F. No. CCPA-2/17/2026-CCPA

Central Consumer Protection CCPA

In the matter of: Violation of consumer rights, misleading advertisement and unfair trade practice in respect of listing and advertisement of "Anti-Drone Gun VSKP03-PRO" on IndiaMART by M/s AirONE Robotics.

CORAM:

Smt. Nidhi Khare, Chief Commissioner

Shri Anupam Mishra, Commissioner

Appearance on behalf of M/s AirONE Robotics:

Mr. Emroz Sardar, Proprietor of the Company

Date: 19.11.2026

ORDER

1. This is a suo motu case taken up by the Central Consumer Protection CCPA (hereinafter referred to as "CCPA"/"the CCPA") against M/s AirONE Robotics (hereinafter referred to as "the opposite party"), in relation to the listing, hosting and advertisement of a product described as "Anti-Drone Gun VSKP03-PRO" through the e-commerce platform IndiaMART, without the necessary statutory disclosures and regulatory authorizations.

2. In exercise of powers conferred under Section 10 read with Section 18(2)(a) of the Consumer Protection Act, 2019 (hereinafter referred to as "the Act"), CCPA is empowered to inquire into violations of consumer rights, misleading advertisements and unfair trade practices, either suo motu, on receipt of complaints, or on directions issued by the Central Government.

3. CCPA had earlier issued an Advisory dated 29.04.2022 concerning the illegal facilitation and sale of wireless jammers on e-commerce platforms. The said Advisory specifically noted that wireless jammers, being capable of disrupting authorised telecom and wireless networks, are illegal for general sale and use and that any facilitation or sale of such devices by e-commerce platforms would be viewed as an

illegal activity and construed as a violation of consumer rights and adoption of unfair trade practices under the Act.

4. The product in question, namely "Anti-Drone Guns", are wireless transmitting/jamming devices designed to interfere with licensed GPS and RF communication spectrum. Such devices fall within the category of restricted radio communication equipment regulated, inter alia, under: (i) the Indian Telegraph Act, 1885, (ii) Section 48 of the Telecommunications Act, 2023, (iii) the wireless licensing regime administered by the Department of Telecommunications (DoT)/Wireless Planning & Coordination (WPC) Wing, (iv) the Foreign Trade (Development and Regulation) Act, 1992, requiring a DGFT licence with prior WPC/DoT and Cabinet Secretariat clearance, (v) the Cabinet Secretariat Guidelines for Procurement, Possession and Use of Jammers, 2025 and (vi) the Indian Wireless Telegraphy Act, 1933, under which a Manufacturing & Testing Licence and an Experimental (Radiating) Licence are required for manufacture and possession of RF jamming equipment and a Wireless Operating Licence is mandatory for its use, all of which collectively restrict such equipment strictly to authorised Government and security agencies.

5. Further, as per Ministry of Home Affairs guidelines (MHA O.M. dated 10.03.2023), prior permission of the MHA is mandatory for the manufacture, procurement, deployment and use of jammers, including those forming part of Counter Rogue Drone (CRD) systems and only authorised agencies are permitted to procure or use such equipment. Section 42(3)(a) of the Telecommunications Act, 2023 further makes possession or use of any equipment that blocks telecommunications, without authorisation, punishable with imprisonment up to three years or fine up to fifty lakh rupees, or both. Such devices, by their very design and function, are capable of disrupting civil aviation communications, public safety networks and other critical communication infrastructure and accordingly carry serious national security implications.

6. It is in view of the above regulatory and statutory position that CCPA took cognizance of the matter and held a preliminary inquiry, wherein it observed that M/s AirONE Robotics was advertising/listing an 'Anti-Drone Gun VSKP03-PRO' through

its IndiaMART profile. The impugned description presented the item as an anti-drone gun and referred to electronic-warfare and drone-neutralisation functionality. The representation gave rise to concern that consumers encountering the listing would understand the item to be an operational anti-drone/jamming device, although the listing did not adequately clarify its regulatory status or licensing requirements. The screenshots and other material forming part of the preliminary inquiry/SCN are to be referred to as **Annexure1.**

7. The listing used terminology including "Anti-Drone Gun" and "electronic warfare device", with descriptions referring to neutralising drones. The CCPA formed a prima facie view that such representations warranted examination under the Act, including whether consumers were adequately informed of the product's actual characteristics and applicable restrictions.

8. From the perusal of the preliminary inquiry report and considering the above statutory framework and the consumer rights defined under Section 2(9) of the Act including the right to be informed about the quality, standard and legal status of goods and the right to be protected against goods hazardous to life and property, CCPA was satisfied that any consumer viewing such listings would be unable to ascertain that lawful possession or use of the said devices requires prior Government authorisation and that such information appeared to be deliberately concealed, which, prima facie, amounted to a violation of consumer rights under Section 2(9), misleading advertisement under Section 2(28) and unfair trade practice under Section 2(47) of the Act, as well as a violation of Rule 4(3) of the Consumer Protection (E-Commerce) Rules, 2020 (which prohibits adoption of unfair trade practice by an e-commerce entity) and Rule 4(6) thereof (which mandates disclosure of importer details in respect of imported goods) which impacted consumers as a class.

9. Accordingly, CCPA issued a Show Cause Notice dated 19.02.2026 to M/s AirONE Robotics in respect of the listing/hosting/advertisement of Drone Jammers/Anti-Drone Guns, calling upon it to show cause as to why action should not be initiated against it for violation of Section 2(9), Section 2(28) and Section 2(47) of the Act and the Consumer Protection (E-Commerce) Rules, 2020. The opposite party was further directed to furnish, within fifteen days:

i. the source of procurement/import of the said products and copies of import licences, invoices and related documents,

ii. copies of all regulatory approvals/authorisations obtained from WPC/DoT/DGFT/Cabinet Secretariat/MHA,

iii. the legal basis for offering the said restricted equipment for commercial sale,

iv. the number of units sold in the preceding two years with complete purchaser details, including name, address, GST number, contact details and purpose,

v. details of any third-party sellers/vendors listing similar equipment,

vi. steps taken to discontinue the sale and prevent recurrence and

vii. a complete list of similar RF/wireless transmitting equipment offered for sale on its website.

10. In its reply dated 28.02.2026, the Opposite party denied the allegations and stated, inter alia, that:

i. The 'Anti-Drone Gun VSKP03-PRO' was, according to the Opposite Party, a non-functional replica/model intended for collectors, display or educational purposes and not an operational jammer or restricted wireless transmitter;

ii. The product allegedly contained no circuitry or components capable of transmitting, receiving, blocking or manipulating GPS, cellular or radio-frequency signals and therefore did not require WPC/DoT/DGFT approvals applicable to functional equipment;

iii. The descriptions 'Anti-Drone Gun', 'electronic warfare device' and 'neutralizing drones' were asserted to be thematic or aesthetic descriptions, not representations of actual technical capability;

iv. The Opposite party denied deliberate concealment, misleading advertisement and unfair trade practice and stated that it had no intention to deceive prospective consumers;

v. The Opposite party stated that the impugned listing and associated descriptions had been removed from its IndiaMART profile and offered to provide sales records demonstrating the absence of transactions;

vi. The Opposite party requested that proceedings be reconsidered in view of the claimed inert and non-operational nature of the item.

11. Upon examination of the reply furnished by the Opposite Party, the CCPA observed that the contention regarding the product being a non-functional replica was inconsistent with the representations made in the impugned advertisement, wherein the product was described as an "Anti-Drone Gun" and an "electronic warfare device" capable of neutralising drones. The Opposite party failed to furnish any documentary or technical evidence to substantiate its claim that the advertised product was merely an inert replica intended for display or educational purposes. Further, irrespective of whether any actual sale or supply of the product had taken place, the publication of such an advertisement, without clearly disclosing the actual nature and functional capabilities of the product, was likely to mislead prospective consumers. The CCPA accordingly found the reply furnished by the Opposite party to be unsatisfactory and insufficient to address the concerns raised in the Show Cause Notice. Therefore, in terms of Section 19 of the Act, the CCPA was satisfied that a prima facie case of violation of consumer rights, misleading advertisement and unfair trade practice existed, warranting a detailed investigation into the matter.

12. Accordingly, vide letter dated 17.03.2026, CCPA referred the matter to the Director General (Investigation), CCPA, for a detailed investigation. The referral called for examination, inter alia, of whether AirONE had advertised, marketed, listed or sold Drone Jammers/Anti-Drone Guns through IndiaMART or other platforms; the actual operational capabilities of the product; regulatory approvals or licences; sourcing and sale records; purchaser details; mandatory disclosures; platform compliance; and possible contraventions of the Consumer Protection Act, 2019 and the Consumer Protection (E-Commerce) Rules, 2020.

13. The Director General (Investigation) completed its investigation and forwarded the approved Investigation Report, dated 09.06.2026, to the CCPA on 15.06.2026, recording the following findings:

a) During the course of investigation, it was observed that the company removed the listings of the said product from the platform of IndiaMART after receipt of the SCN, however, such post-facto action does not absolve it of liability for the period during which the product was available for purchase on the website. Further, the company's contention that no sale was effected does not mitigate

the violation, as the product remained accessible to consumers, thereby exposing them to legal and safety risks. (enclosed in Annexure A)

b) It was observed that, prior to the initiation of the investigation by the DG Investigation, the company's website was actively hosting and listing various categories of drone products, including imported drones. However, the company failed to furnish any documentary evidence or provide disclosures regarding the licences, certifications, approvals, or other statutory and regulatory authorizations applicable to such products. (Some of the screenshots are enclosed in Annexure B)

c) Subsequently, it was observed that, following the issuance of notice by the DG (Investigation), the website became inaccessible/non- functional, displaying the message "Too Many Requests". As a result, independent verification of the current status of the product listings, regulatory disclosures, licences, certifications, approvals and any corrective measures claimed to have been undertaken by the company could not be carried out. (enclosed in Annexure C)

d) Further, the product listing contained detailed specifications, operational features including:

- "electronic warfare device"
- "Designed for military, law enforcement and critical infrastructure protection"
- "engineered to neutralize unauthorized or hostile drones with pinpoint precision"
- "offers a non-destructive, highly effective solution to combat the growing threat of rogue unmanned aerial systems (UAS)"

These representations are inconsistent with the company's submission. If the product was entirely non-functional, a dummy replica, such detailed performance, operational and deployment-related claims would not be published on the website raising serious concerns regarding the veracity of the company's explanation. (enclosed in Annexure A)

e) The company has contended that the product is a harmless, inert, non-functional structural replica model intended solely for display purposes and not an operational wireless jammer or functional device. However, the product's pricing, stated to be Rs. 8,30,000, is inconsistent with its claimed nature as a

mere toy-like or decorative replica. Despite the justifications provided by the company, the substantial pricing raises questions regarding the actual positioning and intended utility of the product.

f) Based on the investigation conducted pursuant to the directions of the Central Consumer Protection CCPA (CCPA) and upon review of the material facts, statutory provisions and the company's conduct, the following conclusions were drawn by the Investigation Wing:

g) M/s AirONE Robotics is in violation of Sections 2(9), 2(28) and 2(47) of the Consumer Protection Act, 2019, as it listed/hosted products such as Anti-Drone Systems, Drone Jammers and GPS Jammers without adequately disclosing the statutory restrictions, licensing requirements and legal limitations governing their purchase, possession and use, thereby impairing consumer's right to be informed and amounting to misleading advertisement and unfair trade practice.

h) The company acted contrary to the CCPA Advisory dated 29.04.2022, which expressly cautions against the facilitation and sale of wireless jammers on e-commerce platforms and states that such activities would be viewed as a violation of consumer rights and adoption of unfair trade practices under the Act.

i) Additionally, the company is in violation of the applicable statutory and regulatory framework governing restricted wireless/radio communication equipment, including, the Telecommunications Act, 2023, the Foreign Trade (Development and Regulation) Act, 1992, the Ministry of Home Affairs Guidelines dated 10.03.2023, the Cabinet Secretariat Guidelines for Procurement, Possession and Use of Jammers, 2025 and the licensing regime administered by DoT/WPC and DGFT, by hosting and offering such products without furnishing evidence of the requisite licences, approvals, certifications or regulatory authorisations.

j) The company is in violation of Rules 4(3) and 4(6) of the Consumer Protection (E-Commerce) Rules, 2020, as it hosted restricted drone- related products without adequate disclosures and failed to furnish documentary evidence relating to importer details, regulatory clearances and authorisations in respect of imported drone products.

14. The Investigation Report submitted by DG (Investigation) was shared with the opposite party vide letter dated 18.06.2026 to furnish its comments. Additionally, the opposite party was provided with an opportunity of hearing on 03.07.2026. However, the opposite party failed to provide their written comments before the hearing.

15. Thereafter, the CCPA conducted a virtual hearing on 03.07.2026, where Mr. Emroz Sardar, Proprietor of M/s AirONE Robotics, appeared before the CCPA. During the hearing, the CCPA asked the Opposite party to explain why it had listed and advertised an "Anti-Drone Gun" priced at ₹8,30,000/- on IndiaMART, despite signal jammers and anti-drone devices being restricted equipment under Indian law.

16. In response, Mr. Emroz Sardar stated that his GST registration was originally taken in 2020 for an apparel business on Amazon and was later updated to cover drone components, robotics and sensors. He submitted that his firm only integrates custom camera and sensor payloads (such as LiDAR and hyperspectral systems) for research institutes like IITs and has never manufactured, imported, or sold any drone jammers or anti-drone guns.

17. Regarding the listing on IndiaMART, the opposite party explained that he had hired a student freelancer to set up his catalog, who copied images and product descriptions from the internet. He also claimed that the "In Stock" label was an automatic default setting on IndiaMART. When the CCPA pointed out that the listing prominently displayed badges like "Verified Plus Supplier (9 Years)" and an "87% Response Rate," the Opposite party clarified that:

a. The "9 Years" label appeared because the profile was linked to an older personal IndiaMART account.
b. The "Verified Plus Supplier" badge was not based on any physical check or license verification by IndiaMART, but was a paid subscription package (MDC Plan) costing about ₹34,000/- per year, which he renewed after repeated visits and pressure from sales executives.
c. The "87% Response Rate" only showed the percentage of general buyer calls he answered, which mostly related to small toy drones, sensors, or research queries and had nothing to do with jammers.

18. The Opposite party further stated that he had already emailed his bank statements, billing ledgers and transaction records to the DG (Investigation) to show that zero jammers were ever sold. Further, the CCPA noted that blaming a third-party freelancer or marketplace default settings does not remove a seller's legal responsibility. Offering restricted electronic warfare or jamming devices online, which are strictly prohibited for civilian sale under the Cabinet Secretariat Jammer Guidelines and the Indian Wireless Telegraphy Act, without legal permission misleads consumers into believing such devices can be bought freely, which violates the Consumer Protection Act, 2019.

19. Since the Opposite party had not yet submitted its formal response to the DG Investigation Report, the CCPA directed him to submit the following:

a. The written comments to the DG Investigation Report;
b. A sworn affidavit on stamp paper confirming under oath:
    i. that zero anti-drone guns or jammers were ever sold or supplied;
    ii. why the listing showed "9 Years" when the GST was registered in 2020;
    iii. proof and details of the ~₹34,000/- paid to IndiaMART for the "Verified Plus" badge; and
    iv. an explanation for the "In Stock" tag and price;
    v. Copies of his original GST registration certificates and supporting financial records.

20. Following the hearing held on 03.07.2026, the Opposite party submitted a notarized affidavit dated 08.07.2026 along with certain documents, wherein it stated that:

i. The Opposite party contended that the impugned listing of the "Anti-Drone Gun VSKP03-PRO" was not an actual drone jammer or a functional wireless transmitting device. It submitted that the item was merely a non-functional replica, display model, or educational dummy intended for collectors and general public display. It further asserted that the product contained no internal circuitry, transmitter, or mechanism capable of disrupting or jamming GPS, cellular, or radio frequency signals and therefore did not attract licensing requirements under the Department of Telecommunications (DoT), WPC Wing, or DGFT.

ii. The Opposite party submitted that terms such as "Anti-Drone Gun," "electronic warfare device," and "neutralizing drones" were used solely as decorative, conceptual titles to reflect the visual design and aesthetic appearance of the replica model and were not intended to assert operational capabilities or military-grade functionality.

iii. The Opposite party submitted that it has maintained a long-standing seller account on IndiaMART, which is why the platform displayed a "9 Years Seller" badge. It furnished copies of two Tax Invoices from IndiaMART InterMESH Ltd. for "IndiaMART Web Services (MDC)": Invoice dated 30.04.2025 for ₹33,040/- (₹28,000/- taxable amount + 18% IGST of ₹5,040/-) for FY 2025–26; Invoice dated 13.05.2026 for ₹33,040/- (₹28,000/- taxable amount + 18% IGST of ₹5,040/-) for FY 2026–27. The Opposite party submitted that these invoices demonstrate that it had subscribed to the paid commercial MDC package in good faith to run its legitimate business.

iv. The Opposite party reiterated that it had never sold, supplied, or transacted any functional anti-drone gun or jamming device to any buyer, whether online or offline. It stated that, to prevent any further misunderstanding, it had voluntarily taken down the impugned listing and removed all related content from its IndiaMART profile.

21. By communication dated 12.08.2026, the CCPA sought further information from the opposite party, including details of sellers/vendors, purchasers/buyers and transactions relating to the products in question.

22. In its reply dated 19.08.2026, the opposite party stated that it had never purchased, procured, sold, supplied or delivered any functional Drone Jammer, Anti-Drone Gun or operational electronic countermeasure. It acknowledged one IndiaMART listing but characterised it as a non-active/inert replica. It asserted that no transaction, payment, purchase order, sales invoice, delivery or transfer had arisen from that listing and accordingly furnished NIL particulars of sellers and purchasers. It further stated that the listing had been removed.

23. The opposite party also furnished invoices dated 30.04.2025 and 13.05.2026 issued by IndiaMART InterMESH Ltd. for "IndiaMART Web Services (MDC)", each

reflecting a taxable value of ₹28,000 and a total invoice amount of ₹33,040 inclusive of IGST.

24. Accordingly, a second hearing was held before the CCPA on 19.10.2026 via video conference, wherein Mr. Emroz Sardar, Proprietor of M/s AirONE Robotics, appeared before the CCPA to make additional submissions. The CCPA confronted the Opposite party with its earlier written communications dated 08.07.2026 and 19.08.2026, questioning the veracity of its claim that the impugned listing of the "Anti-Drone Gun VSKP03-PRO" was merely an inert, non-functional display replica and sought clarification regarding the exact date on which the listing was taken down from the IndiaMART platform. The CCPA drew attention to the screenshot annexed to the notice, highlighting that the commercial listing displayed 19 customer reviews, a cumulative 4.2 out of 5 rating, an 87% response rate, a specific price tag of ₹8,30,000/- and an explicit representation that the device was "In Stock" with options to contact the supplier. The CCPA observed that displaying an electronic warfare device with a high response rate, favorable reviews and ready stock was in stark contradiction to the assertion that the device was an unmarketed dummy model.

25. In response, Mr. Emroz Sardar shared his computer screen to demonstrate the live seller portal and backend interface of his IndiaMART account. He submitted that the 19 reviews and the 4.2-star rating reflected overall profile ratings assigned by visitors to his business profile across diverse product inquiries, rather than specific performance evaluations of the anti-drone gun. He demonstrated that IndiaMART provides an automated prompt permitting users who initiate contact to rate a vendor regardless of whether a transaction is ultimately concluded. With respect to the "Verified Plus Supplier" status and commercial presence, he reiterated that he maintained an annual subscription plan (MDC package) with IndiaMART costing approximately ₹33,000/- plus 18% IGST (aggregating to ₹34,000/- approximately), which he had renewed because marketplace sales representatives repeatedly visited his home-office insisting that failure to renew would result in account deactivation and data loss. He stated that he had already forwarded documentation including GST registration, Import Export Code (IEC), trade license and Udyam MSME certificates to the Director General (Investigation) via email and undertook to forward the complete correspondence to the CCPA immediately.

26. Upon detailed examination by the CCPA concerning the corporate history and business turnover of his enterprise, the Opposite party explained the progression of his business entities. He stated that he had originally registered a sole proprietorship under the trade name "AirONE" in September-October 2020 while completing his secondary schooling, for an online apparel business selling garments on Amazon under a separate GSTIN. Following the completion of his B.Tech in 2024 and working in drone systems, he reactivated and modified the business description and HSN codes under the existing GST registration to assemble and supply specialized drone payloads, such as hyperspectral and multispectral cameras for agricultural soil moisture and crop disease analysis, underwater survey cameras and quadruped robotics, principally to academic and research institutions like IITs.

27. He further disclosed that on 11.03.2026, he incorporated a private limited company under the name "M/s AirONE Robotics Private Limited" and had also co-founded an incubation venture at IIT Ropar alongside two faculty members and an Australian industry partner. He maintained that across both the sole proprietorship and the newly incorporated corporate entities, commercial turnover was confined exclusively to drone payloads, cameras and robotics and that zero units of anti-drone guns or signal jammers had ever been procured, manufactured, or sold.

28. The CCPA observed that maintaining an active commercial listing with full technical specifications, an ₹8,30,000/- price point and an "In Stock" indicator on a prominent marketplace e-commerce entity clearly established an intent to offer the goods for sale and solicit prospective buyers. The CCPA emphasized that whether actual sales took place or whether the product was later claimed to be an inert dummy does not dilute the advertiser's legal culpability, as hosting and advertising restricted electronic warfare equipment without statutory authorizations and mandatory civilian prohibition disclosures under the Cabinet Secretariat Jammer Guidelines and telecommunication statutes constitutes a deceptive and misleading advertisement under Section 2(28) and an unfair trade practice under Section 2(47) of the Consumer Protection Act, 2019.

29. The CCPA directed the Opposite party to place on record all foundational documents, including the original 2020 GST registration certificates, incorporation documents of the proprietorship and corporate entities, financial ledgers and annual balance sheets, following which the hearing was concluded.

30. Subsequently, vide email dated 20.10.2026, M/s AirONE Robotics furnished additional documents pertaining to three entities, namely (i) M/s AirOne (Sole Proprietorship), (ii) M/s AirOne Robotics Private Limited and (iii) M/s Aeronyan Private Limited, pursuant to the information sought by the CCPA. The documents submitted included GST Registration Certificates, Udyam Registration Certificates, Permanent Account Number (PAN) details, Importer-Exporter Code (IEC), Certificate of Incorporation, trade licence and other documents relating to the registration and business activities of the aforesaid entities.

31. Upon examination of the documents furnished, it is observed that M/s AirOne is a sole proprietorship concern of Mr. Emroz Sardar, having its principal place of business at Dharsa Kaji Para, GIP Colony, Jagacha, Howrah, West Bengal – 711112. The GST Registration Certificate bearing GSTIN 19KOYPS7249R1ZZ indicates that the concern has been registered since 25.09.2020. Further, the Udyam Registration Certificate bearing No. UDYAM-WB-08-0105795 classifies the concern as a Micro Enterprise, with its major activity recorded as manufacturing. The opposite party has also furnished an Importer-Exporter Code bearing No. KOYPS7249R, issued by the Directorate General of Foreign Trade on 06.12.2025, along with a Certificate of Enlistment issued by the Howrah Municipal Corporation for the financial year 2025–2026, reflecting its business activity under the category of electronics goods.

32. With respect to M/s AirOne Robotics Private Limited, the documents furnished indicate that the company was incorporated on 11.03.2026 under the Companies Act, 2013, bearing Corporate Identity Number (CIN) U30305WB2026PTC292729. As per the records of the Ministry of Corporate Affairs, the company has its registered office at Howrah, West Bengal and Mr. Salauddin Sardar and Mr. Emroz Sardar are recorded as its Directors. The company has also furnished its GST Registration Certificate bearing GSTIN 19ABFCA1399D1ZM, effective from 24.04.2026 and Udyam Registration Certificate bearing No. UDYAM-WB-08-0136973, wherein it is

classified as a Micro Enterprise engaged in manufacturing activities. The activities specified therein include, inter alia, wholesale trade in machinery and equipment, engineering and technical consultancy and manufacture of radar equipment, GPS devices, search, detection and navigation equipment.

33. Further, the documents pertaining to M/s Aeronyan Private Limited indicate that the company was incorporated on 01.06.2026 under the Companies Act, 2013, bearing CIN U30300PB2026PTC068547, with its registered office at IIT Ropar, Rupnagar, Punjab. The company has furnished its Udyam Registration Certificate bearing No. UDYAM-PB-18-0035637, reflecting its classification as a Micro Enterprise engaged in manufacturing activities, including manufacture of radar equipment, GPS devices and navigation equipment. Additionally, the company has furnished a Certificate of Recognition issued by the Department for Promotion of Industry and Internal Trade (DPIIT) dated 21.09.2026, recognising it as a startup operating in the 'Aeronautics Aerospace & Defence' industry and 'Drones' sector, as self-certified by the entity.

34. It is pertinent to note that the aforesaid documents primarily relate to the incorporation, registration, constitution and general business activities of the respective entities. While the documents establish their respective legal identities and registered business activities, they do not, by themselves, establish the possession of any specific statutory authorisation, licence or clearance required for the manufacture, procurement, possession, sale or use of functional Drone Jammers/Anti-Drone Guns. Further, the documents do not independently establish the technical specifications or operational capabilities of the product advertised through the IndiaMART platform, which forms the subject matter of the present proceedings.

35. The CCPA has carefully examined the Show Cause Notice, the Investigation Report dated 09.06.2026, the replies and affidavit furnished by the opposite party, the submissions made during the hearings held on 03.07.2026 and 19.10.2026 and the documents subsequently furnished on 20.10.2026. The question for determination is whether the publication and presentation of the impugned listing constituted a misleading advertisement and an unfair trade practice prejudicial to the interests of

consumers, notwithstanding the opposite party's assertion that the product was an inert replica and that no actual sale took place.

36. Section 2(1) of the Consumer Protection Act, 2019 defines "advertisement" to include any audio or visual publicity, representation, endorsement or pronouncement made by means of, inter alia, the internet or a website. The impugned IndiaMART listing falls squarely within this definition. It was publicly accessible, it was published by the opposite party on its own supplier profile and it was meant to draw buyers to the product. The absence of an online payment gateway, or of any concluded sale, does not take the listing out of the definition. An advertisement is complete when it is published to the public.

37. The CCPA has examined the screenshot of the listing placed on record (Annexure 2 to the Show Cause Notice). The listing, published under the supplier name "Airone" of Howrah, West Bengal, carried the product title "Anti Drone Gun VSKP03-PRO" and the price "₹ 8,30,000/Piece". It showed the availability as "**In Stock**", provided a field to "Enter Quantity" and carried the buttons "Submit Requirement", "Contact Supplier" and "View Mobile Number". It displayed photographs of the device, a "Product Video" and the following description:

> "*The VSKP03 Pro Anti-Drone Gun is a state-of-the-art, handheld electronic warfare device engineered to neutralize unauthorized or hostile drones with pinpoint precision. Designed for military, law enforcement and critical infrastructure protection, the VSKP03 Pro offers a non-destructive, highly effective solution to combat the growing threat of rogue unmanned aerial systems (UAS).*"

38. The same page presented the seller to the consumer as a "Verified Plus Supplier" with "9 yrs" on the platform, displayed its GST number and showed a rating of "4.2" based on "19" reviews and an "87% Response Rate".

39. Read as a whole, the listing was not a casual or loose use of words. It was a complete commercial offer. A prospective buyer reading it is told what the product is (an "Anti-Drone Gun"), what it does ("neutralize unauthorized or hostile drones with pinpoint precision"), who it is meant for ("military, law enforcement and critical

infrastructure protection"), how good it is ("state-of-the-art" and "highly effective"), what it costs ("₹ 8,30,000/Piece"), that it is available immediately ("In Stock") and how to place an order ("Submit Requirement", "Contact Supplier"). Each of these statements conveys that the product is a working device that can be bought. Nothing on the page tells the reader that the product is a replica, a model, a dummy or a display piece, or that it does not work. A prospective consumer would not ordinarily understand such a listing to describe a non-functional decorative item.

40. The opposite party's main defence is that the product was a "non-active/inert replica" meant for collectors, display or educational use, with no circuitry capable of transmitting, receiving or jamming any signal. CCPA finds this defence to be a mere afterthought, wholly untenable and rejects it. A bare assertion, made only after the Show Cause Notice and contradicted by the listing itself, cannot be accepted as proof.

41. The defence is also contrary to the opposite party's own conduct. A person who wishes to sell a display model or a collector's item says so in the listing. The words "replica", "model", "dummy", "display piece" or "non-functional" do not appear anywhere in the listing as captured. On the contrary, the opposite party chose to describe the product as a "state-of-the-art, handheld electronic warfare device" that is "designed for military, law enforcement and critical infrastructure protection". This language is not addressed to a collector or a student looking for a display model. It is addressed to a buyer who wants a working device.

42. The price points the same way. A price of "₹ 8,30,000/Piece" is not the price of an ornamental or educational model and the opposite party has given no explanation of how a non-functional item came to be priced in this manner. A seller who quotes such an exact price, shows the item as "In Stock" and invites the buyer to "Submit Requirement" is inviting orders at that price. The opposite party cannot now say that the same listing was not meant to be taken seriously.

43. The opposite party's own versions are also not consistent with one another. In its written submission dated 08.07.2026, filed with the affidavit, it stated that it was ready to provide "complete sales records and transaction details of all units sold under the said listing" and that the items supplied were "non-functional models or toy-like

replicas". This statement presupposes that units were sold and supplied. However, in its reply dated 19.08.2026, it stated that there was no sale, supply, delivery, payment or transaction of any kind and that even the so-called replica was never "purchased, procured, supplied or acquired" by it. If, as the opposite party now says, it never acquired any such article, the representation that the product was "In Stock" was untrue on its own showing. If units were in fact sold, the statement that there was no transaction is untrue. In either case, the CCPA cannot place reliance on explanations that change from one filing to the next.

44. The opposite party further contended that the words "Anti-Drone Gun", "electronic warfare device" and "neutralizing drones" were employed "purely as descriptive titles" to convey the "aesthetic design" of the model, that they formed part of the product's "thematic branding and imaginative characterization" and that the listing was "purely conceptual and ornamental". The CCPA rejects this contention. The words used in the listing do not describe how the product looks. They describe what it does, who it is for and how well it performs: it is "engineered to neutralize unauthorized or hostile drones with pinpoint precision", it is "designed for military, law enforcement and critical infrastructure protection" and it is a "highly effective solution" against rogue unmanned aerial systems. These are statements of function, performance and intended use. A consumer reading them on an ecommerce platform, with a price and a stock indicator beside them, cannot be expected to treat them as imagination or branding. The consumer cannot inspect the product and has only the description to rely upon.

45. The opposite party attributed the creation of the product catalogue to a student freelancer who allegedly copied the descriptions and images from the internet and said that the "In Stock" label was an automatic default setting of IndiaMART. The CCPA does not accept this explanation. The listing was published on the opposite party's own supplier profile, in its own name, with its own GST number displayed on the page. The opposite party is the proprietor and chief executive of the business and is answerable for what is published on its business profile. A seller who hands over its catalogue to another person and does not check it takes the risk of what that person writes. If the description was copied from elsewhere, the opposite party adopted it by publishing it and keeping it live and it cannot disown the claims it chose to put before

consumers. Reliance on a third-party freelancer, or on the default settings of an e-commerce platform, cannot absolve the advertiser of responsibility for the content published in its name.

46. The opposite party has also taken two positions that cannot stand together. At the hearing on 03.07.2026, the descriptions were said to have been copied by a freelancer. In the written submission dated 08.07.2026, the same descriptions were defended as "thematic branding and imaginative characterization" and as "descriptive titles", which are claims of deliberate choice. A person cannot both disown the words and defend them as his own deliberate choice. The CCPA notes that the opposite party has changed its stand repeatedly as the proceedings progressed. Such shifting explanations make it difficult for the CCPA to place any reliance on what the opposite party submits before it.

47. The CCPA has considered the explanation that the "Verified Plus Supplier" badge, the "9 yrs" label, the rating of "4.2" from "19" reviews and the "87% Response Rate" belong to the seller's overall IndiaMART account and not to this product and that the badge was the result of a paid plan. The CCPA does not accept that this takes away their significance. A consumer views one page. On that page, directly beside the offer of the product, the opposite party was presented to the buyer as a verified, long-standing, well-rated and responsive supplier, with its GST number displayed. The consumer has no way to separate account-level indicators from the product and such indicators are placed on the page precisely to build trust in what is offered. The fact that the badge was obtained by paying for a plan makes the position worse for the opposite party and not better: it paid to be presented as a "Verified Plus Supplier" and then used that standing to offer this product.

48. The invoices furnished by the opposite party show that it paid IndiaMART InterMESH Ltd. ₹33,040/- (₹28,000/- plus 18% IGST of ₹5,040/-) for "IndiaMART Web Services (MDC)" on 30.04.2025, for FY 2025-26 and the same amount again on 13.05.2026, for FY 2026-27. Each invoice itself records that the payment is covered under an "Advertising Contract" u/s 194C. The opposite party was therefore a paying advertiser on the platform and it bought visibility for its business by a deliberate commercial decision, which it repeated on 13.05.2026, after the Show Cause Notice

dated 19.02.2026 had been issued. The explanation that sales executives pressed it to renew is not a reason to relieve it of responsibility; such renewals are business decisions of the advertiser. The invoices do not amount to verification of the product by IndiaMART or to any regulatory approval for it. As regards the "9 yrs" label, the GST registration of the opposite party dates only from 25.09.2020 and its explanation that the profile is linked to an older personal account has not been supported by any document. In any case, what matters is that the consumer was shown the record of a long-standing supplier.

49. The opposite party has repeatedly stressed that no unit was sold and that no buyer has complained. It is important to note that Section 2(28) of the Act defines a misleading advertisement by what the advertisement says and by its likely effect on consumers: it covers an advertisement that "is likely to mislead" consumers. It does not require that a consumer must first have been misled, bought the goods and suffered loss. The duty of the CCPA under Section 18 is to prevent false or misleading advertisements and unfair trade practices, and to protect the rights and interests of consumers as a class, including by acting before any harm occurs. For equipment of this kind, waiting for a sale, or for a consumer to be harmed, would defeat that purpose. Whether the advertisement drew any buyers is, in addition, a matter within the knowledge of the opposite party alone and its statement that it drew none cannot be verified from the material on record.

50. The statutory regime governing jammers and restricted radio-frequency equipment is material to the consumer's decision. As noted above, such equipment can be procured or used only by authorised agencies with the prior permission of the competent authorities and unauthorised possession or use is punishable under Section 42(3) (a) of the Telecommunications Act, 2023. A consumer who reads the listing sees a device that is priced, in stock and offered to any person who submits a requirement. The consumer is left to believe that it can be bought and used like any other ordinary product. The listing carried no word about the need for licences or permissions, or about the restriction of such equipment to authorised agencies. This is exactly the information a consumer needs in order to decide whether to deal at all and the opposite party, as the seller, was the person who had to give it. The consumer's right to be protected against the marketing of goods which are hazardous

to life and property and the right to be informed under Section 2(9), were both affected. Further, the seller offering such goods and services has to ensure that the advertisement for marketing of goods or services is consistent with the actual characteristics, access and usage conditions of such a good or service. The seller, accordingly, has failed to fulfil its obligation under Rule 6(4)(c) of the Consumer Protection (E-Commerce) Rules, 2020. The alternative case of the opposite party, that the product was an inert replica, does not help it, as even in such a case, the advertisement portrayed a non-functional object as a military electronic warfare device. Thus, irrespective of which version of the facts is accepted, the listing was misleading to consumers.

51. Section 2(28) of the Act defines 'misleading advertisement', in relation to any product or service, to mean an advertisement which –

i. falsely describes such product or service, or
ii. gives a false guarantee to, or is likely to mislead the consumers as to the nature, substance, quantity or quality of such product or service, or
iii. conveys an express or implied representation which, if made by the manufacturer or seller or service provider thereof, would constitute an unfair trade practice, or
iv. deliberately conceals important information.

52. Applying Section 2(28) of the Act to the facts of the present case, the CCPA finds as follows.

a. **Clause (i), false description:** The listing described the product as a "state-of-the-art, handheld electronic warfare device engineered to neutralize unauthorized or hostile drones with pinpoint precision". According to the opposite party's own case, the product had no circuitry and could not transmit, receive, block or interfere with any signal. On that case, every statement of capability in the listing is false and the product has been falsely described. If, on the other hand, the description is true, then the product is restricted equipment which could not lawfully be offered to the public in this manner and the advertisement presented it without any disclosure of that fact. The CCPA is not required to decide which of the two versions is correct. Each is sufficient to bring the advertisement within Section 2(28).

b. **Clause (ii), likely to mislead as to nature, substance and quality:** The listing was built to make the consumer believe that he was looking at a real, working, high-performance anti-drone device: "state-of-the-art", "pinpoint precision", "highly effective". It was priced at "₹ 8,30,000/Piece", was shown as "In Stock" and was accompanied by photographs and a "Product Video". The advertisement was likely to mislead consumers as to the very nature of the product, that is, whether it was a working device or a dummy and as to its quality and performance. Having described the product as "highly effective", the opposite party gave consumers an assurance of performance which, on its own case, the product could never meet. The statement "In Stock" was also misleading, since the opposite party now says that it never procured or acquired any such article.

c. **Clause (iii), implied representation amounting to an unfair trade practice:** By offering the device for sale on an open e-commerce marketplace, at a fixed price, to any person who submitted a requirement, the opposite party impliedly represented that the device could lawfully be bought, owned and used by any buyer. It also represented that the goods had characteristics, uses and performance which, on the opposite party's own case, they did not have. If such representations were made by a manufacturer or a seller, they would amount to an unfair trade practice within the meaning of Section 2(47) of the Act.

d. **Clause (iv), concealment of important information:** The listing gives detailed information about what the device is said to do, but it is silent on two facts of the greatest importance to a consumer: first, that the item is, as the opposite party now says, not a working device at all and secondly, that equipment of this kind is restricted and cannot be bought, possessed or used without authorisation. The opposite party is a business which, by its own account, deals in drone and robotics equipment and it is expected to know the regulatory position on such products. A seller who takes care to describe the product in military and technical terms, but leaves out the very facts that would tell the consumer that it is not a working device, or that it is restricted, cannot say that the omission was innocent. The CCPA is satisfied that the important information was deliberately concealed.

53. The CCPA further finds that the advertisement was designed to attract and lure consumers and not merely to inform them. The opposite party used the full set of features that a marketplace offers to win a buyer's confidence and to bring the buyer to the point of placing an order: a specific price, a stock indicator, a quantity field, photographs and a video, the buttons "Submit Requirement", "Contact Supplier" and "View Mobile Number" and the seller credentials "Verified Plus Supplier", "9 yrs", "4.2" from "19" reviews, "87% Response Rate" and a displayed GST number. A consumer who sees all of this at once is led to believe that the product is genuine, that the seller is established and trustworthy and that the purchase is lawful. This is how the opposite party attracted consumers to the product and this is how it misled them about its nature and its legal status. Conduct of this kind falls squarely within Section 2(28) of the Act.

54. Section 2(47) of the Act defines unfair trade practice to include making any statement, whether orally or in writing or by visible representation including by means of a digital electronic record, which falsely represents that goods are of a particular standard, quality, grade or model, or which represents that goods have approval, performance, characteristics, uses or benefits which such goods do not have. Attributing to an allegedly inert replica the functions of an electronic warfare device and offering it for sale as a ready-stock product at a fixed price, is a deceptive representation concerning the characteristics, uses and performance of the goods. The conduct also impaired the right of consumers under Section 2(9) to be protected against the marketing of goods which are hazardous to life and property, to be informed about the relevant particulars of the goods and to make an informed choice. The CCPA therefore finds that the conduct constitutes an unfair trade practice within the meaning of Section 2(47) and is prejudicial to the interests of consumers.

55. The opposite party has also sought to present itself as a small research supplier which only integrates camera and sensor payloads for institutes and which has never manufactured, imported or sold any jammer or anti-drone gun. The CCPA does not accept this as an answer to the contravention. First, the question in these proceedings is what the opposite party told consumers. In its listing, it presented itself as the supplier of a "handheld electronic warfare device" for "military, law enforcement and critical infrastructure protection". A supplier of research payloads has no reason to publish such an offer at ₹8,30,000/- per piece.

56. Secondly, the picture of a small research supplier is not borne out by the record. The GST registration of the opposite party, taken on 25.09.2020 for an apparel business, was later modified to cover drone-related goods, the Udyam certificate of the proprietorship records its major activity as manufacturing. It obtained an Importer-Exporter Code only on 06.12.2025 and in the months that followed, AirOne Robotics Private Limited was incorporated on 11.03.2026 and Aeronyan Private Limited on 01.06.2026, both with registered activities that include manufacture of radar equipment, GPS devices and navigation equipment, the latter obtaining recognition on 21.09.2026 as a startup in the "Aeronautics Aerospace & Defence" and "Drones" sectors. Within about one year, the business of the opposite party has been extended to three entities in the drone, aerospace and defence field, two of them incorporated after the Show Cause Notice was issued. A person who has expanded his business in this manner is expected to know the legal position on jammers and anti-drone equipment and cannot claim ignorance of it. The opposite party's claim that its business is confined to research payloads is contradicted by its own registered activities and by the listing itself, and the CCPA does not accept it. The CCPA finds that the opposite party was a commercial enterprise seeking to sell in the market and not a small student venture whose listing was an accident. These facts are noted only for the purpose of weighing the defences raised in the present case.

57. The CCPA is unable to accept the contention of the opposite party that not a single unit of the impugned product was sold. The listing invited prospective buyers to "Submit Requirement", to "Contact Supplier" and to "View Mobile Number", and buyers may have contacted the opposite party through it. Any dealing that followed such contact would have taken place directly between the buyer and the opposite party, and no record of it would be available on the platform. The opposite party has placed no verifiable material on record and its statement of "NIL" sales rests only on its own word. Therefore, the CCPA cannot accept that no unit was sold. Therefore, the present findings are confined to the advertisement and the promotional representations established on record and they do not constitute an independent adjudication of any offence under the telecommunications, wireless-licensing or foreign-trade laws, which fall within the competence of the respective authorities. Nevertheless, whether or not any unit was sold does not affect the finding that the advertisement was misleading

and the absence of a completed sale does not negate a misleading advertisement already disseminated to prospective consumers.

58. The documents submitted on 20.10.2026 establish the registration and business particulars of AirOne, AirOne Robotics Private Limited and Aeronyan Private Limited, but do not establish any product-specific authorisation or verify the technical nature of the advertised VSKP03-PRO. The CCPA further notes that AirOne Robotics Private Limited was incorporated on 11.03.2026 and Aeronyan Private Limited on 01.06.2026, after issuance of the Show Cause Notice dated 19.02.2026. In the absence of material attributing the impugned pre-notice advertisement to those subsequently incorporated companies, liability in these proceedings is confined to the noticee operating the relevant IndiaMART seller profile, namely the AirOne proprietorship represented by Mr. Emroz Sardar. No independent finding or direction is made against either subsequently incorporated company.

59. The CCPA notes that the listing was taken down only after the CCPA intervened and the opposite party has not placed on record any document showing when the listing was first published or when it was removed. Corrective measures undertaken after publication do not erase the misleading representations made during the period in which the advertisement was accessible to consumers. The obligation to communicate material information accurately and prominently arises at the time of advertising and not merely upon regulatory intervention.

60. In view of the foregoing, the CCPA records that:

(i) the opposite party published a consumer-facing advertisement for the "Anti-Drone Gun VSKP03-PRO" on IndiaMART;

(ii) the advertisement conveyed operational anti-drone/electronic-warfare capabilities and invited orders, at a stated price, for goods shown as "In Stock", without qualifying the claimed inert nature of the product and without explaining the applicable regulatory restrictions;

(iii) the advertisement falsely described the product and mislead consumers concerning its nature, characteristics, quality and lawful use and important information was concealed from them;

(iv) the defences raised by the opposite party, namely that the product was an inert replica, that the descriptions were thematic or decorative, that the catalogue was prepared by a freelancer, that the platform badges and settings were not its doing, that no sale took place and that it is only a small research supplier are rejected; and

(v) the conduct violated the rights of consumers under Section 2(9), constituted a misleading advertisement under Section 2(28) and amounted to an unfair trade practice under Section 2(47) of the Consumer Protection Act, 2019. The conduct is also contrary to the consumer-protection concerns addressed in the CCPA Advisory dated 29.04.2022.

61. Section 21(1) of the Act empowers the CCPA, where it is satisfied after investigation that an advertisement is false or misleading and is prejudicial to the interest of consumers, to issue directions to discontinue or modify such advertisement. Section 21(2) further empowers the CCPA to impose, by order, a penalty which may extend to ten lakh rupees and for every subsequent contravention, a penalty which may extend to fifty lakh rupees. Section 21(7) of the Act provides that, while determining the penalty, the CCPA may have due regard to:

i. the population and area impacted or affected by such offence,
ii. the frequency and duration of such offence and
iii. the vulnerability of the class of persons likely to be adversely affected by such offence.

62. The opposite party published the impugned advertisement in its own name, in its capacity as the supplier of the goods, with the objective of promoting their sale through misleading claims such as "electronic warfare device," "engineered to neutralize unauthorized or hostile drones" with "pinpoint precision," and "designed for military, law enforcement and critical infrastructure protection." Accordingly, the CCPA is satisfied that the opposite party is liable to a penalty under Section 21(2) of the Act.

63. In determining the quantum of penalty, the CCPA has considered the matter in light of the factors set out in Section 21(7) of the Act.

i. **Population and area impacted:** The advertisement was placed on a nationwide e-commerce platform where it could be seen by any visitor, anywhere in the country, without restriction. It was published by a supplier shown as "Verified Plus Supplier" with a rating of "4.2", which made it more likely to be trusted and acted upon. The record does not quantify how many persons viewed the listing and the CCPA does not presume any figure. But the nature of the product makes the number of viewers less important than it would be for an ordinary product: even a single uninformed buyer who acts on such a listing exposes himself to criminal liability and exposes the public to the risk of unauthorised electronic-warfare equipment in private hands.

ii. **Frequency and duration:** The opposite party has not placed on record the date on which the listing was first published or the date on which it was taken down, although the CCPA sought clarification on the date of take-down at the hearing on 19.10.2026. This information is within the exclusive knowledge of the opposite party. The listing was live on 17.02.2026, as shown by the screenshot placed on record and it was removed only after the CCPA took action.

iii. **Vulnerability of the class of persons affected:** The persons likely to read such a listing include private individuals, small businesses, institutions and enthusiasts who have no knowledge of the restrictions that apply to jammers and counter-drone equipment. These consumers depend entirely on what the seller tells them. They would not know that such equipment can be possessed only by authorised agencies, that its unauthorised possession or use may attract imprisonment up to three years or a fine up to fifty lakh rupees, or both, under Section 42(3)(a) of the Telecommunications Act, 2023, or that it can interfere with civil aviation, public safety and other communication networks. The advertisement told them nothing of this. In this sense they are a vulnerable class and the vulnerability is greater because the advertisement carried the trust marks of a verified and established supplier.

iv. **Gravity of the contravention:** The opposite party presented the product as if it were an ordinary item, available like any other article on a shopping platform, with a price, a stock indicator, photographs, a video, customer ratings and a button to contact the seller. It is not an ordinary product. Jammers and counter-drone equipment are restricted to authorised government and security agencies

because their unauthorised acquisition and use can disrupt communication networks, civil aviation and public safety and can endanger national security and human life. From the point of view of the consumer, the risk is twofold: he may be led to buy and use a device which he is not legally entitled to have and the people around him may be exposed to the harm that such devices can cause. A listing which presents such equipment as freely available to anyone, with no disclosure of the legal restrictions, normalises its purchase and use and weakens the very safeguards which the law has put in place. This cannot be treated as a technical or procedural lapse.

v. **Non-disclosure and concealment of material information:** The CCPA reiterates that the opposite party advertised the product as an "electronic warfare device", "engineered to neutralize unauthorized or hostile drones" with "pinpoint precision" and "designed for military, law enforcement and critical infrastructure protection", but did not disclose the information that mattered most to a consumer reading those claims. If, as the opposite party now contends, the product was an inert replica, that fact was nowhere stated in the listing. If it was not, the listing gave no indication that such equipment cannot lawfully be bought, possessed or used by private persons. In either case, material information was concealed from consumers. Such concealment amounts to a misleading advertisement under Section 2(28) and an unfair trade practice under Section 2(47) of the Act. It also violated the rights of consumers under Section 2(9) to be informed about the quality and standard of the goods offered to them and to be protected against the marketing of goods which are hazardous to life and property. Since the information withheld concerned the safety of the buyer and of the public at large, the concealment is a serious matter and has been taken into account in determining the penalty.

64. Having regard to the above, the CCPA is of the considered view that the maximum penalty prescribed for a first contravention is warranted in this case. The advertisement concerned equipment whose unregulated spread threatens public safety and national security. It was complete and detailed, and was designed to attract buyers through misleading claims while concealing material information from them. The defences raised were without evidence and inconsistent with each other. The consumers likely to be affected could not have learnt of the legal restrictions from the

listing or the advertisement, which made no mention of them. A lower penalty would treat the publication of such an advertisement as a minor matter and would not deter other sellers from listing restricted equipment on e-commerce platforms in this manner.

65. Accordingly, after considering the submissions of the opposite party, the CCPA considers it appropriate to impose a penalty of ₹10,00,000/- (Rupees Ten Lakh only) under Section 21(2) of the Consumer Protection Act, 2019, to ensure accountability for the violation of consumer rights, misleading advertisement and unfair trade practice and to deter the recurrence of such practices.

66. Accordingly, in exercise of the powers conferred under Section 21 read with Section 10 of the Consumer Protection Act, 2019, the Central Consumer Protection CCPA hereby directs as follows:

i. A penalty of ₹10,00,000/- (Rupees Ten Lakh only) is hereby imposed upon the opposite party under Section 21(2) of the Consumer Protection Act, 2019, for the violation of consumer rights, misleading advertisement and unfair trade practice in respect of the product described as "Anti-Drone Gun VSKP03-PRO".
ii. The opposite party shall ensure that all future advertisements and product listings comply with the provisions of the Consumer Protection Act, 2019 and shall not make any false or misleading representation regarding the operational capabilities, availability or lawful use of such equipment.
iii. The opposite party shall submit a compliance report to the CCPA on the above directions within 15 days from the date of this Order.

.....

Nidhi Khare

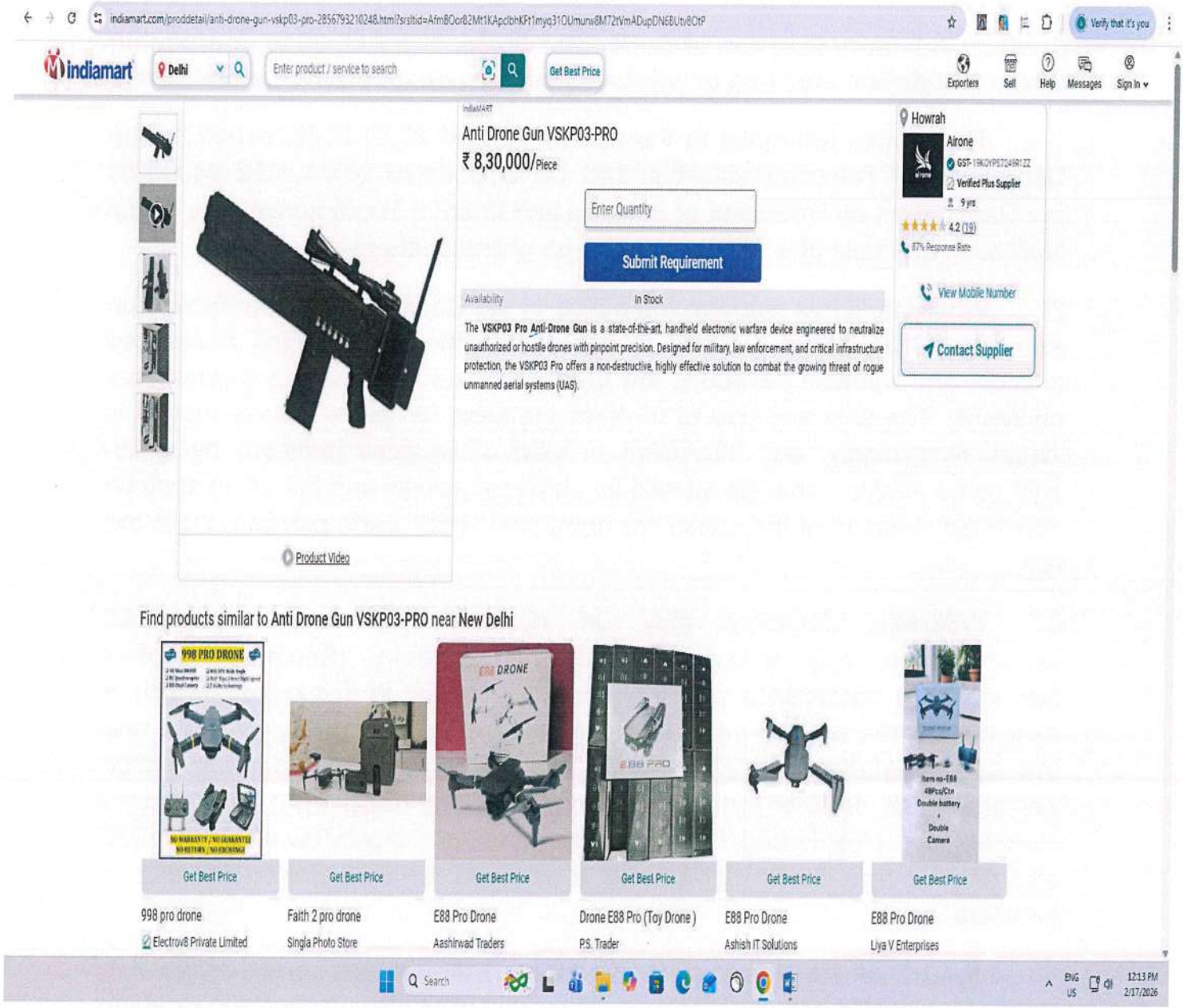
Chief Commissioner

.....

Anupam Mishra

Commissioner

ANNEXURE 2:


indiamart.com/proddetail/anti-drone-gun-vskp03-pro-28567932102 48.html?srsltid=AfmBOor82Mt1KApclbhKFt1myq31OUmurw8M72tVmADupDN6BUtv8Ot
Verify that it's you
indiamart
Delhi
Enter product / service to search
Get Best Price
Exporters
Sell
Help
Messages
Sign In
IndiaMART
Anti Drone Gun VSKP03-PRO
₹ 8,30,000/Piece
Enter Quantity
Submit Requirement
Availability
In Stock
The VSKP03 Pro Anti-Drone Gun is a state-of-the-art, handheld electronic warfare device engineered to neutralize unauthorized or hostile drones with pinpoint precision. Designed for military, law enforcement, and critical infrastructure protection, the VSKP03 Pro offers a non-destructive, highly effective solution to combat the growing threat of rogue unmanned aerial systems (UAS).
Howrah
Airone
GST- 19KOYPS7249R1ZZ
Verified Plus Supplier
9 yrs
4.2 (19)
87% Response Rate
View Mobile Number
Contact Supplier
Product Video
Find products similar to Anti Drone Gun VSKP03-PRO near New Delhi
998 PRO DRONE
E88 DRONE
E88 PRO
Get Best Price
Get Best Price
Get Best Price
Get Best Price
Get Best Price
Get Best Price
998 pro drone
Electrov8 Private Limited
Faith 2 pro drone
Singla Photo Store
E88 Pro Drone
Aashirwad Traders
Drone E88 Pro (Toy Drone)
P.S. Trader
E88 Pro Drone
Ashish IT Solutions
E88 Pro Drone
Liya V Enterprises
Search
ENG
US
12:13 PM
2/17/2026