, and Emerging Technologies | Fintech and Digital Innovation | Technology Transactions and Licensing | Data Protection and Privacy