COMPETITION AND CONSUMER AFFAIRS AUTHORITY

GRIEVANCE REDRESSAL AND MARKET SURVEILLANCE REPORT

Fiscal Year 2025–2026

A Technical Summary of Complaint Management, Enforcement Outcomes, and Nationwide Market Compliance

338 Complaints Received	**98.8%** Resolution Rate	**3,377** Entities Inspected
20 Dzongkhags Covered	**Nu 2.79M** Refunds Facilitated	**Nu 70,100** Penalties Imposed

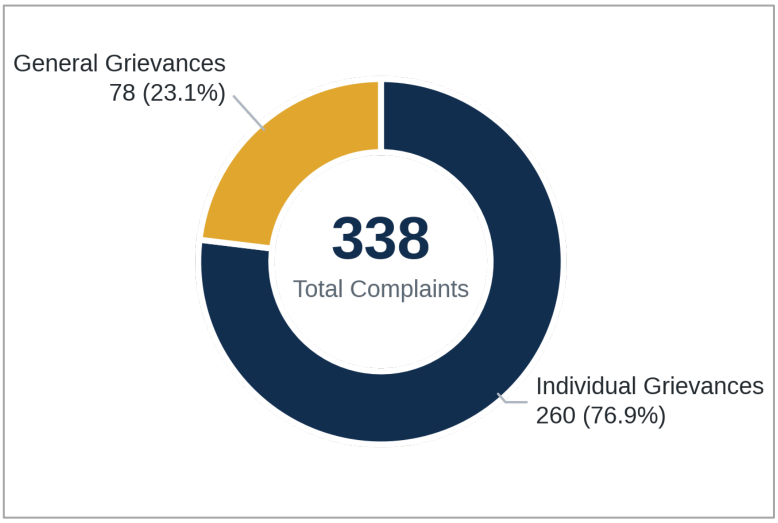
Prepared by: Consumer Protection, Competition & Enforcement Division (CPCED)

Section I — Grievance Redressal

The Consumer Protection, Competition & Enforcement Division (CPCED) enforces the Consumer Protection Act (CPA) 2012 through a dual mandate: reactive grievance redressal and proactive market surveillance. This section presents complaint volumes, resolution outcomes, and financial redress for FY 2025–2026.

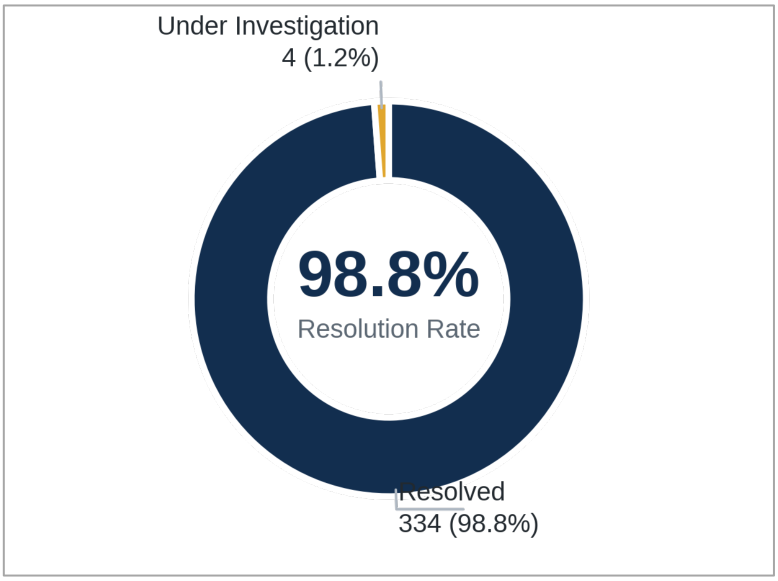
1. Complaint Segmentation

Figure 1. Segmentation of Complaints Received, FY 2025–2026 [338 complaints via CCMS, walk-in, toll-free, and email. October 2025 was the peak month (74 cases, 22% of the annual total)].



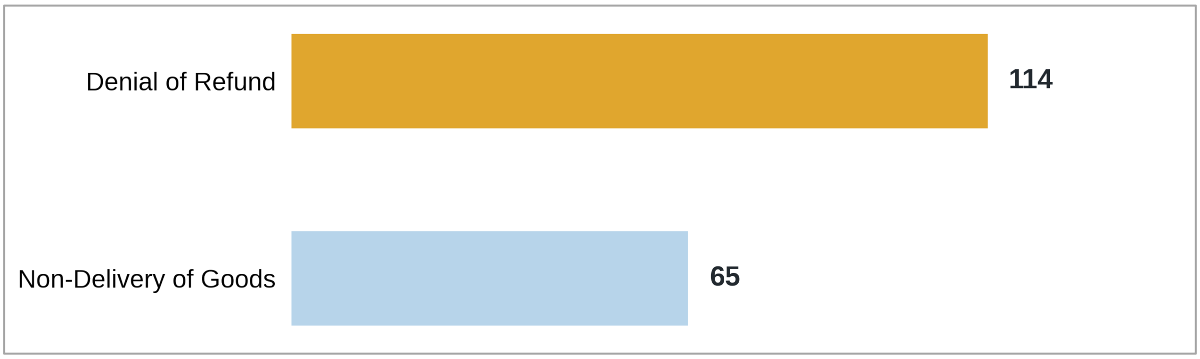
2. Resolution Outcome

Figure 2. Complaint Resolution Status — 334 of 338 complaints (98.8%) were resolved; 4 cases (1.2%) remains under investigation, largely due to incomplete information or non-response from parties.



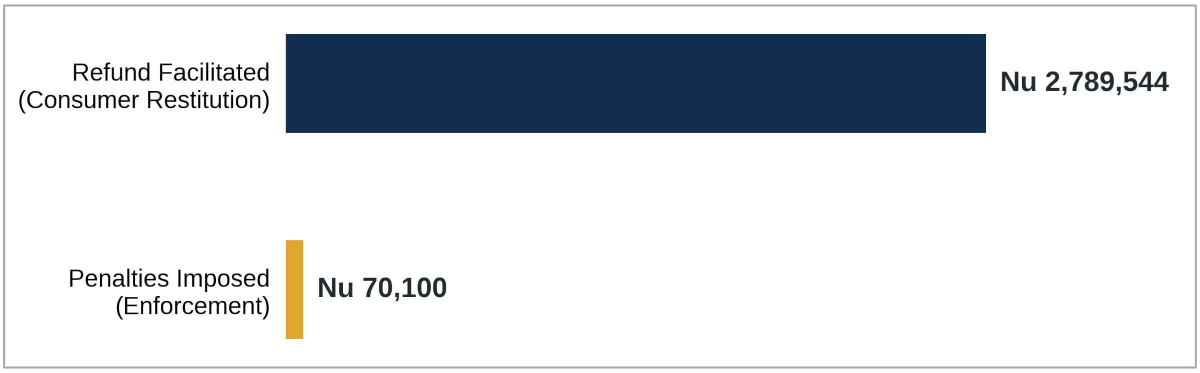
3. Thematic Breakdown

Figure 3. Leading Reported Complaint Types — denial of refund and non-delivery of goods were the dominant failure modes. Pricing disputes, defective goods, misleading claims, and warranty non-compliance were also recorded but not individually quantified; weights-and-measures complaints were minimal.



4. Financial Impact

Figure 4. Refunds Facilitated vs. Penalties Imposed — a restitution-first enforcement posture, restoring Nu 2,789,544 to consumers against Nu 70,100 in penalties for non-compliant traders.



5. Cases Referred to the Dispute Settlement Committee (DSC)

Two complex cases requiring quasi-judicial review were referred to the DSC, an independent body established under the CPA 2012.

Table 1. Cases Referred to the Dispute Settlement Committee, FY 2025–2026.

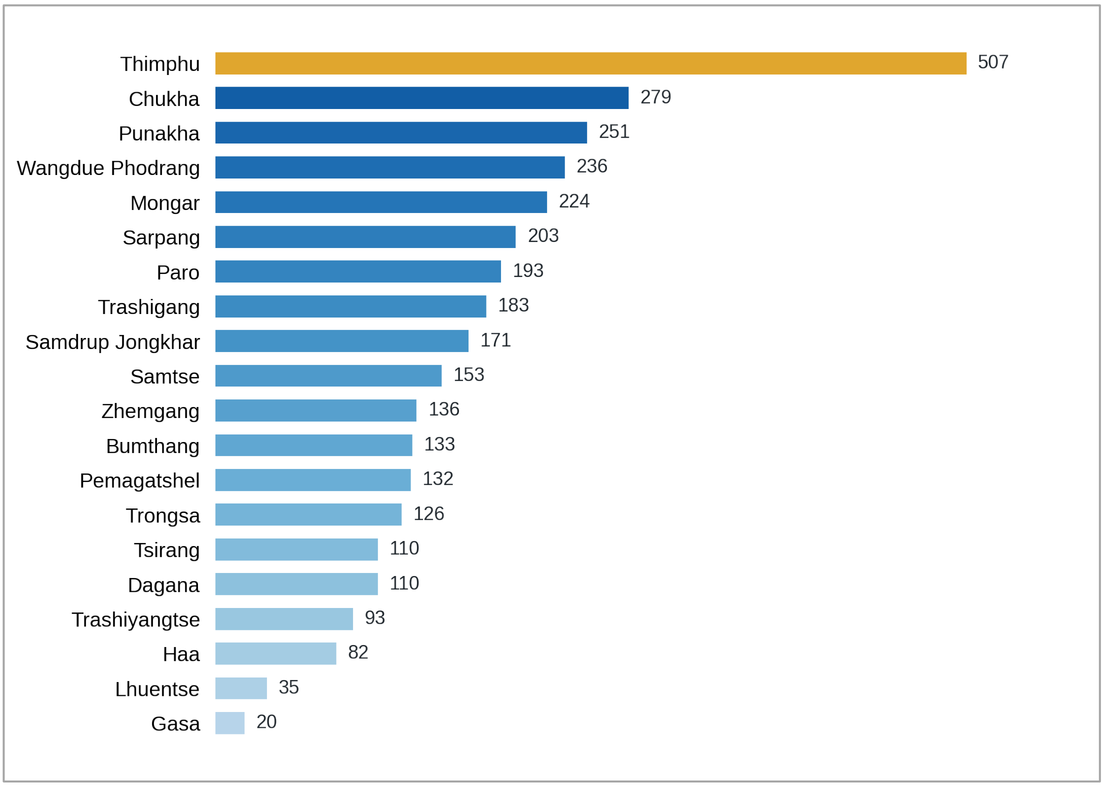
#	Respondent	Finding	Directive (within 14 days)
1	M/s Bhutan Hyundai Motors	Recurring paint-peeling recognised as a manufacturing defect	One-time repainting of affected Hyundai i20 vehicles
2	M/s Bhutan Isuzu Motors	PM sensor defect covered under extended warranty	Sensor replacement, servicing cost coverage, and warranty honoured

Section II — Market Surveillance

Nationwide market surveillance in FY 2025–2026 covered three categories: fuel retail outlets (FROs), weight accuracy verification of packed cement, and general compliance monitoring against four core parameters — price display, receipt issuance, calibration, and product labelling — under the Consumer Protection Act, 2012 and its Rules and Regulation, 2015.

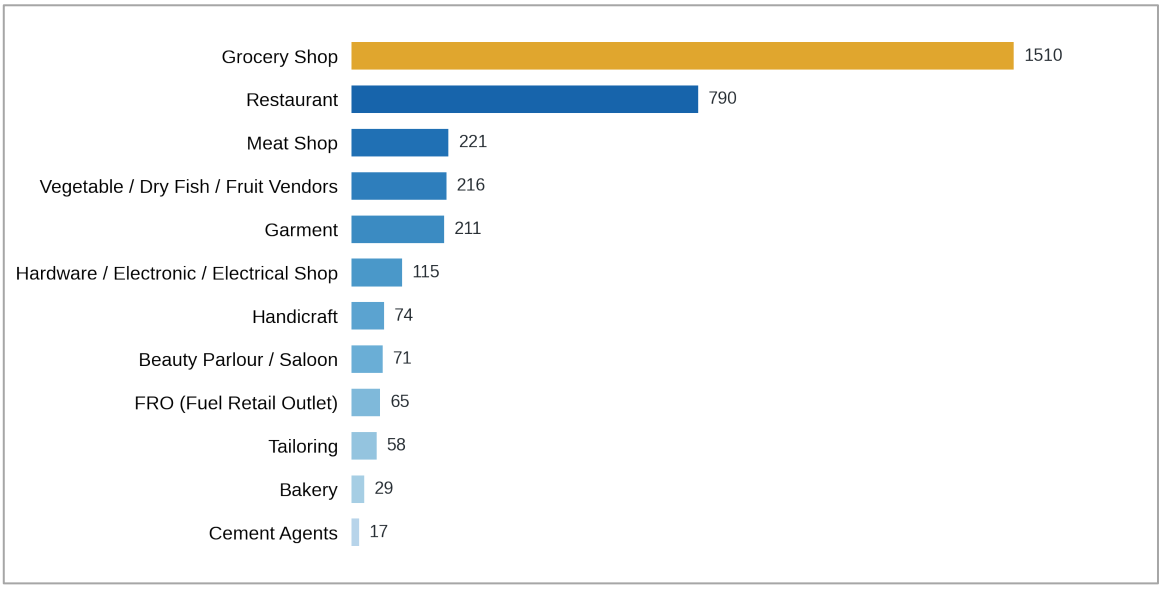
1. Geographic Coverage

Figure 5. Business Entities Inspected by Dzongkhag — 3,377 entities inspected across all 20 Dzongkhags. Thimphu (507) and Chukha (279) led inspection volumes, reflecting commercial density; Gasa (20) and Lhuentse (35) recorded the fewest, consistent with a smaller trade base.



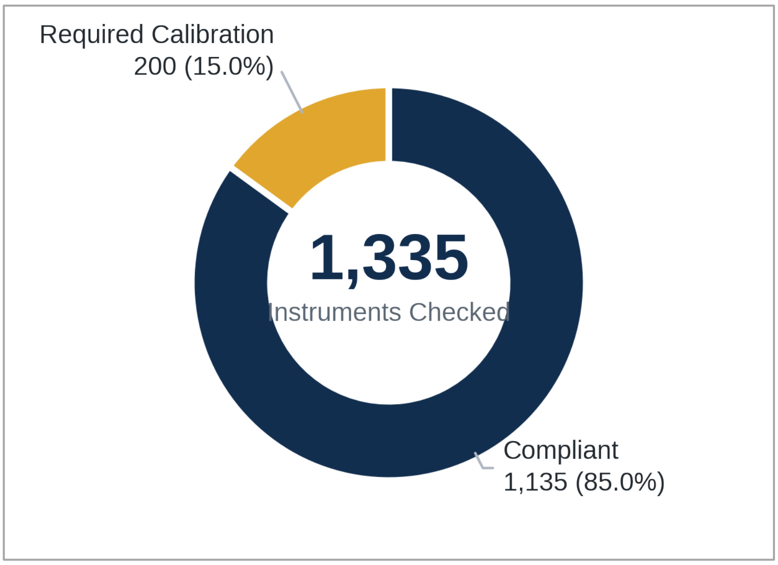
2. Sectoral Coverage

Figure 6. Business Establishments Inspected by Sector — grocery shops (1,510) and restaurants (790) together account for over two-thirds of all establishments surveyed.



3. Calibration Compliance

Figure 7. Weighing & Measuring Instrument Calibration Compliance — 200 of 1,335 instruments inspected (15%) required calibration. Cement-agent weight discrepancies were addressed via justification letters and rectification mandates under Bhutan Standards Bureau (BSB) tolerance limits.



4. Corrective Action Framework

- Immediate correction of non-compliant price displays and product labelling
- A two-week grace period granted for establishments to institute receipt-issuance systems
- Formal rectification letters issued to cement agents and businesses with uncalibrated scales, requiring documented proof of corrective action against BSB standards

Section III — Conclusions and Recommendations

FY 2025–2026 reflects strong regulatory performance across CPCED's core mandates: a 98.8% complaint resolution rate, Nu 2.79 million in consumer refunds facilitated, targeted enforcement penalties, and market surveillance spanning 3,377 entities across all 20 Dzongkhags. The prioritisation of mediation and restitution over punitive enforcement — reinforced by the structured resolution of complex cases through the Dispute Settlement Committee and a formal corrective action framework — reflects a mature, consumer-centric regulatory approach.

Going forward, the Division will deepen its enforcement reach and strengthen inter-agency collaboration and technology-enabled monitoring, positioning CPCED to embrace the expanded mandate anticipated under the forthcoming Consumer Protection and Competition Act.