INDIALAW

E-Commerce

E-Commerce Law Firm in India for Platforms, Compliance, and DPDP

PRACTICE PROFILE • OCTOBER 2026

Overview

We assist e-commerce companies and digital platforms in navigating the dynamic legal framework of online commerce. Our clients include B2B and B2C platforms, aggregators, logistics providers, payment gateway companies, and digital marketplaces. With deep insight into evolving technology and regulation, we help ensure full lifecycle support from setup and expansion to compliance and dispute resolution.

Our Services

- **Platform Structuring and Licensing:** Advising on structuring of marketplace, inventory-led, hybrid, and D2C models. Assistance with GST registration, trade licenses, and sector-specific permits.
- **Consumer Protection and Data Privacy:** Ensuring compliance with Consumer Protection (E-Commerce) Rules, 2020, the Digital Personal Data Protection Act, and IT Act requirements. Drafting privacy policies, user terms, grievance redressal, and content moderation policies. We also assist with convergence with the national consumer help desk managed by the Ministry of Consumer Affairs
- **Technology and IP Agreements:** Drafting software development, SaaS, hosting, IP licensing, and vendor agreements. Advisory on copyright, trademarks, and protection of proprietary algorithms.
- **Payment Systems and Fintech Integration:** Advisory on integration with payment gateways, wallet compliance, RBI guidelines, and refund/chargeback mechanisms.
- **Advertising, Marketing, and Influencer Guidelines:** Vetting of online advertisements, pricing practices, cashback offers, and compliance with ASCI and CCPA regulations.
- **Logistics and Fulfilment:** Drafting agreements with warehousing partners, 3PL providers, and reverse logistics vendors. Advisory on risk allocation and insurance.
- **Employment and Gig Economy Compliance:** Guidance on employment models, contracts, gig worker rights, and compliance with labour laws affecting delivery personnel and support staff.
- **Cross-Border and FDI Issues:** Advisory on FEMA and FDI policy compliance for e-commerce ventures involving foreign investment, as well as cross-border sales and data flows.
- **Dispute Management:** Representation in consumer disputes, intermediary liability claims, domain name disputes, and regulatory show-cause proceedings.
- **Advise of Notice and Take down procedure:**
- Assist e-commerce entity to respond to law enforcement notices

We provide strategic legal counsel to educational institutions, universities, edtech companies, investors, and content providers across India. Our services cover regulatory, transactional, and operational aspects.

Key Professionals



Dinesh Gupta

Partner

Frequently Asked Questions

Q1 **What does e-commerce legal advisory cover for online businesses in India?**

It covers platform structuring, regulatory licensing, consumer protection compliance, data privacy frameworks, technology and IP agreements, payment integration advisory, and cross-border FDI issues. The scope extends across the full lifecycle of a digital commerce business, from incorporation to ongoing operations.

Q2 When should an e-commerce company engage a lawyer in India?

Ideally before launch. Platform structure, FDI compliance under FEMA, GST registration, and consumer-facing policies must be in place from day one. Post-launch, legal support becomes critical when scaling across states, onboarding sellers, integrating payment systems, or entering cross-border markets.

Q3 Which Indian laws and regulators govern e-commerce platforms?

Key statutes include the Consumer Protection Act, 2019 and its E-Commerce Rules, 2020, the IT Act, 2000, the DPDP Act, 2023, and FEMA for FDI-related structuring. Regulators such as the CCPA, RBI for payments, and MCA for corporate compliance each play a role depending on the business model.

Q4 What does a typical e-commerce compliance engagement involve?

It usually begins with a structural audit of the platform model, followed by a review of user terms, privacy policies, seller agreements, and payment flows. Timelines range from four to eight weeks depending on complexity. Key cost drivers include multi-state GST filings, FDI structuring, and data privacy impact assessments.

Q5 What documents does an e-commerce company need to prepare for legal review?

At minimum, the company should provide its certificate of incorporation, shareholder agreements, platform terms of use, privacy policy, seller or vendor contracts, payment gateway agreements, and details of any FDI or foreign shareholding. Advertising and marketing collaterals are also reviewed where relevant.

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

Many platforms default to a marketplace model on paper but exercise inventory-level control in practice, which can violate FDI policy under Press Note 2 of 2018. This mismatch attracts enforcement scrutiny. Proper structural alignment between operations and declared model is essential from the outset.

Related Practice Areas

Retail And Wholesale