

Competition and Consumer Affairs Authority

Biannual Report

(July-December, 2025)

1. Introduction

As we reach the halfway mark, it is an opportune moment to reflect on how far we have come, taking stock of the milestones achieved, assessing the impact of our efforts, and considering the lives we have touched along the way. It is also a time to recalibrate our strategies as we move forward.

This biannual report, therefore, captures the essence of the past 184 days of our service and commitment towards safeguarding consumer welfare. It also serves as a vantage point to see how far we need to tread hereon.

2. Updates and Progress

The Department strives to achieve 5 KPIs through 9 sub-activities for FY 2025-26 with approved budget of 19.102 m. The update on the physical progress as of December 2025 is as follows:

1) Redressal and Statistics

A total of **215** complaints were registered, of which 129 cases have been resolved, the remaining 86 cases are being investigated currently. 72 pending complaints pertain to complaints against M/s PandoraBiz.com/SRC alone.

The highest complaints were registered in the month of October 2025 (*refer Table-1*) and the most common consumer issues received are denial to refund for defective products/substandard services (*refer Table-2*).

One of the redressals facilitated to the aggrieved consumer is monetary compensation. A total amount of Nu **1,491,604.4** has been refunded to 42 consumers. Further, Nu. **956,139.17** is due to be refunded to 7 consumers by an education consultancy and placement firm by January 2026.

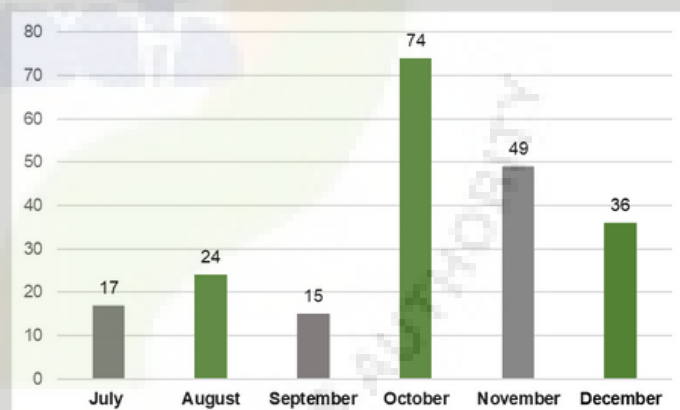


Table 1. Number of cases by month

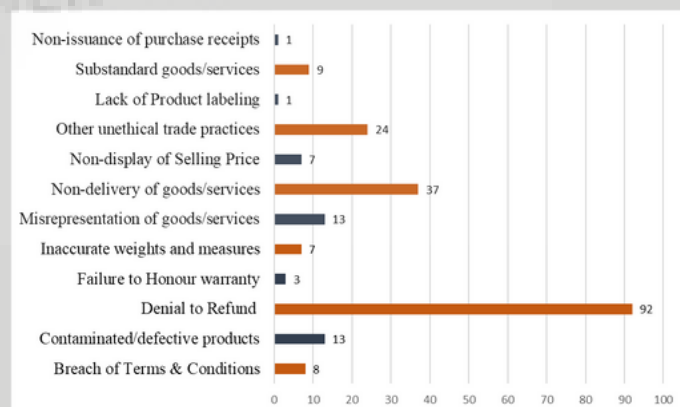


Table 2. Cases by Nature of Complaints

2) Surveillance & Enforcement

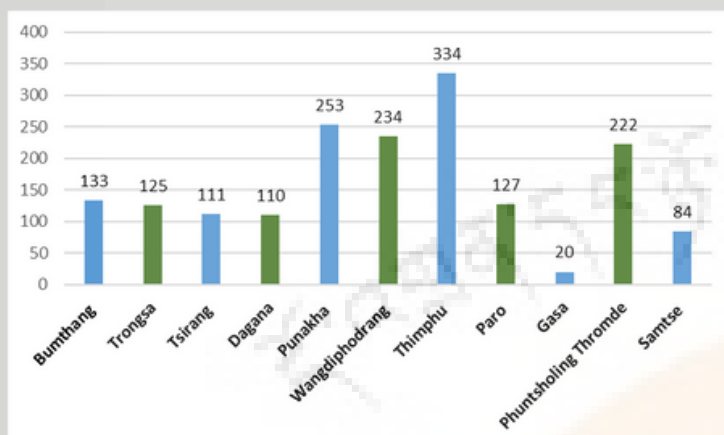


Table 3. Market inspection in different Dzongkhangs

Out of the 3,000 business entities targeted for inspection in the fiscal year, **58.4%** have been inspected so far (*refer Table-3*). Market Monitoring is one of strategies to promote regulatory compliance viz. issuance of receipts, price displays, product labelling, accuracy of prepacked products, etc.

3) Advocacy: Educating the Consumers & Business

Of the 5500 (4000 consumers and 1500 businesses) slated for advocacy this fiscal year, **43%** have been covered to date. The advocacy has been conducted for consumers and businesses in Dagana, Tsirang, Thimphu, Mongar, Tashigang, Tashi Yangtse and S/Jongkhar.

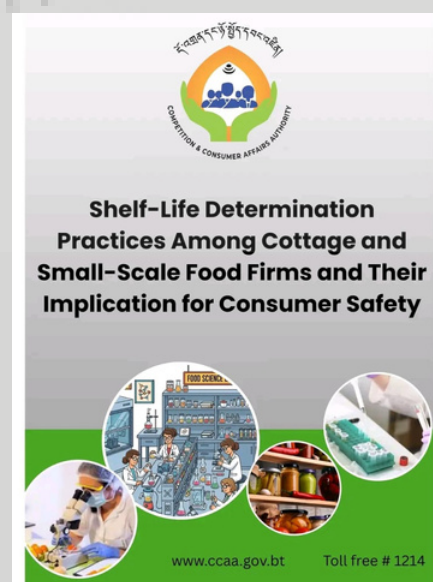
The programs focus on educating participants on consumer rights and responsibilities, business obligations, unfair trade practices, risks associated with online shopping, common scams, and available grievance redressal mechanisms.

4) MPI, Market Research & Publication

The Market Price Information for two quarters are published. MPI, which is published every quarter, provides a market price of 45 products as a reference for consumers to make informed purchase decisions.

Concept notes for two additional studies are currently under preparation. The research conducted primarily focuses on supply chain challenges, pressing consumer issues, and market related topics.

Of the five research, one research on 'Shelf-life determination practices among cottage and small-scale food manufacturers (CSIs) in Bhutan' has been published.



5) Building a Stronger Legal Foundation

5.1. National Competition Bill

The draft Competition Bill, after incorporating inputs received from the Office of the Attorney General, is currently under translation into Dzongkha. The Bill is expected to be submitted to the Lhengye Zhungtshog by March 2026

5.2. Consumer Protection Act (Amendment)

The amendment of Consumer Protection Act (CPA), 2012 is underway and the initial draft has been completed. Further, in order to give the shape to it, the stakeholder consultation in Mongar, Trashigang and S/Jongkhar were held. Similar consultations in Samtse, Phuentsholing and Thimphu are in the pipeline.

6) Governing Board Meeting

The 6th CCAA Governing Board (GB) Meeting was held on December 15, 2025. The progress and achievements of the divisions were presented and major consumer issues were deliberated. The GB meetings are held every quarter.

3. Note of Appreciations

The CCAA family would like to express heartfelt congratulations to Tshewang Choden on her out of turn meritorious promotion. It is a testimony for her dedication, professionalism, strong work ethic and consistent contributions to the organization.

Heartfelt congratulations also goes to Ugyen Lhaden on her selection as Inspector. We wish her every success and a fulfilling career in her new workplace.

4. Conclusion

The Department, in its continued effort to safeguard consumer rights and promote a fair marketplace, has left no stone unturned. However, this is not a time to rest on our laurels; rather, it is a call to move forward with renewed grit, vigour, and zeal to ensure that the rights of consumers remain protected.

As aptly reflected in Robert Frost's lines, "The woods are lovely, dark and deep, but I have promises to keep, and miles to go before I sleep," our journey is far from complete, and our commitment to consumers remains steadfast.