

MARKET SURVEILLANCE REPORT

Trashigang and Trashiyangtse Dzongkhags

6–20 April 2026 | Competition and Consumer Affairs Authority (CCAA)

AT A GLANCE

275 Business Entities Inspected	267 General Establishments	6 Fuel Retail Outlets	2 Cement Agents
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Introduction

Market surveillance is one of the foremost strategies adopted by the Competition and Consumer Affairs Authority (CCAA) to promote ethical business practices and safeguard consumer interests at all times. Through regular, systematic monitoring of the marketplace, CCAA ensures that businesses operate in accordance with applicable legal and regulatory requirements, thereby contributing to a fair, transparent, and consumer-oriented commercial environment across Bhutan.

Pursuant to this mandate, CCAA — in collaboration with the Regional Office of Industry, Commerce and Employment (RoICE), Mongar — conducted a 15-day market surveillance and monitoring exercise from 6 to 20 April 2026 across major commercial centres in Trashigang and Trashiyangtse Dzongkhags. The exercise was aimed at verifying compliance with the Consumer Protection Act of Bhutan 2012 and the Consumer Protection Rules and Regulations 2015, with particular focus on the following regulatory obligations:

- Proper display of price tags and applicable service charges;
- Accurate product labelling on all final sale items;
- Use of calibrated weighing scales and measuring instruments;
- Issuance of pre-printed cash memos and purchase receipts;
- Consistency between displayed prices and prices actually charged;
- Implementation of refund, return, and exchange policies;
- Establishment of effective consumer complaint handling mechanisms;
- Non-discriminatory treatment of consumers; and
- Compliance at fuel retail outlets (FROs) with applicable fuel quality and safety standards.

Coverage

A total of 275 business entities were inspected during the surveillance period, comprising 267 general business establishments, 2 cement agents, and 6 fuel retail outlets (FROs). The inspections spanned key market areas across both Dzongkhags as outlined below.

Market areas covered:

Trashigang Dzongkhag: Wamrong, Khaling, Kanglung, Rangjung, and Chazam

Trashiyangtse Dzongkhag: Doksum, Wangringmo, and Dorlung

Table 1: Distribution of inspected business entities by type and Dzongkhag

Business Type / Category	Trashigang Dzongkhag	Trashiyangtse Dzongkhag
Fuel Retail Outlet (FRO)	3	3
Restaurant	65	31
Garment Shop	14	8
Grocery Shop	69	27
Hardware Shop	2	1
Tailoring Shop	5	3
Meat Shop	3	6
Bakery	4	1
Beauty Parlour / Salon	6	3
Fruit & Vegetable Vendors	10	9
Cement Agent	2	0
TOTAL	183	92

Findings and Observations

- General Business Establishments

The overall level of compliance observed across the 267 general business establishments — spanning restaurants, grocery shops, garment outlets, hardware stores, tailoring shops, meat shops, bakeries, beauty parlours, vegetable vendors, and cement agents — was high (Table).

Table 2: Consumer protection compliance summary — General business establishments

Compliance Indicator	Compliance Rate
Proper product labelling on all final sale products	100%
Price consistency between displayed and charged prices	100%
Willingness to honour return, refund and exchange policies	100%
Consumer complaint handling mechanism in place	100%
Display of prices, service charges and applicable rates	96%
Availability of pre-printed cash memos / purchase receipts	94%

- [Product Labelling](#)

All 267 general business establishments (100%) were found to be in full compliance with product labelling requirements. Accurate and complete labelling was confirmed on all final sale products across every inspected premise.

- [Price Display](#)

A compliance rate of 96% was recorded for the display of selling prices, service charges, and applicable rates. The small proportion of non-compliant establishments consisted primarily of newly set-up businesses that had not yet put the required price display arrangements in place. Corrective guidance was provided on-site.

- [Price Consistency](#)

Full compliance (100%) was observed with respect to consistency between displayed prices and prices actually charged. No instances of overcharging or price discrepancy were identified during the inspection.

- [Purchase Receipts and Cash Memos](#)

94% of business establishments were found to have pre-printed cash memos or purchase receipts, which are issued upon consumer request. The remaining 6% lacked a formal cash memo system, attributable primarily to limited literacy among some proprietors or to businesses being in an early stage of establishment.

- [Refund, Return, and Exchange Policies](#)

All inspected businesses (100%) verbally affirmed their willingness to provide refunds, returns, and exchanges within one to two weeks of purchase, though there were no written documents. Businesses were encouraged to formalise these commitments in writing and display the policies conspicuously at their sales counters.

- [Consumer Complaint Handling](#)

All business establishments (100%) confirmed that the contact numbers displayed on their signboards are designated for the receipt and redressal of consumer complaints. Businesses were further encouraged to maintain a formal complaint register as a record of grievances.

- [Cement Agents](#)

Both cement agents operating in Trashigang Dzongkhag — dealing in Dragon Cement — were found to be selling cements whose weight were within the tolerance limits established by the Bhutan Standards Bureau (BSB). No violations were recorded.

- [Fuel Retail Outlets \(FROs\)](#)

Six fuel retail outlets were inspected across both Dzongkhags — three in Trashigang and three in Trashiyangtse. The outlets comprised one each of Bhutan Oil Corporation (BOC), Druk Petroleum Corporation Limited

(DPCL), and State Trading Corporation of Bhutan Limited (STCBL) per Dzongkhag. The findings are as follows:

- **Pump and Nozzle Operability**

Of the 21 nozzles inspected across all six FROs — comprising 11 HSD nozzles and 10 MS nozzles — the majority were in full working condition. Operational disruptions were, however, noted at two outlets:

BOC Trashigang: Two HSD nozzles were out of service due to a combination of electrical, mechanical, and nozzle-related faults, necessitating technical intervention by Indian Oil Corporation Limited (IOCL) personnel. DPCL Trashiyangtse: One pump serving both MS and HSD was non-functional owing to a power board malfunction beyond the outlet's in-house repair capacity, also requiring IOCL assistance.

- **Fuel Quality — Density and Water Content**

The density of Motor Spirit (MS) and High-Speed Diesel (HSD) was tested at all six FROs and found to be within the permissible tolerance limit of $\pm 3 \text{ kg/m}^3$ at each outlet. The water content in storage tanks across all inspected FROs was similarly found to be below the acceptable threshold of 8 cm.

- **Calibration and Metrology Compliance**

All six FROs have been calibrated by the BSB and hold valid calibration certificates until October 2026. All outlets were also found to have installed calibrated weighing scales for the measurement of LPG cylinder weights, in compliance with applicable standards.

Notwithstanding the above, the calibration validity of the 5-litre Measuring Cans at five of the six FROs were found to have expired in March 2026, necessitating recalibration with the BSB. Additionally, at Wamrong FRO, two newly installed HSD pumps and two MS pumps are currently awaiting calibration due to motor-related technical issues.

- **Fire Safety**

Fire extinguishers were available at all six FRO premises and were confirmed to be within their valid service periods, reflecting satisfactory compliance with fire safety requirements.

- **LPG Weighing Scales**

Valid calibrated weighing scales for LPG cylinders were in place at all six FROs, meeting the applicable regulatory standard.

Actions Taken and Recommendations

Based on the findings of the surveillance exercise, the following corrective actions were taken and recommendations were issued to relevant parties:

- General Business Establishments:

All business establishments were advised to display standardised refund, return, and exchange policies prominently at their sales counters. Support from CCAA was offered if required to develop these documents. Businesses were directed to maintain a formal consumer complaint register and to ensure that grievance redressal contact information is visibly posted on their premises.

- Fuel Retail Outlets:

The management of BOC Trashigang, BOC Wamrong, and DPCL Doksum (Trashiyangtse) were directed to expedite coordination with IOCL personnel for the prompt repair and recalibration of non-functional pumps and nozzles in accordance with BSB standards, and to report progress to CCAA.

Five FROs were formally directed to submit their 5-litre Measuring Cans for recalibration by the BSB at the earliest opportunity and to report the outcome to CCAA upon completion.

Conclusion

The market surveillance exercise conducted in Trashigang and Trashiyangtse Dzongkhags revealed a generally high level of compliance with existing laws and regulations among the 275 inspected business entities. Key compliance highlights include a 100% compliance rate for product labelling, price consistency, return and refund policy willingness, and consumer complaint handling; a 96% compliance rate for price display; and a 94% compliance rate for cash memo and purchase receipt availability.

The instances of non-compliance identified were largely minor and transitional in nature — attributable to newly established businesses, limited literacy among some proprietors, or equipment-related issues — and were promptly addressed through on-site advisories, corrective directives, and capacity-building engagements. The exercise thus served the dual purpose of enabling immediate corrective action and reinforcing best practices in consumer protection.

CCAA reaffirms its commitment to sustaining a robust and proactive market surveillance programme across all Dzongkhags, in close collaboration with regional offices. Continued surveillance, complemented by targeted awareness campaigns and capacity-building programmes for businesses, will remain central to CCAA's strategy for fostering a fair, safe, and consumer-oriented marketplace in Bhutan.

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