

Regulators Getting Tough With Big Players

As more than 500 Mn Indians come online and rely on online service providers more for food, shopping, daily essentials etc, the regulatory bodies have picked up the time to pay attention to any infidelities happening with the customers.

Beyond trust issues, the regulatory bodies like the **Food Safety and Standards Authority of India** (FSSAI) took up the onus to ask the online food delivery platforms to remove those food business operators (FBOs) that didn't have a license obtained from the regulator.

As a result, nearly 5K restaurants had been delisted by 10 online food delivery platforms including Zomato, Swiggy, UberEats, FoodPanda among others, as they did not possess the FSSAI license.

In the case of fake goods, Delhi High Court had recently ordered Amazon Seller Services to delist some sellers on its platform after a premium brand Beverly Hills Polo Club said they were selling fake products on Amazon.

With a close eye set on major players catering to Indians much closer now, the sellers of spurious and adulterated products may have a tough time ahead.

*[The development was reported by **PTI**.]*