

HIGHLIGHTS OF THE MONTH

30

New Consumer
Complaints Received

25

Consumer
complaints from the
previous month.

39

Complaints
Resolved

Nu.

31,939.51

refunded to six
consumers

325

Businesses inspected
in two Dzongkhags

- **Handled 55 consumer complaints**, comprising 30 new complaints and 25 cases carried forward from the previous month.
- **Consumer awareness:** “Ask CCAA” Episode 4 (2 September) explained why the MRP on imported goods is not legally binding in Bhutan.
- **Price transparency:** Monthly Price Watch and Market Price Information for all 20 Dzongkhags were also published in The Bhutanese.
- **Legal reform:** the draft Competition and Consumer Protection Bill has been submitted to the Cabinet.

1. Complaints & Redress

In September, the Competition and Consumer Affairs Authority (CCAA) received 30 new consumer complaints. Of these, 14 complaints were resolved, while 16 remain under investigation. In addition, 25 consumer complaints carried forward from the previous month were resolved, bringing the total number of consumer complaints resolved during the month to 39. Through these resolutions, a total of Nu. 31,939.51 was refunded directly to six aggrieved consumers, while a further Nu. 40,000 is yet to be refunded to two aggrieved consumers.

1.1. What consumers complained about

Other unethical trade practices was the most frequently recorded nature of complaint, with 18 cases (32.7 percent), followed by denial of refund, with 9 cases (16.4 percent), and non-delivery of goods/services, with 8 cases (14.5 percent). Together, these three categories accounted for 35 cases (63.6 percent) of all complaints handled, indicating that concerns related to business practices, refunds, and delivery were the predominant areas of consumer grievance during the month.

Table 1. Nature of the consumer complaints.

Nature of Complaint	Total Number of complaint
Other unethical trade practices	18
Denial of refund	9
Non-delivery of goods/services	8
Contaminated/defective products	6
Misrepresentation of goods/services	5
Non-display of selling price	2
Substandard goods/services	2
Breach of terms and conditions	1
Failure to honour warranties/guarantees	1
Inaccurate weights and measures	1
Misrepresentation of price	1

Misrepresentation of goods/services and contaminated/defective products were also notable, with 5 and 6 cases, respectively. The remaining categories were recorded less frequently, with substandard goods/services and non-display of selling price accounting for 2 cases each, while the other categories recorded only one case each.

1.2. How cases were resolved

Where cases could be closed, CCAA used a range of resolution tools. Across the 39 consumer complaints resolved during September, advisory services and other remedies accounted for 10 cases each, followed by refund facilitation with seven cases and mediation with five cases. Four cases were referred to the relevant agency, while rectification of business practices accounted for two cases and one case resulted in a fine and penalty.

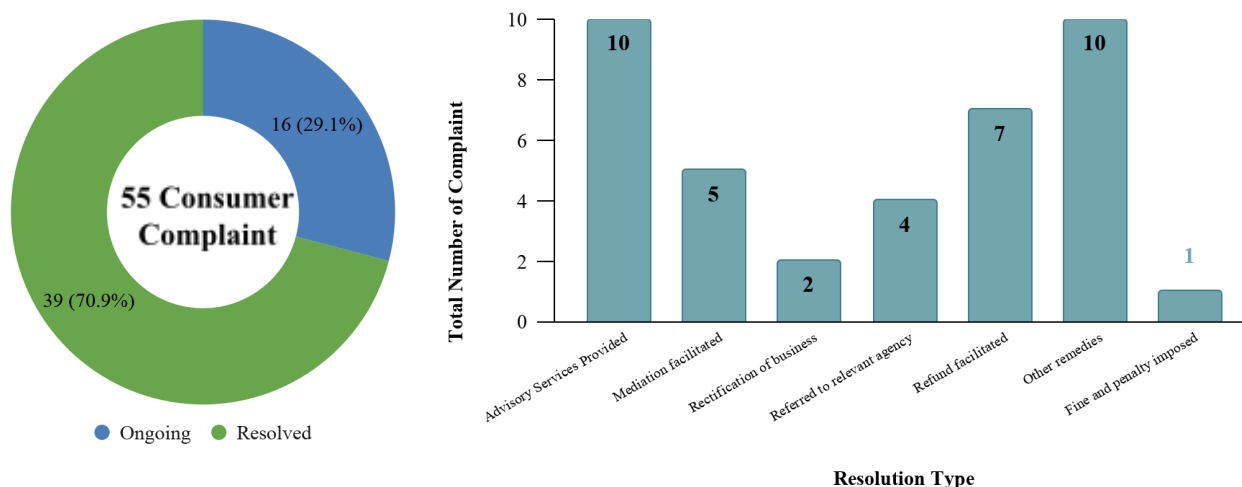


Figure 1. Complaint status and complaints by resolution type

2. Market Surveillance

Punakha, Wangdue Phodrang: 325 businesses and 7 FRO inspected

From 25 August to 15 September 2026, CCAA carried out a 22-day market surveillance exercise across three Dzongkhags, checking fuel pumps, weighing scales, receipts and prices to ensure consumers get what they pay for. In the month of September a total of **332 business establishments** were inspected: 152 in Punakha and 173 in Wangdue Phodrang, including 7 fuel retail outlets (FROs). Of all 268 businesses were issued with the rectification.

Full details are in the CCAA Market Surveillance Report:

ccaa.gov.bt/wp-content/uploads/2026/09/CCAA-MarketSurveillance-Report.pdf

- Ongoing: Market inspection under way in Thimphu Dzongkhag.

3. Research and Publications

Price Watch and Market Price Information

CCAA continuously monitors market conditions through the monthly Market Price Watch (MPW) and quarterly Market Price Information (MPI) surveys covering essential commodities across major markets. These mechanisms enable the Authority to track price movements, market trends, inter-market price variations

and potential market anomalies, providing an evidence base for market assessment, regulatory interventions and policy recommendations.

The September MPW was published on 1st October 2026, while the Thimphu MPW will also be published in *The Bhutanese* on 3 October 2026 to facilitate consumer price comparison. While the quarterly MPI is scheduled for publication in the coming week. Together, MPW and MPI strengthen price transparency, consumer access to market information and evidence-based market monitoring.

4. Outreach

Ask CCAA, Episode Four: Understanding the MRP

On 2 September 2026, CCAA released the fourth episode of “Ask CCAA”, a consumer awareness initiative addressing topical consumer protection issues. The episode serves as an explainer on Maximum Retail Price (MRP) in Bhutan, clarifying that MRP printed on imported products is a reference price and is not legally enforceable as a maximum selling price. Retailers may sell at the indicated MRP or another price, provided the actual selling price is clearly displayed.

The episode also highlights the potential implications of making MRP legally binding for price competition, pricing flexibility and consumer choice. The Authority encourages viewers to watch, share and engage with the episode and welcomes feedback and suggestions for future topics. The episode is available on CCAA’s official Facebook page <https://www.facebook.com/share/v/1HRvWt3XLq/?mibextid=wwXIfr>

5. Legislative Reform

Competition and Consumer Protection Bill submitted to Cabinet

The draft Competition and Consumer Protection Bill has been submitted to the Cabinet for consideration and onward submission to the Office of the Attorney General (OAG) for legal review. The Bill is scheduled for introduction before Parliament during the summer session. In parallel, work is underway on the amendment of the Consumer Protection Rules and Regulations, 2015 and the formulation of the Competition Rules and Regulations to operationalise the proposed legislative framework.