



National Consumer Helpline Facilitates ₹52 Crore in Refunds Across 31 Sectors

79,521 Grievances Resolved at Pre-Litigation Stage; E-Commerce Accounts for Highest Share

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The National Consumer Helpline (NCH) has facilitated refunds amounting to ₹52 crore across 31 sectors by addressing 79,521 consumer grievances related to refund claims during the period of last nine months (from 25 April to 31 January 2026). The refunds were secured at the pre-litigation stage, enabling consumers to obtain timely relief without approaching Consumer Commissions.

This flagship initiative of the department, plays a pivotal role in providing effective, accessible, and time-bound grievance redressal under the Consumer Protection Act, 2019. NCH operates through a convergence model where grievances are digitally forwarded to companies for resolution within defined timelines, with continuous monitoring and consumer feedback tracking.

E-Commerce Sector Accounts for Majority of Refunds

The **e-commerce sector** recorded the highest number of grievances, with **47,743 complaints**, resulting in refunds exceeding **₹36 crore**. The **Travel & Tourism sector** followed, with refunds of more than **₹4 crore** facilitated through the Helpline.

Refund grievances in the e-commerce sector were reported from across the country spanning metropolitan cities as well as remote regions underscoring the extensive reach and accessibility of the National Consumer Helpline as a pan-India consumer grievance platform.

Top Five Sectors Accounting for Majority of Refunds

The top five sectors, which together accounted for over 85 percent of the total refund amount, along with the number of grievances and refund amounts facilitated, are detailed below:

S. No.	Sector	Total Grievances	Total Amount Refunded (₹)
1	E-Commerce	47,743	36,79,86,191
2	Travel & Tourism	5,149	4,16,39,652
3	Agency Services	1,103	1,53,97,771
4	Electronic Products	788	1,45,23,681

5	General Insurance	293	1,18,08,426
	Total	55,076	45,13,55,721

Cases that exemplify the effectiveness of the National Consumer Helpline

- **E-Commerce:** A consumer's delivery was repeatedly rescheduled without refund. Following NCH intervention, the refund was processed. The consumer stated, *"NCH helped me a lot to get my money back."*
- **Automobile:** A consumer facing unresolved diagnostic issues with his vehicle received a full refund after NCH's intervention. He shared: *"Addressed the issue to my satisfaction after raising the complaint in the NCH portal."*
- **Food Delivery:** A customer ordered food through an online food delivery app but received the wrong items along with a reduced quantity. Despite his repeated requests, the company failed to respond. With the intervention of the National Consumer Helpline (NCH), the refund was successfully facilitated. The consumer said, *"Thanks for serving the justice to me as a customer. You ensured faith in the system. Thanks a lot NCH forum for helping with the resolution. My belief of consumer rights being intact has strengthened with such efforts."*
- **Insurance:** A premium paid for a policy that was never issued was refunded after NCH took up the case. The consumer noted: *"Filing complaints online through NCH is very easy and helps a lot in fighting for us against companies."*

These cases demonstrate the Helpline's effectiveness in securing consumer relief without prolonged legal proceedings. The facilitation of refunds amounting to ₹ 52 crore during the period from 25 April to 31 January 2026 demonstrates the responsiveness and efficacy of the Helpline and reinforces its critical role as a trusted instrument for consumer protection at the pre-litigation stage.

The National Consumer Helpline (NCH) functions as a single-point access platform for consumers across the country to register grievances in 17 languages.

- Toll-free number: **1915**
- INGRAM portal
- WhatsApp / SMS: **8800001915**
- Email: **nch-ca[at]gov[dot]in**
- NCH Mobile App
- Web Portal
- UMANG App

The facilitation in refunds reinforces the Government's commitment to strengthening consumer trust in digital marketplaces and service ecosystems. Also, encourages consumers to proactively utilize the National Consumer Helpline to safeguard their rights and seek timely redressal.

RT/ ARC

