

List of Applicable Legal / Statutory Requirements – Competition & Fair Trade

1. Competition Act, 2002 (India)

Authority: Competition Commission of India (CCI)

Applicability: All businesses operating in India

Key Requirements:

- Prohibits anti-competitive agreements (price fixing, bid rigging, market sharing)
- Prevents abuse of dominant position
- Regulates combinations, mergers, and collusive practices
- Mandates cooperation with investigations conducted by CCI

2. Competition Commission of India (General) Regulations, 2009

Authority: Competition Commission of India

Key Requirements:

- Procedures for inquiry, investigation, and compliance
- Obligation to furnish information and cooperate with authorities
- Maintenance of records and disclosures when required

3. Indian Contract Act, 1872

Authority: Government of India

Relevance to Competition:

- Prohibits agreements that restrain lawful trade or business
- Ensures fairness and legality in commercial contracts with clients, vendors, and partners

4. Information Technology Act, 2000

Authority: Government of India

Relevance:

- Governs fair conduct in digital platforms and online business activities
- Prevents misuse of digital systems to engage in unfair or deceptive practices

5. Consumer Protection Act, 2019

Deepsense Digital Solutions Private Limited

No 10, 3rd Floor, 1st Main Rd, United India Colony, Kodambakkam, Chennai, Tamil Nadu 600024 TN.

Ph: 044 - 4302 4282

CIN NO: U51909TN2016PTC112834; www.deepsense.in

Authority: Central Consumer Protection Authority (CCPA)

Relevance:

- Prohibits unfair trade practices and misleading advertisements
- Applicable to digital marketing, promotions, and performance campaigns
- Ensures transparency and fair competition in consumer-facing communications

6. Advertising Standards Council of India (ASCI) Code

Authority: ASCI (Self-Regulatory Body)

Relevance:

- Prevents misleading, unfair, or deceptive advertising
- Promotes ethical competition in marketing and advertising practices
- Applies to all digital and performance marketing campaigns

7. Companies Act, 2013 (where applicable)

Authority: Ministry of Corporate Affairs

Relevance:

- Requires ethical conduct and good corporate governance
- Directors and management must ensure lawful and fair business practices
- Covers reporting obligations and cooperation with statutory authorities

8. Labour & Employment Laws (Indirect Relevance)

Examples:

- Industrial Disputes Act, 1947
- Code on Wages, 2019

Relevance:

- Prevents collusive employment practices (wage fixing, unfair hiring restrictions)
- Ensures ethical treatment of workforce without anti-competitive coordination

9. Applicable International Competition Laws (Where Cross-Border Engagements Exist)

Examples:

- OECD Competition Principles
- Foreign client compliance requirements (as contractually applicable)

Relevance:

- Ensures global clients' competition compliance expectations are met
- Supports ethical conduct in international digital marketing engagements

10. Internal Policies & Safeguards

(Non-statutory but mandatory for compliance)

- Code of Business Ethics
- Anti-Bribery & Anti-Corruption Policy
- Conflict of Interest Policy
- Whistleblower / Grievance Redressal Mechanism

These act as **preventive controls** against anti-competitive behavior.



**Rakesh R - Director
Deepsense Digital Solutions Pvt**