

September 04, 2025

To,
Smt. Nidhi Khare,
Secretary,
Ministry of Consumer Affairs, Food and Public Distribution,
Government of India,
Krishi Bhawan,
New Delhi – 110001

Subject: Self-Declaration from Zepto Regarding Compliance with Guidelines on Prevention and Regulation of Dark Patterns, 2023

Dear Madam,

I, Rachit Ranjan, Chief Public Policy Officer, on behalf of Zepto Marketplace Private Limited (**Zepto**), having its registered office at First Floor, 773, Sarjapur Main Road, Kaikondarahalli, Bengaluru, Karnataka-560103 hereby declare and affirm, in reference to Central Consumer Protection Authority notification CCPA-1/1/2023-CCPA dated 05th June 2025, as follows:

1. Zepto is committed to upholding the highest standards of transparency, fairness and consumer protection in its operations, particularly in the design and functionality of its mobile applications available on iOS and Android platforms as well as websites www.zeptonow.com, www.zepto.com (mobile applications and websites together known as “Platform”).
2. In accordance with the Guidelines for Prevention and Regulation of Dark Patterns, 2023, issued by the Central Consumer Protection Authority (CCPA) under the Ministry of Consumer Affairs, Food and Public Distribution, we have conducted a thorough audit of our Platform’s user interface, user experience and related features on a best-efforts basis.
3. Based on this audit, we declare that, to the best of our knowledge and belief, the Platform does not incorporate or deploy or encourage any dark patterns as defined under the aforementioned guidelines. This includes, but is not limited to, practices such as false urgency, basket sneaking, confirm shaming, forced action, subscription traps, interface interference, bait and switch, hidden information, nagging, or drip pricing.
4. Zepto maintains ongoing monitoring and internal periodic checks of its Platform to ensure continued compliance. Our teams continuously improve Platform features and workflows to ensure alignment with applicable regulations pertaining to prevention and regulation of dark patterns
5. Should any instance be observed in the future, Zepto undertakes that it will implement corrective and remedial measures promptly in the spirit of compliance and upholding consumer protection.
6. This self-declaration is made in good faith and is subject to verification by the relevant authorities.

We, hereby, submit this declaration in good faith, on a **best-efforts basis**, and reaffirm Zepto’s commitment to maintaining the highest standards of fairness, transparency, and consumer protection.

Sincerely,



Rachit Ranjan
Chief Public Policy Officer
Zepto Marketplace Private Limited

ZEPTO MARKETPLACE PRIVATE LIMITED

Regd. Office: First Floor, 773, Sarjapur Main Road, Kaikondarahalli, Bellandur, Bangalore- 560103

CIN: U63999KA2024PTC194234 | **Contact:** +91 9606242106 | **Email:** cosec@zeptonow.com

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CC: Shri Anupam Mishra,
Joint Secretary,
Ministry of Consumer Affairs, Food and Public Distribution,
Government of India,
Krishi Bhawan,
New Delhi – 110001

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