



June 25, 2021

Dear Reader

The Consumer Protection (**E-commerce**) Rules, 2020 (**E-comm Rules**) were notified in July 2020 with the aim to accommodate and regulate trade that is making a quick shift towards the online model, and particularly, without being hindered by geographic boundaries. Recently, on June 21, 2021, Government of India has released a draft of proposed amendments to E-comm Rules to further augment the interest of the consumers, however at the same time the proposals also have a far-reaching impact of the basic business models of certain e-commerce entities and even connected entities such as related parties, associated enterprises, entities fulfilling orders for such e-commerce entities and logistics partners, ultimately threatening the very existence and viability of some of these entities. In this write up, we have attempted to dissect all the proposed amendments and recorded possible implications on the e-commerce entities.

[Please find the detailed update here.](#)

We trust you will find this an interesting read. For any queries or comments on this update, please feel free to contact us at insights@elp-in.com

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