



# CCAA MONTHLY

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## CONSUMER COMPLAINTS AND REDRESSALS

In August 2025, the Competition and Consumer Affairs Authority (CCAA) received a total of 22 consumer complaints. Of these, 9 were individual complaints requesting specific redress. The remaining were general complaints of unethical business practices which affect all consumers and therefore calling for rectification. While all individual complaints have been addressed to consumers full satisfaction, the CCAA is in the process of investigating and addressing the 13 general complaints.

Among the resolved cases, four involved issues related to the denial of refund and misrepresentation of goods and services. The remaining cases concerned the failure to display the selling price of goods and breach of terms and conditions

Refund amounting to Nu. 21,344 was made to four consumers. Other complaints were addressed through mediation, referrals to relevant agencies, rectification of unethical business practices and by offering advisory support to the affected consumers.

The CCAA continues to uphold its commitment to fostering a fair, transparent and competitive marketplace through timely and effective redressal of consumer grievances

**"I would like to sincerely thank you for your outstanding service and constant follow-up on my case. Upon filing the case, you promptly assisted me, kept me updated at every step, and ensured a smooth resolution. I truly appreciate your professionalism, commitment, and the valuable service you provide to consumers".**

**Thank you la  
Deki Yangzom**

## MARKET SURVEILLANCE

As part of ongoing market surveillance efforts, inspections were focused in Thimphu and Paro Dzongkhags. A total of 57 firms in Thimphu and 126 firms in Paro consisting of businesses such as Fuel Retail Outlet (FROs), retail outlets including supermarkets, cement agents, hotels and restaurants, garment shops and many other types of businesses were inspected.

99 % of these businesses were compliant to the minimum market requirements as outlined in the CPA, 2012. Administrative actions including fines were imposed on the two businesses that were not fully compliant to the rules in place

Side by side, the team carried out advocacy informing businesses about their obligations to consumers and existing laws in place.



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## STAKEHOLDERS MEETING ON PYRAMID SCHEMES AND OTHER SCHEME

The CCAA organized a coordination meeting with relevant agencies including the Department of Law and Order (DLO), the Royal Monetary Authority (RMA), the Department of Revenue and Customs (DRC) and the Department of Trade (DoT) to discuss how the government can best address the issue of spread of pyramid schemes and other online scams.

There are limitations in the extant Consumer Protection Act 2012; such as lack of explicit provisions criminalizing pyramid schemes. These schemes often operate with complex, multi-layered structures and many aliases to avoid regulatory oversight thereby making early detection and stoppage of spread challenging.

The meeting aimed to tackle these enforcement challenges by fostering collaboration among relevant agencies for detection, effective stoppage of the schemes and regulatory action(s) against violators. Based on this meeting, the CCAA is currently developing a Standard Operating Protocol (SOP) for co-operation among stakeholders.



## DISCUSSION WITH BSB ON CALIBRATION AND VERIFICATION OF WEIGHTS & MEASURES

In an effort to avoid duplication and share resources, the CCAA met with the Bhutan Standards Bureau (BSB) to coordinate monitoring of Fuel Retail Outlets (FROs). Currently, the CCAA and BSB conduct inspections based on its own mandates and priorities with regards to ensuring fuel quality, accuracy of dispensing pumps, safety and prices. The agencies agreed to share inspection plans, prioritize BSB plan of calibrating equipments used at FROs before CCAA's inspections and conduct joint inspections wherever possible to improve efficiency and consumer protection.

## STANDARD & LABELING PROGRAM



Mr. Mr. Tshewang Penjor, Deputy Chief Trade Officer as Technical Working Group representative from the CCAA, participated in a two-day workshop held on August 11-12, 2025, organized by the department of Energy (DOE). The workshop focused on developing the Standards & Labeling (S&L) program specifically for key appliances such as LED bulbs, refrigerators, and water storage heaters. The primary objective is to empower consumers with clear information about the energy efficiency and associated cost savings of these rated appliances, encourage the market shift toward purchasing more energy-efficient products, and ultimately help improve the country's overall energy productivity.



## HON'BLE SECRETARY's MEETING WITH CCAA

The monthly meeting with Hon'ble Secretary with CCAA was conducted on August 21, 2025. During the meeting, the CCAA presented the commitment to protecting consumers and ensuring fair markets was reflected in our key achievements: the enactment of the Competition Bill and the amendment of the Consumer Protection Act. To enforce this robust framework, we inspected 3,000 businesses for compliance and educated 4,000 consumers on their rights and responsibilities. Most importantly, we ensured that 100% of consumer grievances were successfully redressed, upholding our promise to the public.

Additionally, the CCAA shared the Annual Work plan for FY 2025-26 and reported a total budget of Nu. 18.863 million, comprising both current and capital budget. The CCAA also outlined three primary focus areas for the month of September 2025; (a).Conducting market price collection across 20 Dzongkhags in collaboration with RoICE. (b) Initiate the drafting process for amendments of the Consumer Protection Act of 2012. © Carrying out market surveillance covering over 600 business firms in Wangduephodrang, Punakha and Gasa dzongkhags.

## ADVOCACY ON E-COMMERCE SAFTEY

The Consumer Empowerment and Economics Division (CEED) conducted an advocacy program to enhance awareness about e-commerce safety, targeting civil servants, local government officials, and business entities within Thimphu Dzongkhag.

The session delivered essential guidance on recognizing online fraud, understanding cybersecurity threats, and complying with relevant consumer protection laws. Participants gained practical strategies to safeguard against scams, ensuring secure digital transactions. With 50 attendees from various sectors, the program strengthened collective vigilance and promote informed, responsible engagement in e-commerce.



"I am very thankful for your prompt response to my complaint regarding the undelivered items and the pending refund for the payment I made la. Your timely and diligent action is greatly appreciated and is essential to curbing such unethical business practices. I am truly grateful for the steps you have taken and highly appreciate your efforts in protecting consumers like us la. Please keep up the good work. 🙏🙏🙏💖🙏".

**Contact Us:**  
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**"Empowering consumers, enhancing trust, and ensuring fairness in the marketplace - because everyone deserves a safe and secure shopping experience."**

