Central Consumer Protection Authority

Krishi Bhawan, New Delhi - 110001

Case No: CCPA-11/6/2026-CCPA

In the matter of: Misleading advertisement, unfair trade practice and violation of consumer rights by Dial4Trade Technologies Private Limited, through the listing, hosting, advertising and facilitation of sale of Ammonium Nitrate, a regulated and hazardous substance, on its e-commerce platform, in contravention of the Consumer Protection Act, 2019 and the Consumer Protection (E-Commerce) Rules, 2020, read with the Explosives Act, 1884 and the Ammonium Nitrate Rules, 2012.

CORAM:

Mrs. Nidhi Khare, Chief Commissioner

Mr. Anupam Mishra, Commissioner

APPEARANCES

For Dial4Trade Technologies Private Limited: -

1. Mr. Hemant Verma, Advocate

Date: 01.09.2026

ORDER

1. The Central Consumer Protection Authority (hereinafter referred to as 'CCPA' or 'the Authority') has been established under Section 10 of the Consumer Protection Act, 2019 (hereinafter referred to as 'the Act') to regulate matters relating to violation of consumer rights, unfair trade practices and false or misleading advertisements prejudicial to the interest of the public and consumers and to promote, protect and enforce the rights of consumers as a class. Section 18(1) of the Act provides that the Central Authority shall ensure that no false or misleading advertisement is made of any goods or services, prevent unfair trade practices and ensure that no person engages in unfair trade practices. Section 2(9) of the Act further recognises the right of consumers to be protected against the marketing of goods, products, or services which are hazardous to life and property.

2. In exercise of its powers under Sections 18 and 19 of the Act, the CCPA undertook a sector-wide examination of the various e-commerce platforms, with a view to ascertaining whether hazardous chemicals, explosive substances and related precursors including Ammonium Nitrate, Gun Powder, Picric Acid and Pentaerythritol Tetranitrate (PETN) which are regulated, restricted or prohibited under the Explosives Act, 1884, the rules framed thereunder and other applicable law were being listed, hosted, advertised or made available for sale online.

3. During such preliminary inquiry, the CCPA observed that several e-commerce entities and online platforms permitted the listing, advertisement and facilitation of sale of such regulated and hazardous substances thereby enabling access to highly sensitive materials without appropriate regulatory disclosures, warnings or traceability mechanisms, and exposing consumers and the public at large to serious safety and security risks.

4. In the course of the said examination, the CCPA examined the e-commerce platform operated by Dial4Trade Technologies Private Limited (hereinafter 'the opposite party') and observed that Ammonium Nitrate, a substance declared to be an 'explosive' by the Central Government vide Notification No. S.O. 1678(E) dated 21st July, 2011, issued under Section 17 of the Explosives Act, 1884, appeared to be listed, hosted, advertised and made available for purchase on the said platform. It was also observed that the impugned listing was accompanied by photographic imagery depicting explosions and blast-effects, displayed alongside the product description. Upon such preliminary examination, it was observed that the impugned listing(s) did not appear to disclose the following material information to consumers:-

i. Valid PESO (Petroleum and Explosives Safety Organisation) licence details of the seller.
ii. Identity and licensed status of the buyer prior to completion of the transaction.
iii. Mechanisms for ensuring traceability of transactions, as mandated under the Ammonium Nitrate Rules, 2012.
iv. Appropriate disclosures, cautions, or regulatory notices regarding the legal restrictions on the possession and use of the said substance and the penal consequences of unauthorised possession under the Explosives Act, 1884.

5. It is relevant to note that the possession and use of Ammonium Nitrate without a valid licence from PESO is a penal offence under law. The representation of such a product on a commercial listing, without disclosure of this position, appears to fall prima facie within the definition of 'unfair trade practice' under Section 2(47) of the Act, inasmuch as it involves a representation likely to be deceptive as to the lawful uses, characteristics and legality of the product.

6. The listing, hosting, advertising and facilitation of sale of Ammonium Nitrate on the opposite party's platform, without disclosure of material information relating to the mandatory licensing requirements under the Ammonium Nitrate Rules, 2012 and the penal consequences under the Explosives Act, 1884, appears, prima facie, to constitute a 'misleading advertisement' under Section 2(28) of the Act, in that it appears to conceal important information and convey an implied representation likely to mislead consumers as to the nature, legality and permissible use of the product, which, if made by the seller, would amount to an unfair trade practice.

7. Rule 4(3) of the Consumer Protection (E-Commerce) Rules, 2020 provides that no e-commerce entity shall adopt any unfair trade practice in the course of business on its platform or otherwise and Rule 5 of the said Rules requires marketplace e-commerce entities to ensure that sellers provide accurate descriptions of goods and all relevant information necessary for consumers to make informed decisions, including disclosures relating to the legal status of the goods offered. The alleged failure to ensure compliance with the aforesaid obligations, in respect of a regulated substance, appeared to attract contravention of the said Rules.

8. It may be noted that such impugned concealment of essential regulatory information deprives a consumer of any means of ascertaining, at the pre-purchase stage, that a restricted and hazardous product is being offered for sale on the platform and that the same cannot lawfully be sold, purchased or possessed without the requisite licence/certification. Under the Consumer Protection Act, 2019, the Consumer Protection (E-Commerce) Rules, 2020 and the applicable Guidelines for Prevention of Misleading Advertisements, an e-commerce entity is obligated to place all such material information before the consumer in a clear and upfront manner at the pre-purchase stage, including whether the goods offered for sale and the manner of their sale, are compliant with applicable law.

9. The listing of Ammonium Nitrate for open and seemingly unrestricted commercial sale on an e-commerce platform, without such disclosures, appears to impinge upon the consumer's right under Section 2(9) of the Act, namely, the right to be protected against the marketing of goods, products, or services which are hazardous to life and property.

10. From the preliminary inquiry and having regard to the examination recorded above, the CCPA was satisfied that the practices observed on the opposite party's platform prima facie appeared to violate the rights of consumers and constituted misleading advertisement and unfair trade practice within the meaning of the Act impacting consumers as a class.

11. The availability of Ammonium Nitrate for listing and facilitation of sale on the platform raised concerns regarding the due diligence, monitoring and compliance mechanisms of the opposite party, having regard to the specific licensing, handling, delivery and traceability requirements prescribed under the Ammonium Nitrate Rules, 2012. In view of the potential implications for consumer safety and public security, it was considered necessary to ascertain the duration and extent of the alleged contravention.

12. The screenshots of the practice examined by the Authority are annexed herewith as **Annexure-1**. Taking cognizance of the above and in exercise of powers under the Act, the CCPA issued a Show Cause Notice dated 01st April 2026 to the opposite party calling upon it to furnish a response along with all necessary supporting documents regarding the alleged violations. The said notice alleged violation of the following provisions:

i. Section 2(28) of the Consumer Protection Act, 2019: Misleading advertisement
ii. Section 2(47) of the Consumer Protection Act, 2019: Unfair trade practice
iii. Section 2(9) of the Consumer Protection Act, 2019: marketing of a good hazardous to life and property
iv. Rule 4(3) and Rule 5 of the Consumer Protection (E-Commerce) Rules, 2020

13. In response to the Show Cause Notice, the opposite party vide email dated 21st April, 2026 submitted the following:-

i. That it operates as a Business-to-Business (B2B) marketplace platform and acts merely as an intermediary facilitating interaction between independent third-party sellers and prospective buyers and that it neither manufactures, stores, distributes, supplies nor sells any goods through the platform.

ii. That the listing relating to Ammonium Nitrate had been uploaded by an independent third-party seller without the prior knowledge or approval of the platform, that the impugned listing was an old listing and that the platform does not promote, endorse or encourage the sale of regulated or hazardous substances.

iii. That upon identification of the issue, the concerned seller's account was blocked, the product listing was blocked and the product was added to a 'Banned Product List' to prevent future listings of the same nature.

iv. That it undertakes seller verification through Aadhaar OTP, email OTP, mobile OTP and collection of registration-related documentation and that any omission in disclosures was attributable to information furnished by third-party sellers.

v. That it had strengthened its compliance framework by implementing mandatory seller declarations for regulated products, an automated keyword and product-flagging mechanism, enhanced KYC requirements for sensitive categories and regulatory disclaimers for restricted products.

vi. That it furnished seller details, KYC records and screenshots of the search page vide email dated 24.06.2026 and reiterated that no direct or indirect transaction was undertaken by it and that listing was free of charge.

vii. That there was no intention to facilitate unlawful trade in regulated substances, that corrective measures were undertaken in good faith and that the Authority may take a lenient view having regard to such corrective action.

14. The material and data furnished by the opposite party prima facie indicated that a listing relating to a regulated and hazardous explosive substance was available on its platform. This raised serious concerns regarding compliance with the statutory framework governing the sale, listing, advertisement, disclosure and facilitation of access to regulated substances through digital platforms.

15. Having examined the aforesaid reply, CCPA found it necessary to have the matter investigated in detail by DG (Investigation). Accordingly, in exercise of powers under Section 19(1) of the Act, the CCPA vide letter dated 11th May, 2026 requested Director General (Investigation) for detailed investigation.

16. The DG (Investigation) submitted its Investigation Report on 22nd June, 2026. The key findings of the Investigation Report are summarized below:

i. The Investigation Wing sought information and relevant documents from the company regarding listing/hosting of the said products on its platform. However, the company did not furnish any response to the said communication despite final reminder.

ii. The company has not cooperated with the investigation proceedings. This reflects willful non-compliance and disregard towards regulatory authority.

iii. During the course of the investigation, it was observed that the company hosted and facilitated the sale of Ammonium Nitrate on its platform without ensuring mandatory regulatory safeguards. The listings did not disclose or verify the seller's valid PESO licence, the buyer's eligibility, or transaction traceability mechanisms. Further, no adequate warnings regarding legal restrictions and penal consequences associated with unauthorised possession and use were provided to consumers.

iv. The omission of such material information specifically regarding the licensing requirements, buyer's eligibility and lawful usage conditions deprives consumers of essential information required to make informed purchasing decisions and exposes them to legal and safety risks.

v. Although the company subsequently removed the impugned listings and added in Banned Product List, such removal does not absolve it of liability for the period during which the products remained available for sale. Subsequent corrective measures cannot negate or cure the violation that had already occurred.

vi. It was further observed that the listings prominently displayed images depicting explosions and blast-related effects. Considering the highly regulated nature of Ammonium Nitrate, such imagery is inappropriate and capable of conveying misleading impressions regarding its explosive use. The presence of such content reflects a lack of effective review and monitoring of seller-uploaded material by the company.

vii. The company's reliance on its status as an intermediary is not sufficient to avoid responsibility. As a marketplace e-commerce entity facilitating transactions between buyers and sellers, it is required to exercise reasonable due diligence and oversight over listings hosted on its platform. The company cannot disclaim responsibility solely because the products were uploaded by third-party sellers.

viii. The company's contention that the impugned listings were uploaded by third-party sellers without its prior knowledge and were old in nature is not tenable. The ability of sellers to upload and maintain listings of a regulated substance without adequate scrutiny reflects gross negligence and deficiencies in the company's seller onboarding, product verification and content moderation mechanisms.

ix. Such deficiencies reflect a failure on the part of the company to exercise the due diligence expected of a marketplace platform dealing with regulated products. This responsibility cannot be avoided or contractually delegated to third-party sellers.

x. Further, the company failed to furnish proper documentary evidence to the CCPA regarding the quantity of Ammonium Nitrate sold by each seller on its platform during the last two years, as well as copies of valid licences issued by the competent authority that were verified for each such seller.

xi. Dial4Trade Technologies Private Limited is in violation of Sections 2(9), 2(28) and 2(47) of the Consumer Protection Act, 2019, as it facilitated the listing and sale of Ammonium Nitrate without disclosing material information. Such concealment exposed consumers to legal and safety risks, constituted a misleading advertisement and amounted to an unfair trade practice.

xii. The company is further in violation of Section 6A read with Sections 9B and 9C of the Explosives Act, 1884, by facilitating the listing and sale of Ammonium Nitrate without ensuring that transactions were restricted to duly authorised and licensed persons as required under the applicable regulatory framework.

xiii. The company has failed to ensure compliance with Rule 4 and Rule 6(6) of the Ammonium Nitrate Rules, 2012, by hosting listings of a regulated substance without verifying the requisite PESO licence for lawful sale, distribution and possession and without implementing adequate mechanisms to ensure that Ammonium Nitrate is delivered only to eligible licence holders or procured from duly authorised persons.

xiv. The company's conduct demonstrates a lack of due diligence expected from a marketplace e-commerce entity and is in violation of Rule 4(3) and Rule 5 of the Consumer Protection (E-Commerce) Rules, 2020, as it failed to ensure that no unfair trade practice was adopted on its platform and did not ensure provision of accurate and complete disclosures, thereby resulting in failure to enable informed consumer decision-making in respect of a regulated product.

xv. In view of the above, as per the investigation conducted, a case relating to the violations under the Consumer Protection Act, 2019 and abovementioned statutes stands established.

17. Thereafter, the investigation report was shared with the opposite party on 24th June, 2026 and afforded an opportunity to file written comments thereon, along with a hearing. The opposite party, however, failed to submit its comments within the stipulated time.

18. The CCPA conducted a hearing on 15th July 2026, wherein Mr. Hemant Verma, Advocate, appeared on behalf of the opposite party. During the course of the hearing, he submitted that the opposite party's comments on the Investigation Report had been filed the same day vide email dated 15th July, 2026. The Authority took the said comments on record and granted the opposite party a further opportunity of hearing on 21st July, 2026.

19. The opposite party's reply dated 15th July, 2026 in response to the Investigation Report as under:

i. The opposite party denied the finding that it manufactures or sells any illegal item/product on its B2B portal, a screenshot whereof was annexed as Annexure-1 to its reply.

ii. The opposite party reiterated that the Show Cause Notice dated 01st April, 2026 had already been replied to vide its email dated 21st April, 2026 and annexed a screenshot of the said forwarded email along with its attachments as Annexure-2 to its reply.

iii. The opposite party submitted that it follows the Consumer Protection Act, 2019, the Consumer Protection (E-Commerce) Rules, 2020, the Explosives Act, 1884, and the Ammonium Nitrate Rules, 2012, that it runs only a B2B portal to promote client business and does not itself list any product on behalf of any client. Further, opposite party submitted that a client/seller may add or delete its own product listings at its own discretion and that the opposite party does not place any product into a listed category. It further submitted that upon receiving information regarding the Ammonium Nitrate listing the same was deleted "on the spot," and that no hazardous substance presently stands listed on its portal, annexing a screenshot in support as Annexure-3 to its reply.

iv. The opposite party denied having received any email dated 20th May, 2026 from the Investigation Wing calling upon it to furnish relevant documents/evidence before the Investigating Officer.

v. The opposite party submitted that it maintains internal policies and conditions requiring its sellers to comply with the Consumer Protection Act, 2019, the Consumer Protection (E-Commerce) Rules, 2020, the Explosives Act, 1884, the Ammonium Nitrate Rules, 2012, and other applicable laws as amended and notified from time to time and annexed a copy of such internal policy as Annexure-4.

vi. The opposite party admitted having received an email dated 24th June, 2026 from the CCPA directing submission of relevant documents or evidence and intimating a hearing scheduled for 15th July, 2026 at 4:00 PM through video-conferencing, the link for which was shared by the CCPA on 2nd July, 2026.

vii. The opposite party submits that it is the client's own responsibility to upload products in accordance with the opposite party's terms and conditions and applicable law and the company does not sell or manufacture any hazardous substance and is not required to hold any related licence.

viii. The opposite party further submitted that it has no knowledge of when the impugned hazardous substance was uploaded on its portal by the concerned client and that upon acquiring such knowledge, it deleted the listing. It submitted that Ammonium Nitrate was uploaded by its client and not by the opposite party itself and that the said client thereafter did not avail any further services and left the platform, becoming what the opposite party termed a "dead client" in consequence of which it was unable to ascertain what product had in fact been uploaded by that client.

ix. The opposite party submitted that, upon a review of its portal records, it found no transaction or dealing of any kind made with any client for the purchase of Ammonium Nitrate, or any other hazardous substance through its marketplace.

20. Subsequently, the opposite party furnished an Undertaking dated 19th July, 2026 wherein it was undertaken that the opposite party had already removed Ammonium Nitrate and other hazardous substances from its website www.dial4trade.com, including from all webpages, catalogue and product pages and had restricted its platform so as to prevent its clients/customers from uploading any Ammonium Nitrate or hazardous substance. The company had completely prohibited the listing, hosting, advertising, promotion, display, publication or facilitation of Ammonium Nitrate or any other regulated explosive substance

on its platform. The Company would continuously monitor its platform to ensure that no such substance is uploaded or listed, in compliance with the Consumer Protection Act, 2019, the Consumer Protection (E-Commerce) Rules, 2020, the Explosives Act, 1884 and the Ammonium Nitrate Rules, 2012, or any other applicable law or direction of a competent authority; and the opposite party assured full cooperation to the Authority and undertook not to upload or permit the listing of any hazardous substance or Ammonium Nitrate on its platform in future.

21. Thereafter, pursuant to the adjournment granted on 15th July, 2026, the matter was listed for another hearing on 24th July, 2026 wherein Mr. Hemant Verma, Advocate, appeared on behalf of the opposite party. No fresh submissions, material or documents were placed on record. Mr. Hemant Verma reiterated the objections already considered above and no further explanation was offered to address the deficiencies and adverse findings recorded in the Investigation Report, including the failure to furnish details of quantities sold, licences verified, or any legal action taken against sellers.

22. The principles of natural justice require that the opposite party be informed of the allegations against it and be given a reasonable opportunity to respond before an order is passed.

23. In the present matter, these requirements have been duly complied with: the opposite party was served with a detailed Show Cause Notice dated 1st April, 2026 to which it replied on 21st April, 2026; it was given an opportunity to participate in the investigation; the Investigation Report was shared with it on 24th June, 2026, in response to which it filed written comments dated 15th July, 2026; and it was afforded two opportunities of hearing, on 15th July, 2026 and 24th July, 2026 and was represented by counsel on both occasions. The Authority is satisfied that the requirements of natural justice and due process have been duly complied with.

24. Section 2(1) of the Act defines "advertisement" to mean "any audio or visual publicity, representation, endorsement or pronouncement made by means of light, sound, smoke, gas, print, electronic media, internet or website and includes any notice, circular, label, wrapper, invoice or such other documents." The definition is wide and technology-neutral and expressly extends to publicity or representation made through "electronic media,

internet or website, without confining the term to conventional print or broadcast media. A product listing hosted on a digital marketplace, being a visual representation communicated to the public through the internet, therefore falls within Section 2(1) of the Act.

25. In the present case, the impugned listing of Ammonium Nitrate was hosted on the opposite party's e-commerce platform, accessible over the internet and comprised a visual representation of the product including its description, price, packaging details, accompanying imagery depicting explosions and blast-effects and a "Contact Supplier"/purchase option inviting prospective buyers to transact. Such a listing constitutes a "visual publicity" and "representation" made by means of "electronic media, internet or website" within the meaning of Section 2(1) of the Act and accordingly qualifies as an "advertisement" thereunder. The opposite party, by hosting, displaying and disseminating such a listing on its platform, is accordingly the medium through which the advertisement was published and made available to consumers.

26. Upon final consideration of the entirety of the proceedings, CCPA further finds that the opposite party's characterisation of its platform as being exclusively a Business-to-Business marketplace does not eliminate its regulatory non-compliance, since the obligations in issue relate to due diligence, monitoring, verification and disclosure and are not contingent upon the platform itself effecting a sale.

27. In this regard, the CCPA's own examination of the opposite party's platform established that products, including the category under which the impugned listing appeared, could be purchased in quantities as low as a single unit, without any minimum order quantity, bulk-procurement condition, or institutional-buyer verification ordinarily associated with a genuine business-to-business model. This establishes that any individual member of the general public and not merely an institutional or business buyer, could access and seek to purchase the impugned product through the platform and undermines the opposite party's characterisation of its platform as exclusively B2B in nature.

28. In any event, even if the platform were to be accepted as a B2B marketplace, this would not, by itself, take it outside the ambit of the Consumer Protection Act, 2019 and Consumer Protection (E-Commerce) Rules, 2020. The definition of 'e-commerce entity' under the said Rules is not confined to platforms dealing with retail consumers alone and

Rule 4(3) and Rule 5 thereof cast obligations upon every marketplace e-commerce entity, without any exception carved out for platforms that self-designate their transactions as business-to-business, more so where, as in the present case, the goods concerned are statutorily regulated and hazardous.

29. CCPA also finds that the opposite party cannot absolve itself of responsibility merely on the ground that the impugned listing was uploaded by an independent third-party seller. This is reinforced by the opposite party's own admission that, upon identification, it was able to block the seller's account, block the impugned listing and add the product to a 'Banned Product List'. This demonstrates that the opposite party possessed full technical and administrative control over the content hosted on its platform, including the ability to review, restrict and remove listings at will and it cannot, in the same breath, contend that the responsibility for ensuring licensing and regulatory compliance rests exclusively with third-party sellers and that it bears no independent responsibility in that behalf.

30. The opposite party's reliance on the intermediary liability exemption under Section 79 of the Information Technology Act, 2000 is also misplaced, as the benefit of safe harbour thereunder is conditional upon compliance with the due diligence obligations prescribed under Section 79(2) and the opposite party has failed to establish, through any material on record that it had implemented adequate due diligence mechanisms to prevent the listing, promotion or facilitation of access to regulated and hazardous substances on its platform. Nor has the opposite party produced material demonstrating the actual functioning of its seller verification mechanisms, approval workflows, compliance checks, or other safeguards allegedly implemented; and its own admission that it became aware of the regulatory implications of the impugned listing only upon receipt of the Show Cause Notice further establishes the absence of adequate monitoring, compliance and regulatory review mechanisms in respect of products listed on its platform. This failure is compounded by the opposite party's non-compliance with Rule 3(1) (b) of the Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021 which independently obligates every intermediary to exercise due diligence to ensure that unlawful information, including the sale of goods prohibited under applicable law, is not hosted, displayed, uploaded, published or transmitted on its platform.

31. CCPA further finds that the impugned listing was accompanied by imagery depicting explosions and blast-effects. Such imagery was calculated to visually depict the destructive/explosive potential of the product and had the effect of drawing consumer attention to a highly regulated and hazardous substance. The presence of such imagery, without any corresponding cautionary disclosure, establishes that the manner of listing was not a case of merely passive hosting but was of a nature that could induce or encourage consumer interest in purchasing the product; an e-commerce platform cannot claim to be a neutral, passive intermediary once it hosts such content and the plea of being a mere B2B facilitator cannot be availed to evade responsibility in this regard.

32. CCPA additionally notes that the opposite party has not placed any material on record to show that it took any legal or regulatory action, such as lodging a police complaint/FIR, or reporting the matter to PESO or other statutory authorities, against the concerned seller for listing a statutorily prohibited explosive substance; mere blocking of the seller's account, without any further follow-up action, does not, by itself, demonstrate discharge of the due diligence expected of a marketplace e-commerce entity dealing, even inadvertently, in a regulated and hazardous substance.

33. Further, the impugned listing was removed/blocked only after initiation of regulatory proceedings, establishing that the product remained available and accessible on the platform for a period prior to intervention by the Authority. In this regard, the Authority holds that the Ammonium Nitrate Rules, 2012 have been in force for well over a decade and an e-commerce entity operating a digital marketplace in India is not entitled to await a notice or intervention from CCPA before ensuring that goods regulated and restricted under the law of the land are not offered, listed or made available for sale on its platform; the obligation to comply with such law is a continuing and independent one and does not arise only upon receipt of a regulatory communication.

34. CCPA further observes that the opposite party's compliance framework, as described in its submissions namely, reliance on seller declarations, a 'Banned Product List' and removal of listings upon identification operates on a reactive, post-violation basis and presupposes that an unlawful listing must first appear and in some cases be transacted upon, before any corrective action is triggered. Such a framework is inherently insufficient for a marketplace dealing in statutorily regulated and hazardous substances.

35. A consumer browsing an e-commerce platform cannot reasonably be expected to independently verify complex regulatory requirements such as PESO licensing or traceability safeguards; the burden of ensuring that only lawful and compliant products are offered for sale rests upon the platform, not upon the consumer.

36. A compliance model that depends entirely on ex-post detection, complaint, or regulatory intervention, rather than ex-ante verification at the point of listing, impermissibly shifts the burden of legal compliance onto unsuspecting consumers and defeats the preventive object of the Consumer Protection Act, 2019. The continued appearance of the impugned listing, notwithstanding the opposite party's stated safeguards, demonstrates that reliance on a reactive, strike-based mechanism is, by itself, wholly insufficient to meet the standard of due diligence expected of a marketplace e-commerce entity dealing in regulated and hazardous goods.

37. Section 2(9) of the Act defines 'consumer rights' to include, inter alia, the following right, which is squarely attracted in the facts of the present case:-

> *"(9) "consumer rights" includes,-*
>
> *(i) the right to be protected against the marketing of goods, products or services which are hazardous to life and property;"*

38. Ammonium Nitrate has been declared an explosive under Notification No. S.O. 1678(E) dated 21st July, 2011, issued under Section 17 of the Explosives Act, 1884 and its possession, transport and use are accordingly subject to statutory safeguards and restrictions. Listing and openly marketing such a substance on an e-commerce platform, without verifying the licence of the seller or the eligibility of the buyer, exposes consumers to a hazardous product without the safeguards required by law and violates the consumer right set out in Section 2(9) (i) of the Act extracted above, warranting exercise of the Authority's powers under Section 18 of the Act in a matter affecting consumers as a class.

39. It may be mentioned that Section- 2(28) of the Act defines "misleading advertisement" in relation to any product or service means an advertisement, which -

i. falsely describes such product or service; or
ii. gives a false guarantee to, or is likely to mislead the consumers as to the nature, substance, quantity or quality of such product or service; or

iii. conveys an express or implied representation which, if made by the manufacturer or seller or service provider thereof, would constitute an unfair trade practice; or

iv. deliberately conceals important information.

40. The impugned listing advertised Ammonium Nitrate for commercial purchase in the same manner as an ordinary and unregulated product, displaying its price, packaging details and a 'Contact Supplier' option, without disclosing that its lawful purchase is subject to the requirement of a valid PESO licence or that unauthorised possession may attract penal consequences. By presenting the product thus, the listing created an impression that Ammonium Nitrate was freely and lawfully available for purchase by any visitor to the platform, which is both false and likely to mislead consumers regarding the legal status and permissible use of the product, within sub-clause (ii) of Section 2(28).

41. The same conduct amounts to deliberate concealment of important information under sub-clause (iv) of the Section 2(28) particularly regarding licensing requirements, buyer eligibility, traceability and necessary safety disclosures; and, if such representation were made directly by a seller to a consumer, it would constitute an unfair trade practice, bringing the advertisement also within sub-clause (iii).

42. Further, as noted above, the listing was accompanied by imagery depicting explosions and blast-effects, which was apparently placed alongside the product description with a view to drawing consumer attention to and gaining interest in, the product; such use of imagery reinforces the misleading and inducing character of the advertisement and cannot be dissociated from the opposite party's liability merely on the plea that it operates a B2B platform, more so where, as found above, the opposite party retained full control over the content on its platform and could and did, remove the listing once it chose to act. In view of the above, the impugned listing constitutes 'misleading advertisement' within the meaning of Section 2(28) of the Act.

43. Section 2(47) of the Act defines 'unfair trade practice' as a trade practice which, for the purpose of promoting the sale, use or supply of any goods, adopts any unfair method or unfair or deceptive practice. The hosting and facilitation, by the opposite party, of the availability of a substance whose sale is statutorily restricted to licensed and verified persons, on terms indistinguishable from the sale of an ordinary commercial good and without the

verification, traceability or disclosure safeguards required by law, is precisely such an unfair and deceptive practice.

44. It promoted the 'sale' of the product by presenting it as though freely purchasable, while withholding the material information that its lawful acquisition requires a licence and that unlawful possession is a penal offence - information a reasonable consumer would regard as material to a decision to transact. As recorded in the Investigation Report, this misleading presentation was compounded by the use of imagery depicting explosions and blast-effects, which, rather than cautioning consumers, had the effect of drawing attention to the product. By presenting the product as freely available while concealing material information regarding its lawful purchase and possession, the conduct of the opposite party amounts to an 'unfair trade practice' within the meaning of Section 2(47) of the Act.

45. Rule 4(3) of the Consumer Protection (E-Commerce) Rules, 2020 provides that no e-commerce entity shall adopt any unfair trade practice in the course of its business, whether on its platform or otherwise; Rule 5 requires a marketplace e-commerce entity to ensure that sellers provide accurate descriptions of goods and all relevant information necessary for consumers to make informed decisions. As discussed above, the applicability of these Rules is not excluded merely because the opposite party characterises its platform as B2B in nature; nor is the opposite party absolved of responsibility on the ground that the listing was uploaded by a third-party seller, given that the opposite party retains and exercised, the ability to review, restrict and remove such listings.

46. The opposite party's platform permitted a listing of Ammonium Nitrate which did not accurately disclose the legal restrictions applicable to the product and no material has been placed on record to show that an effective verification mechanism was applied to the listing before it was detected by the CCPA. Accordingly, the opposite party has failed to comply with Rule 4(3) and Rule 5 of the Consumer Protection (E-Commerce) Rules, 2020. The Authority further affirms that the safe harbour available to an intermediary under Section 79 of the Information Technology Act, 2000 is conditional upon fulfilment of the due diligence requirements under Section 79(2) thereof; the opposite party has failed to establish that it exercised such due diligence in relation to the impugned listing and its claim of being merely an intermediary does not, in the facts of the present case, afford it protection from the findings recorded above.

47. It is pertinent to note that Ammonium Nitrate is a highly reactive substance capable of being misused in the manufacture of improvised explosives. Any unauthorised sale, possession, transport, or use of the said substance without adequate safeguards poses a serious threat to public safety and national security, warranting strict regulatory oversight. Section 6A of the Explosives Act, 1884 prohibits the sale or delivery of explosives, including Ammonium Nitrate above the prescribed threshold, to a person not duly authorised or verified; Section 9B provides penal consequences for contravention; and Section 9C provides for liability of companies and persons responsible for the conduct of their business. Rule 4 of the Ammonium Nitrate Rules, 2012 prohibits possession of Ammonium Nitrate for sale without a valid PESO licence and Rule 6(6) prohibits delivery or dispatch of the substance to, or receipt from, any person other than a licence holder.

48. It is important to note that CCPA clarifies that the licensing, enforcement and penal provisions under the Explosives Act, 1884 and the rules made thereunder fall within the jurisdiction of PESO and other competent authorities and the present Order does not record or determine any criminal liability thereunder. These provisions are, however, relevant to the present proceedings inasmuch as they establish the legal restrictions applicable to Ammonium Nitrate and, consequently, the information material to consumers under Section 2(28) of the Act and the safeguards required to be considered by the opposite party while permitting the listing of such a regulated substance, in the context of Section 2(47) of the Act and Rules 4(3) and 5 of the Consumer Protection (E-Commerce) Rules, 2020.

49. The opposite party has admitted that it did not verify seller licences, buyer eligibility, or transaction traceability in relation to the impugned listing; this failure may be dealt with separately by the competent authorities under the regulatory framework governing explosives and independently supports the Authority's finding that the conduct of the opposite party was misleading and constituted an unfair trade practice under the Consumer Protection Act, 2019.

50. In view of the foregoing analysis, the CCPA finds that the opposite party has violated the following provisions:

i. Section 2(9) of the Consumer Protection Act, 2019: by facilitating the marketing of a good hazardous to life and property.
ii. Section 2(28) of the Consumer Protection Act, 2019: misleading advertisement, inasmuch as the listing concealed material information regarding licensing, buyer

eligibility and lawful usage conditions and was likely to mislead consumers as to the legality and permissible use of the product.

iii. Section 2(47) of the Consumer Protection Act, 2019: unfair trade practice, inasmuch as the opposite party adopted a deceptive practice by hosting and facilitating the availability of a regulated explosive substance without the regulatory safeguards mandated by law.

iv. Rule 4(3) and Rule 5 of the Consumer Protection (E-Commerce) Rules, 2020.

v. The aforesaid provisions of the Consumer Protection Act, 2019 and the Consumer Protection (E-Commerce) Rules, 2020, read with Section 6A read with Sections 9B and 9C of the Explosives Act, 1884 and Rule 4 and Rule 6(6) of the Ammonium Nitrate Rules, 2012, insofar as the latter provisions bear upon the materiality of the concealed information and the adequacy of the safeguards required, as discussed above; it is clarified that this Order does not record or determine any liability under the Explosives Act, 1884 or the Rules made thereunder, which falls within the jurisdiction of the competent authorities under that law.

51. The CCPA is empowered under Section 21 of the Act to issue directions to the advertiser of a false or misleading advertisement to discontinue or modify the advertisement and, if necessary, to impose by order a penalty which may extend to ten lakh rupees and for every subsequent contravention, to a penalty which may extend to fifty lakh rupees. Section 21(7) of the Act requires the Authority, while determining such penalty, to have regard to –

i. the population and the area impacted or affected by such offence;

ii. the frequency and duration of such offence;

iii. the vulnerability of the class of persons likely to be adversely affected by such offence.

52. The CCPA notes that this is the first proceeding of its kind against the opposite party before it within the meaning of Section 21 of the Act. At the same time, the Authority takes serious note of the following aggravating factors:

i. The substance in question is not an ordinary consumer good but a statutorily classified explosive, the unregulated availability of which carries grave implications for public safety and national security, placing the present violation, in terms of potential severity of harm, in a materially different category from an ordinary misleading advertisement;

ii. The opposite party's own platform allowed the listing of the substance to be accompanied by imagery depicting explosions and blast-effects, reflecting not merely a passive lapse but content that could induce consumer interest and a serious failure of content moderation;

iii. The opposite party did not cooperate with the Investigation Wing's communications dated 20th May, 2026 and 26th May, 2026;

iv. The opposite party failed to furnish material information, including data on quantities sold and licences verified, that lay within its own knowledge and control, despite specific directions to furnish the same and produced no evidence of any legal or regulatory action taken against the concerned seller;

v. The inconsistent explanations given by the opposite party regarding the time and circumstances of removal of the impugned listing raise doubts about the reliability of its account and indicate deficiencies in its record-keeping;

vi. The opposite party allowed the impugned listing to remain available and did not act until regulatory intervention, notwithstanding that the licensing and traceability requirements under the Ammonium Nitrate Rules, 2012 have been in force for well over a decade and it is not open to an e-commerce entity to await a notice from CCPA before ensuring that goods regulated and restricted under the law of the land are not offered for sale on its platform.

53. On the other hand, the CCPA also takes note, as a mitigating factor, that after the matter was brought to its notice, the opposite party blocked the concerned seller's account and the impugned listing added the product to its Banned Product List and stated that it had strengthened its seller-onboarding and content-moderation mechanisms; it is also noted that, as verified, the platform presently blocks searches for the term 'Ammonium Nitrate'.

54. Having regard to the nature and gravity of the violations, the vulnerability of consumers and the public at large to the risks arising from unregulated access to an explosive substance, the pan-India reach of the opposite party's e-commerce platform, the duration for which the impugned listing remained available and the opposite party's failure to cooperate with the investigation or to demonstrate any legal action against the concerned seller, the CCPA is of the view that a penalty at the higher end of the range available for a contravention under Section 21 of the Act is warranted.

55. In view of the above, in exercise of powers under Sections 20 and 21 read with Section 10 of the Consumer Protection Act, 2019, the CCPA hereby issues the following directions:

i. The opposite party shall immediately discontinue the listing, hosting, advertising, or facilitation of sale of Ammonium Nitrate, or of any other substance classified as an explosive under the Explosives Act, 1884, or otherwise regulated under any applicable law, on its platform.

ii. The opposite party is directed to pay a penalty of Rs. 10,00,000/- (Rupees Ten Lakh) for the violations detailed in the foregoing paragraphs.

iii. The opposite party shall submit a compliance report in respect of directions (i) to (ii) above within 15 days of receipt of this Order.

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(Nidhi Khare)

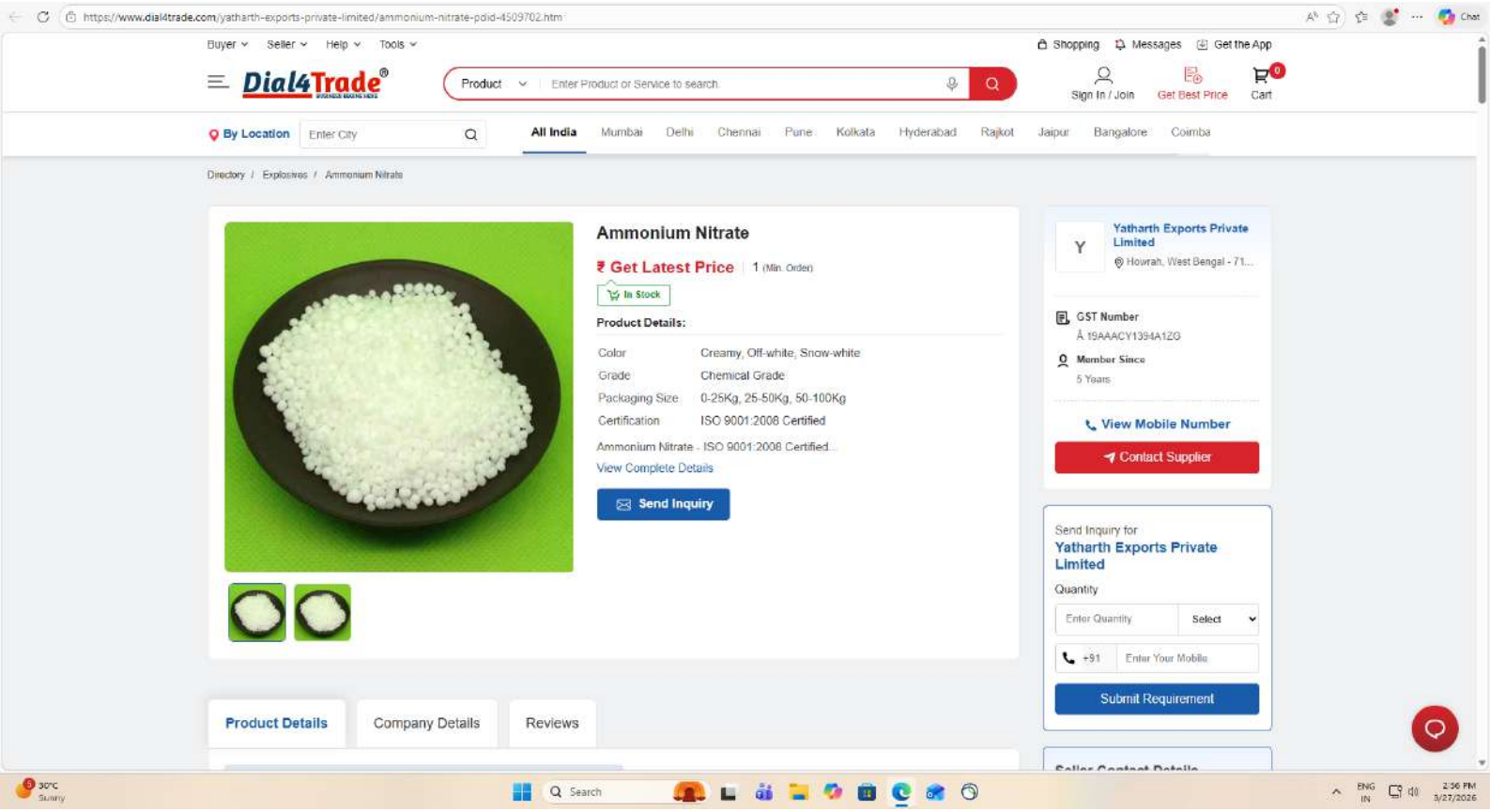
Chief Commissioner

.....

(Anupam Mishra)

Commissioner

Annexure- 1


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Buyer
Seller
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Rajkot
Jaipur
Bangalore
Coimba
Directory / Explosives / Ammonium Nitrate
Ammonium Nitrate
Get Latest Price
1 (Min. Order)
In Stock
Product Details:
Color
Creamy, Off-white, Snow-white
Grade
Chemical Grade
Packaging Size
0-25Kg, 25-50Kg, 50-100Kg
Certification
ISO 9001:2008 Certified
Ammonium Nitrate - ISO 9001:2008 Certified...
View Complete Details
Send Inquiry
Yatharth Exports Private Limited
Howrah, West Bengal - 71...
GST Number
19AAACY1394A1ZG
Member Since
5 Years
View Mobile Number
Contact Supplier
Send Inquiry for
Yatharth Exports Private Limited
Quantity
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+91
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Ammonium Nitrate

₹ Get Latest Price | 1 Piece (Min. Order)

In Stock

Product Details:

Purity	90%, 99%
State	Crystal, Solid
Melting Point	0-500 Deg C, 500-1000 Deg C
Color	Creamy, Off-white, Snow-white
Grade	Chemical Grade

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1.5 Cr+ Products



Analytical Grade Powder Cerium Iv Ammonium Nitrate, Usage : Laboratory
₹547/Kg | Get Best Quotes
Product Specifications
Usage: Laboratory | Grade Standard: Reagent Grad...
Packaging Type: Plastic Bottl... | MOQ: 1 Kg
Country of Origin: Made in India
Packaging Type : Plastic bottle / Drum, Grade Standard : Reagent Grade, Analytical Grade, Usage : Laboratory

Alpha Chemika | Good 4 reviews 3.8
Mumbai, Maharashtra, India
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Ammonium Nitrate
Get Latest Price
Product Specifications
Grade: Chemical Grade | Melting Point: 0-500 Deg C, 500...
Color: Creamy, Off-white, Sn... | Purity: 90%, 99%
State: Crystal, Solid
Ammonium Nitrate Our Company formulate and supply an exclusive range of ammonium nitrate that are utilized extensi... Full Details

Gujarat narmada valley fertilizers and chemica...
Bharuch, Gujarat, India
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Ammonium Nitrate
Ask For Price
Product Specifications
Packaging Type: Bopp Bags, ... | Grade: Chemical Grade
Color: Off-white, Snow-white | Purity: 90%, 99%
Ammonium Nitrate - Off-white, Snow-white

PEC LIMITED | Very Good 2 reviews 4.5
Delhi, Delhi, India

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Ceric Ammonium Nitrate
₹956/Kg | Get Best Quotes
Product Specifications
Purity: >99% | Form: Crystal
Cas Number: 16774-21-3 | MOQ: 1 Kg
Country of Origin: Made in India
Purity : >99%, Form : Crystal, CAS Number : 16774-21-3

Star Earth Minerals Pvt Ltd
Raigad, Maharashtra, India
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Ammonium-cerium (iv) Nitrate, Cas Number : 16774-21-3, Grade : Ar Grade
₹1650/Kg | Get Best Price
Product Specifications
Grade: Ar Grade | Cas Number: 16774-21-3
Brand: Merck | MOQ: 1 Kg
Country of Origin: Made in India
Grade : AR Grade, CAS Number : 16774-21-3, Brand : Merck

Kk International
Kolkata, West Bengal, India
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Industrial Grade Ceric Ammonium Nitrate, Cas Number : 16774-21-3, Grade Standar...
₹1093/Kg | Get Best Price
Product Specifications
Grade Standard: Industrial Grade | Purity %: 99%
Cas Number: 16774-21-3 | MOQ: 1 Kg

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Price

With Price

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Ammonium Nitrate

Quantity

Enter Quantity | Select

+91 | Enter Your Mobile

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Ceric Ammonium Nitrate

₹956/Kg Get Best Quotes

Product Specifications

Purity: >99% | Cas Number: 16774-21-3
Form: Crystal | MOQ: 1 Kg
Country of Origin: Made in India

Purity : >99%, Form : Crystal, CAS Number : 16774-21-3

Star Earth Minerals Pvt Ltd
Raigad, Maharashtra, India

GST Number
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Ammonium Cerric Nitrate

₹2437/Kg Get Best Price

Product Specifications

Grade: Ar Grade | Chemical Formula: Ce(nh4)2(no...
Packaging Details: 100gm Bo... | Usage/application: Laboratory

Packaging Details : 100gm Bottle, Grade : AR Grade, Usage/Application : Laboratory, Chemical Formula : Ce(NH4)2(NO3)6

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