



# Empowering Consumers: National Consumer Helpline Facilitates ₹45 Crore Refunds Across 31 Sectors in 8 Months

## E-commerce sector accounts for ₹32 crore refunds; Travel & Tourism follows with ₹3.5 crore

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The National Consumer Helpline (NCH), a flagship initiative of the Department of Consumer Affairs, Government of India, continues to play a crucial role in effective, timely and pre-litigation redressal of consumer grievances across the country.

During the eight-month period from 25 April to 26 December 2025, the helpline successfully facilitated **refunds amounting to ₹45 crore, addressing 67,265 consumer grievances** related to refund claims **across 31 sectors**. Operating at the pre-litigation stage under the Consumer Protection Act, 2019, NCH enables speedy, inexpensive and amicable resolution of disputes, thereby reducing the burden on Consumer Commissions.

### Sector-wise Performance

The **e-commerce** sector recorded the **highest number of grievances and refunds, with 39,965 grievances resulting in refunds of ₹32 crore**. This was **followed by the Travel and Tourism** sector, which registered 4,050 grievances and refunds amounting to ₹3.5 crore.

Grievances related to e-commerce refunds were received from all parts of the country, ranging from major metropolitan cities to remote and less populated regions, highlighting the nationwide reach, accessibility and effectiveness of the National Consumer Helpline

The top five sectors that contributed more than 85 percent of the total refunds, along with the number of grievances received and the corresponding refund amounts are given below:

| Sl No. | Sector              | Total Grievances | Total Amount Refunded (in ₹) |
|--------|---------------------|------------------|------------------------------|
| 1      | E- Commerce         | 39,965           | 320,680,198                  |
| 2      | Travel & Tourism    | 4,050            | 35,222,102                   |
| 3      | Agency Services     | 957              | 13,497,714                   |
| 4      | Electronic Products | 635              | 11,725,231                   |

|   |              |               |                     |
|---|--------------|---------------|---------------------|
| 5 | Airlines     | 668           | 9,556,843           |
|   | <b>Total</b> | <b>46,275</b> | <b>39,06,82,088</b> |

A key driver behind this outcome has been the expansion in the number of convergence partners, which has enhanced the collective capacity to address and resolve consumer grievances effectively. This development underscores the robust engagement of relevant stakeholders, reaffirming their commitment to consumer welfare and accountability to resolve grievances of the consumers.

The expeditious facilitation of ₹45 crore in refunds in the month of 25<sup>th</sup> April to 26<sup>th</sup> December 2025 not only demonstrates the efficacy and responsiveness of the helpline but also highlights its critical role in ensuring hassle-free and time-bound grievance redressal. It further reinforces the importance of NCH as an essential instrument at the pre-litigation stage, promoting trust and transparency in the marketplace.

### Consumer Impact – Illustrative Cases

A consumer from Jodhpur, Rajasthan lodged a grievance after receiving defective chairs through an e-commerce platform. Seeking resolution, the consumer approached the company, but the pickup was cancelled five consecutive times, leaving the issue unresolved. With the intervention of the National Consumer Helpline, the matter was promptly addressed, resulting in a full refund to the consumer. Expressing heartfelt gratitude, the consumer shared: *“Thank you so much Consumer Helpline for helping cheated consumers like me... thank you so much.”*

A consumer from Bangalore, Karnataka purchased an annual internet plan, and the amount was duly deducted from his account. However, the connection was never installed. When he contacted customer care, he was assured that a refund would be processed within 10 working days. Despite making several calls and complaints, the consumer did not receive the refund even after four months. With the effective intervention of the National Consumer Helpline, the company promptly facilitated the refund. Expressing satisfaction over the resolution, the consumer stated: *“It was a good experience. Otherwise, it was difficult to get the amount back.”*

A consumer from Chennai, Tamil Nadu cancelled a flight ticket more than 96 hours before departure. Despite this, the company failed to process the refund, even after repeated requests from the consumer. With the prompt intervention of the National Consumer Helpline (NCH), the refund was successfully facilitated. Gratefully acknowledging the support, the consumer shared: *“Thanks to NCH for the quick action. Am delighted by your efforts.”*

These cases underscore role of NCH as an effective pre-litigation mechanism, providing consumers with accessible and timely grievance redressal without the need for prolonged legal proceedings.

### Accessing the National Consumer Helpline

This helpline has emerged as a **single point of access for consumers** across the country to seek grievance redressal at the pre-litigation stage. Consumers can **register their grievances in 17 languages through a toll-free number 1915**. Grievances can also be submitted through the Integrated Grievance Redressal Mechanism (INGRAM), an **omni-channel, IT-enabled central portal**. Multiple channels are available for this purpose, including **WhatsApp** (8800001915), **SMS** (8800001915), **email** (nch-ca[at]gov[dot]in), the **NCH app**, the **web portal** (www.consumerhelpline.gov.in), and the Umang app, offering flexibility and convenience to consumers.

The Department reiterates its commitment to strengthening consumer protection framework and urges all consumers to actively utilize the helpline to safeguard their rights and seek timely redressal.

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**RT**

(रिलीज़ आईडी: 2209070) आगंतुक पटल : 898

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