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CCPA Imposes ₹5 Lakh Penalty on Snapdeal for Non-BIS Toys

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The **Central Consumer Protection Authority (CCPA)** has imposed a penalty of ₹5,00,000 on Snapdeal (Ace Vector Limited) for facilitating the sale of toys that did not comply with mandatory **Bureau of Indian Standards (BIS)** certification requirements. This action was taken on 16 February 2026 after the **authority took suo-motocognizance of the matter.**

Regulatory Violation: Toys (Quality Control) Order, 2020

The CCPA action was based on violations of the Toys (Quality Control) Order, 2020, which mandates that all toys sold in India must have BIS certification to ensure safety and quality. This order became mandatory from 1 January 2021.

Findings from CCPA Investigation

Non-compliant toys continued to be listed and sold on Snapdeal despite claims of delisting, with listings available as late as December 2025.

Many toy listings lacked essential details, such as the manufacturer's name, address, and BIS certification numbers.

Snapdeal earned fees of around ₹41,032 from the sale of these non-BIS compliant toys.

The CCPA found that Snapdeal's reliance on seller self-declarations without independent verification was inadequate to ensure compliance.

CCPA Rejects Marketplace Defence

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Snapdeal argued it was only a marketplace intermediary not liable for product compliance. However, the CCPA rejected this defence, stating that e-commerce platforms exercise significant control over transactions through features such as promotional sales (“Deal of the Day”, “Toofan Sale”), and thus cannot evade responsibility for consumer safety.

Directives and Notices

Along with the penalty, the CCPA directed Snapdeal to:

Ensure strict future compliance, preventing the listing, hosting, or advertising of non-BIS compliant toys.

Display contact information and grievance redressal details prominently to facilitate consumer complaints.

In addition, the CCPA has issued notices to other e-commerce entities such as Amazon and Flipkart, as well as specific sellers, regarding similar violations.

Legal and Consumer Protection Implications

The sale of toys without mandatory BIS certification is considered an unfair trade practice and misleading advertisement under the Consumer Protection Act, 2019.

The action highlights the shift from “**caveat emptor**” (let the buyer beware) to “**caveat venditor**” (let the seller beware), **placing greater responsibility on online platforms for product safety.**