

National Consumer Helpline Facilitates (NCH) Refunds of 2.72 Crore in July 2025

E-commerce Tops Refund Grievances with 1.34 Crore Redressal

NCH Sees Tenfold Surge in Calls; WhatsApp Complaints Jump to 20%

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The National Consumer Helpline (NCH) successfully facilitated refunds amounting to ₹2.72 crore in July 2025, addressing 7,256 consumer grievances across 27 sectors.

The **e-commerce sector** recorded the highest volume of refund-related grievances with 3,594 cases, resulting in refunds worth ₹1.34 crore. This was followed by the **Travel & Tourism sector**, which accounted for refunds of ₹31 lakh.

The helpline's **technological transformation** has significantly enhanced its reach and efficiency. Call volumes have increased more than tenfold, from 12,553 in December 2015 to 1,55,138 in December 2024. Similarly, average monthly complaint registrations have grown from 37,062 in 2017 to 1,11,951 in 2024. Consumer adoption of digital channels has also surged, with grievance registration via WhatsApp rising from 3% in March 2023 to 20% in March 2025.

NCH acts as a unified platform bringing together consumers, government agencies, private sector companies, and regulatory bodies. The number of convergence partners has expanded steadily from 263 in 2017 to 1,131 companies in 2025, strengthening collaborative redressal mechanisms.

In line with its mandate to safeguard consumer rights and promote fair trade practices, the Department of Consumer Affairs, GoI, monitors grievance data received through the NCH. In addition, the Department also identifies companies with high volume of complaints that are not yet part of the convergence programme for further engagement. NCH collaborates with companies demonstrating a proactive approach to grievance redressal, onboarding them as convergence partners on a voluntary basis. Once onboarded, NCH shares real-time complaint data with these companies, enabling free, fair, and expeditious resolution through cooperative engagement.

To ensure greater accountability, NCH systematically forwards grievances to convergence partners as they are received, with companies expected to prioritize timely redressal. This collaborative model enhances transparency, corporate accountability, and consumer confidence, while easing the burden on adjudicatory mechanisms. To further promote industry participation, NCH has streamlined the partner-onboarding process, making it fully online, transparent, and user-friendly.

To enhance accessibility and streamline grievance registration during periods of high call volume, NCH has integrated WhatsApp with its toll-free number (1915). In cases of prolonged waiting time due to heavy traffic or technical factors, automated WhatsApp notifications are sent to consumers, enabling them to register grievances directly through the platform. This initiative offers a seamless and user-friendly alternative,

improving the efficiency and responsiveness of the helpline. Further, a dedicated feedback mechanism has been introduced, encouraging consumers to share suggestions via <https://consumerhelpline.gov.in/public/feedback>. The feedback received is systematically reviewed and analysed, serving as a vital input for continuous improvement in line with consumer needs.

NCH has emerged as an effective pre-litigation platform for resolving consumer grievances in India, offering a hassle-free, rapid, and cost-effective alternative to traditional litigation. Designed to overcome procedural delays and high costs that deter consumers from pursuing formal cases, the helpline provides an alternate dispute redressal mechanism at the pre-litigation stage. An initiative of the Department of Consumer Affairs, Government of India, NCH continues to strengthen consumer confidence by ensuring accessible and timely grievance resolution.

The National Consumer Helpline (NCH) under the Department of Consumer Affairs exemplifies the spirit of Viksit Bharat through its commitment to digital empowerment, citizen-centric service delivery and ensuring institutional accountability in consumer grievance redressal.

Some of the recent positive experiences of the consumers on the helpline across the country are mentioned below:

ASSAM (Tinsukia)

A consumer from Tinsukia in Assam placed an online order for an LED lamp through a social media-based e-commerce platform. Despite making a payment of ₹1,000, the consumer neither received the product nor any response from the seller. Frustrated by the lack of delivery, refund or communication, the consumer registered a grievance with the helpline. With the intervention of NCH, the issue was successfully resolved and the consumer received the refund. Expressing appreciation, the consumer shared “*Bahut acha hai, bahut helpful hai. Main sabko suggest bhi karungi. Bahut jaldi samadhan bhi mil gaya.*” [Tinsukia, Assam] (Docket No.7556893)

Tripura (Agartala)

A consumer from Agartala in Tripura purchased an air conditioner which came with a valid warranty. After the AC stopped working, the consumer contacted the company for repair service but experienced significant delays. Due to the slow response of the company, the consumer registered a grievance with NCH to address the issue. With the timely facilitation received from NCH, the problem was resolved within 24 hours. The consumer expressed satisfaction, saying “*Turant problem solve ho gaya hai 24 ghante ke andar hi. Maine jitni baar bhi aapka helpline mein complaint raise kiya, problem solve hua hai.*” [Agartala, Tripura] (Docket No.7614502)

Maharashtra (Mumbai)

A consumer from Mumbai in Maharashtra paid ₹6,000 via debit card to an agency service provider for promised services. However, the services were not delivered as committed leading the consumer to seek a refund. After repeated unsuccessful attempts to resolve the issue, the consumer registered a grievance with NCH. **With the assistance of the NCH**, the matter was promptly resolved and the consumer received the refund. Sharing his feedback, the consumer stated “*Feedback toh bahut accha hai, jo mahina bhar se nahi ho pa raha tha, wo 2 din mein ho gaya.*” [Mumbai, Maharashtra] (Docket No.7601336)

Bihar (Nalanda)

A consumer from Nalanda in Bihar faced difficulties accessing essential food supplies through the Public Distribution System (PDS). Despite holding a valid ration card, the consumer reported not receiving any ration for the past four months from the designated fair price shop. Repeated attempts to seek help from the concerned department did not yield any results. Left with no alternative, the consumer registered a grievance with NCH. With timely intervention by NCH, the issue was resolved and ration supply was restored. Expressing deep gratitude, the consumer shared “*Main aapko kis lafzon mein, kin words mein dhanyavaad karu sir. Aapke madhyam se mera ye problem solve hua hai. Main bahut zyada khush hoon. Aapka bahut-bahut dhanyavaad, aapki team ka, ye Rashtriya Upbhokta Helpline ka.*” [Nalanda, Bihar] (Docket No.7563209)

Haryana (Gurgaon)

A consumer from Gurgaon in Haryana raised a concern regarding the weight of a gas cylinder received from an authorized gas agency. After booking the cylinder, the consumer measured the cylinder and found the weight to be less than expected. Despite reporting the issue to the concerned agency, no resolution was initially provided. The consumer then registered a grievance with NCH. With timely intervention, the issue was effectively resolved. Appreciating the swift response, the consumer shared “*Issue toh solve ho gaya hai, ye bahut achhi baat hai. Aap turant action lete ho aur time pe solution dete ho iska.*” [Gurgaon, Haryana] (Docket No.7593115)

Rajasthan (Jaipur)

A consumer from Jaipur in Rajasthan ordered a cotton printed item through an e-commerce platform. Upon receiving the product, the consumer found quality issues and initiated a return request. However, the company claimed that the address of the consumer was incorrect and refused to arrange a pickup, despite the fact that the product was successfully delivered to the same address. Repeated attempts to contact the company went unanswered. The consumer then approached NCH for resolution. The issue was swiftly addressed by NCH and the return was processed with a full refund. Expressing appreciation, the consumer shared “*Meri taraf se dhanyawad hai aapko aur aapki team ko jo aapne sahayata ki – refund mil gaya.*” [Jaipur, Rajasthan] (Docket No. 7556220)

Tamil Nadu (Coimbatore)

A consumer from Coimbatore in Tamil Nadu placed an order worth ₹ 7,781 through an e-commerce platform. After the purchase, the consumer received no further updates regarding delivery or tracking. Despite sending an email requesting cancellation and a refund, there was no response from the company. The consumer then approached NCH to seek redressal. Following the support provided by NCH, the issue was resolved and the concern of the consumer was addressed satisfactorily. Expressing appreciation, the consumer shared “You’ve done a great job! Kudos to the whole team.” [Coimbatore, Tamil Nadu] (Docket No. 7340644)

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