



# The Consumer Protection Act, 2019

Ministry: Consumer Affairs and Food  
Distribution

**Dr Pooja Singh**

Assistant Professor  
Vidya Mandir Degree College  
Kaimganj, Farrukhabad, UP

# Context of the Consumer Protection Act, 2019



Consumer Protection Act, 2019 replaces the previous consumer protection Act, 1986

Enhanced the scope of protection afforded to consumers

Important parameters which alter consumer behavior and retail trends in the 21st century.



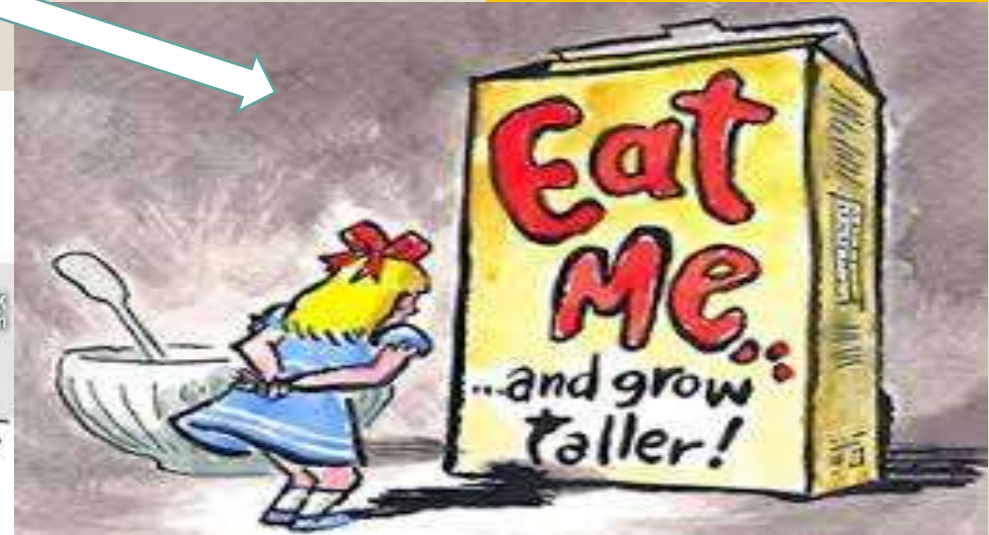
## PL: product liability

Product liability is the area of law in which manufacturers, distributors, suppliers, retailers, and others who make products available to the public are held responsible for the injuries those products cause. Although the word "product" has broad connotations, product liability as an area of law is traditionally limited to products in the form of tangible persona

- Advertising claims
- Endorsements
- Product liability



"Both, as an actor, and an actor playing a doctor, I heartily recommend Springdale Wines!"





# Key Features

**Consumer Complaints**  
(through electronic mode also)



**Setting up Consumer Disputes Redressal Commissions**

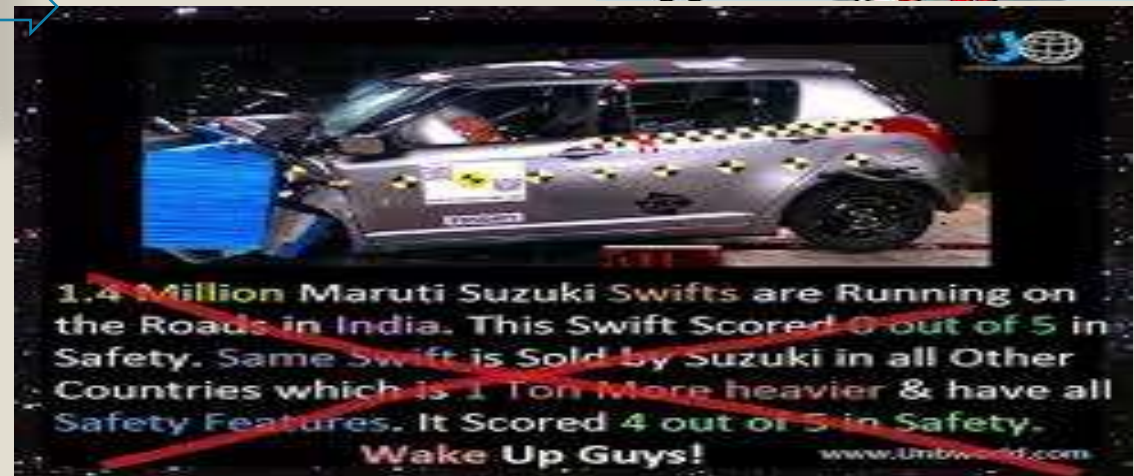
**National level** (above Rs. 10 crore)

**State level** (Rs. 1 crore to Rs. 10 crore)

**District level** (upto Rs. 1 crore)



- i) Defect in goods or deficiency in services
- ii) Unfair or restrictive trade practices
- iii) Excessive pricing
- iv) Knowingly selling goods or providing services that do not meet safety norms
- v) Product liability



Against a manufacturer, seller, or service provider for any defect in a product or deficiency in a service including:

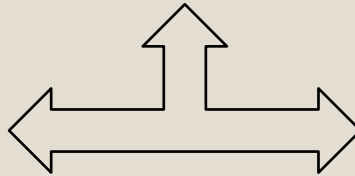
- (i) property damage
- (ii) personal injury, illness, or death
- (iii) mental agony or emotional harm accompanying these conditions

# Key Features

## Other Bodies established under the Bill

### Central Consumer Protection Authority

To promote, protect, and enforce the rights of consumers as a class



### Consumer Protection Councils

Advises on promotion and protection of consumer rights

(i) issue safety notices



(ii) pass orders to recall goods, prevent unfair and restrictive trade practices



(iii) reimburse purchase price paid



(iv) impose penalties for false and misleading advertisements



(v) file complaints before the Consumer Disputes Redressal Commissions





# Key Features



## Unfair contracts

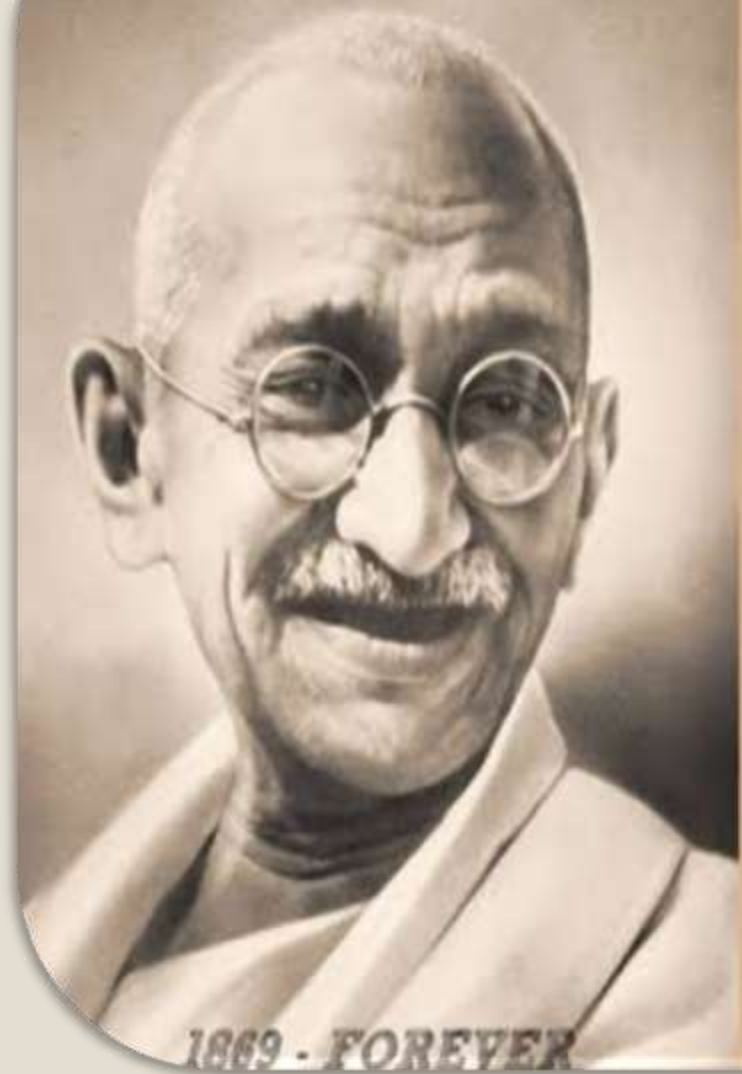
- (i) requiring excessive security deposits
- (ii) imposing a disproportionate penalty for a breach in contract
- (iii) refusing to accept early repayment of debts
- (iv) terminating the contract without reasonable cause
- (v) transferring a contract to a third party to the detriment of the consumer without his consent
- (vi) imposing unreasonable charge or obligations which put the consumer at a disadvantage.

## Penalties

- (i) Non compliance of orders of the District, State or National Commissions may lead to imprisonment up to three years, or a fine not less than Rs 25,000 extendable to Rs 1 lakh, or both
- (ii) Non compliance of order issued by the CCPA may lead to imprisonment of up to six months, or a fine of up to Rs 20 lakh, or both
- (iii) CCPA may also impose penalties for manufacturing, selling, storing, distributing or importing adulterated products
- (iv) CCPA may also impose penalties for manufacturing, selling, storing, distributing or importing spurious goods
- (v) Penalties may vary from fine up to Rs three lakh along with imprisonment of up to one year to Rs ten lakh or more along with a minimum imprisonment of seven years, extendable to imprisonment for life depending on nature of injury or loss



## MAHATMA GANDHI



## THE GREATEST MARKETER OF ALL TIME

**"A customer is the most important visitor on our premises.**

**He is not dependent on us. We are dependent on him. He is not an interruption in our work. He is the purpose of it. He is not an outsider in our business. He is part of it. We are not doing him a favour by serving him. He is doing us a favour by giving us an opportunity to do so."**

THANK YOU