



# CCAA MONTHLY

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Volume 2/ Issue 4/

October 31, 2025

## 1. CONSUMER COMPLAINTS AND REDRESSALS

Competition and Consumer Affairs Authority (CCAA) received 74 consumer complaints in the month. Of these, 56 complaints were individual cases seeking remedies, while 18 complaints are general-those that affect all consumers through unfair trade practices, where rectification or some action against the violator is sought.

Out of the total complaints received, 15 cases have been successfully resolved, and the remaining 59 complaints are currently under investigation. Notably, 44 complaints pertain to fraudulent crypto mining/trading issues.

A refund of Nu. 1,162,278 was facilitated to four affected consumers. Additionally, Nu. 40,500 was collected as a fine of which Nu. 30,000 was imposed on the Fuel Retail Outlet for selling fuel from uncalibrated equipment, and Nu. 10,500 was levied for non-display of price tags in Thimphu. Other actions included mediation between the parties, referring matters to relevant agencies, rectifying business practices, and enforcing regulatory requirements as per the rules in vogue.

## 2. ENFORCEMENT OF REGULATORY REQUIREMENT IN-TSIRANG, DAGANA, & THIMPHU

In order to enforce regulatory compliance requirements such as the display of price tags, proper labeling of goods, use of calibrated weighing scales, and issuance of receipts, a market monitoring was held in Thimphu, Tsirang and Dagana.

In Tsirang, 111 business entities were inspected, including one cement agent and two FROs, while in Dagana Dzongkhag, 110 businesses have been inspected, including two FROs.

In Thimphu Thromde, 250 vendors at the Kaja Throm, 85 vendors in the Authentic Bhutanese Crafts (ABC) market and 125 retail shops (grocery) were being monitored as a follow-up activity to ensure the compliance to regulatory requirements.

### 3. 📢 ACTION TAKEN AGAINST MISLEADING EDIBLE OIL LABELING

On September 15, 2025, a complaint alleging underfilled edible oil products were reported for 5000 ml and 3000 ml. The alleged brands were First Choice, Blue Poppy, and Bengal Gold.

Following laboratory testing by the Bhutan Standards Bureau the claims were found valid, and a public notification was released on October 1, 2025, urging consumers to be cautious and refrain from buying the specified brands. The notification also directed the concerned businesses to suspend sales immediately unless labeling and packaging were corrected and warned that non-compliance would attract the actions under the Consumer Protection Act, 2012.

The CCAA with support from the Regional Offices of Industry, Commerce and Employment conducted a market inspection from October 6, 2025, to enforce notification.

Further, a subsequent public notification was issued on October 23, 2025, directing business entities to sell the existing stocks with corrected labeling by December 31, 2025.

### 4. 🏠 EMPOWERING COMMUNITIES THROUGH CONSUMER ADVOCACY AT TSIRANG AND DAGANA

Consumer Awareness Program covering 1341 (1034 consumers, 307 businesses) were held in Tsirang and Dagana Dzongkhags to promote consumer rights and fair-trade practices, refer Fig.3 for details. *(A full report will be published on it).*

Fig 1: Coverage in Tsirang and Dagana Dzongkhags

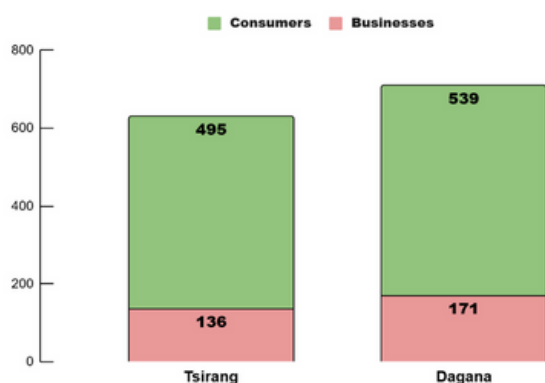


Image 1: Advocacy in Drujegang Central School



## 5. 🗂️ VISITS OF DIRECTOR GENERAL TO TRONGSA, MONGAR, TRASHIGANG AND SAMDRUP JONGKHAR.

The Director General is on field visit from October 26 to November 3, 2025 to interact with the officials in the regions and to discuss consumer protection and competition issues and visit the important commercial ventures in the vicinity.

This initiative was taken to strengthen coordination between the head office and regional offices, assess on-ground implementation of consumer and competition policies, and gather insights into the functioning and challenges of commercial enterprises in the regions.

Image 2: DG & the regional officials inspecting FCB warehouse, Mongar



## 6. 📌 IMPROVING CONSUMER PROTECTION IN TICKETING SECTOR

Image 3: Consultation Meeting with the Ticketing Agents



Terms and Conditions (T&C) for Air Ticketing Agents were developed and shared with relevant agencies on October 30, 2025. Prior to this, inputs were sought from selected agents on October 24, 2025.

The T&C is designed to promote a fair, ethical, and consumer-friendly travel market by providing clarity and consistency in business practices. It is expected to serve as a reference to assist ticketing agents in formulating their own T&C, allowing them the discretion to include provisions relevant to the nature and scope of the services they provide. (T&C is available on [www.ccaa.gov.bt](http://www.ccaa.gov.bt)).

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## 7. 🍊 TACKLING HOARDING AND PRICE HIKES

On October 30, 2025, CCAA and the Department of Revenue and Customs (DRC) convened a coordination meeting to monitor suspected price gouging, false claims of limited stock, hoarding, or creating artificial scarcity of excisable goods (*alcohol, tobacco products, and pan masala*) in anticipation of the implementation of GST Act in 2026.

A joint public notice urging consumers and businesses to report any cases of unjustified price increases or unfair trade practices has been issued. In addition, the team will conduct joint inspections and verification exercises in markets over the coming weeks to ensure compliance and safeguard economic interest of the consumers.

Image 4: *Coordination Meeting between CCAA & DRC*



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## 8. 🛒 MPI PUBLISHED FOR Q1

The 1st Quarterly Market Price Information (MPI) has been uploaded on the website [www.ccaa.giv.bt](http://www.ccaa.giv.bt), covering all 20 Dzongkhags. The activity, coordinated with regional offices, was carried out successfully, ensuring the accuracy and timeliness of data entry. In addition, prices of commonly consumed meat products were incorporated, recognizing their significance in the Bhutanese diet, alongside other fast-moving consumer goods.

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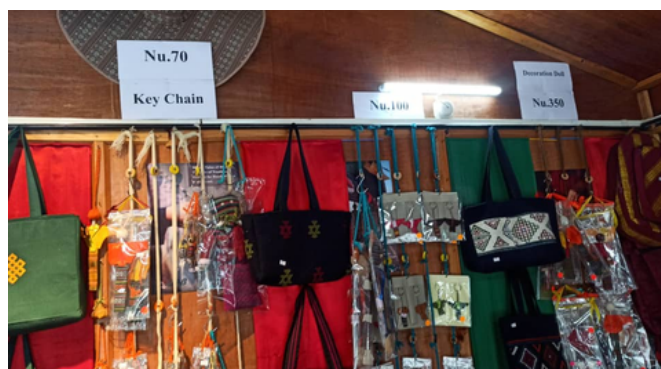
## 9. ✅ UPHOLDING QUALITY AND INTEGRITY AT THE ABC MARKET

To address the alleged sale of imported products falsely presented as locally made at the Craft Market, a meeting was held on September 9, 2025, among the CCAA, DoMCIIP, and DoT. As part of the strategy to curb these issues, an advocacy program was conducted on September 16, 2025 for Craft Market retailers, emphasizing the importance of accurate product labeling, transparent pricing, and truthful representation of goods.

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To ensure compliance, a joint inspection was carried out on October 31, 2025 and shall be continued. This initiative aims to uphold the integrity of Bhutanese craftsmanship and safeguard consumer trust, while promoting ethical trade practices and ensuring that visitors and citizens can confidently purchase authentic Bhutanese handicrafts.

Image 4: *Price Display for ABC Products*



It is heartening to note that all products had clearly visible price tags and practice of issuing money receipts by the vendors.

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## 10. MARKET COMPETITIVENESS ANALYSIS: MEAT PRICING IN THIMPHU THROMDE

The study was conducted to examine price competitiveness in Thimphu's meat sector following CCAA interventions targeting coordinated pricing among vendors. Results show that surveyed vendors' prices remain largely uniform across meat categories, indicating limited competition.

The findings highlight the challenges of promoting competitive behavior in the absence of comprehensive competition legislation and underscore the need for ongoing market monitoring and consumer empowerment.

Visit the link for more details: <https://ccaa.gov.bt/wpwp-content/uploads/2025/10/Meat-price-competitiveness-In-Thimphu-Thromde.pdf>

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### Need Help or Want to Report a Concern?

 Toll-Free: 1214

 Email: [consumerservice@moice.gov.bt](mailto:consumerservice@moice.gov.bt)

 Website: [www.ccaa.gov.bt](http://www.ccaa.gov.bt)

 Walk-in: During office hours