



## Final Escalation Before Legal Notice – Fraudulent Closure of Complaints, Misrepresentation of Facts & Refund Demand (Order ID: OD43517136058845100)

[Redacted] <[Redacted]>

3 September 2025 at 12:48

To: grievance.officer@flipkart.com, grievanceofficer@flipkart.com

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[Redacted] <[Redacted]>

Dear Flipkart Grievance Team,

Despite my repeated follow-ups and your assurances, the harassment continues.

On every call, I am told that “the issue will be resolved in 24 hours.” This has now become a repeated cycle — timelines extended one after the other, without any actual resolution. The product has already been picked up, refund details have been shared, and there is no valid reason for these delays. Yet I continue to be given contradictory explanations and false timelines.

This practice of providing endless 24-hour extensions without action is unacceptable. It only adds to the harassment I have faced since the beginning of this case.

I therefore demand:

1. Immediate confirmation of refund initiation with a concrete timeline that is actually honored.
2. Written correction of the false status in your system.
3. An end to repeated deferrals and excuses.

Please note: I am also creating a dedicated section on my consumer awareness site <https://flipkartfrauds.com> specifically documenting this harassment in your delivery and refund handling. Every contradictory statement and false assurance given will be reflected publicly.

If not resolved immediately, this continued pattern will be cited not only in the legal notice but also in consumer awareness campaigns, including SEO and digital marketing.

This is my final reminder before proceeding accordingly.

Warm Regards,

[Redacted]

On Tue, 2 Sep 2025 at 5:07 PM, [Redacted] <[Redacted]> wrote:

Dear Flipkart Grievance Team,

Further to my earlier mail (copied below), I have again spoken with your team today and received yet another contradictory explanation.

This time I was informed that:

- The return has been done, but
- The refund is being held due to “quality issues” in the system.

I must highlight the following:

1. Quality issues were already raised and documented in the original complaint trail and acknowledged by both Flipkart and TCL. It cannot now be used as a ground for holding back the refund after the product has already been collected.

2. The Flipkart app does not reflect “quality hold.” Instead, it very clearly shows “Return Cancelled – did not meet quality standards” (screenshots already attached in my earlier mail).
3. This mismatch between what your team communicates on calls and what your own app displays is misleading, contradictory, and creates unnecessary harassment.

At this stage, the facts are simple:

- The product has been picked up.
- Refund details have been shared.
- No legitimate reason exists to block the refund further.

I therefore request you to:

- Immediately correct the system status to reflect the true return.
- Initiate refund without any further delay or contradictory explanations.
- Provide written confirmation of the action and timeline.

Please treat this with utmost urgency. I will be adding this continued misrepresentation and delay to the legal and consumer awareness record already being maintained.

Warm Regards,

[REDACTED]

On Tue, 2 Sep 2025 at 1:12 PM, [REDACTED] <[REDACTED]> wrote:

Dear Flipkart Grievance Team,

This is in continuation of my repeated escalations regarding the defective TV (Order ID OD43517136058845100).

Day before yesterday around 5:30 PM, the TV was picked up by your delivery agent. However, the Flipkart app incorrectly reflects the status as “Return Cancelled – did not meet quality standards” (see attached screenshots).

When I raised this issue multiple times (at least 5–6 calls in the past two days), your own team acknowledged:

- The delivery agent confirmed it was his mistake.
- I was assured it would be corrected the same day.
- After repeated follow-ups, I was told it would be resolved the next day.
- Even today, there has been no correction — only further “follow-ups” without action.

This sequence of contradictory updates and false system entries amounts to nothing less than harassment. While the product has already been taken from me, your system shows a cancelled return, leaving me without the TV and without a refund.

I demand:

1. Immediate correction of the return status in your system to reflect the truth — the product was picked up.
2. Immediate processing of refund into my bank account (details already shared).
3. A written confirmation of the revised status and refund timeline.

This endless cycle of errors, misrepresentations, and repeated calls is unacceptable and seems intentional. If not rectified immediately, this will be added to my ongoing legal record and further publicized as part of the consumer awareness initiative already underway.

Screenshots of the false status updates are attached for your reference.

Awaiting your urgent response.

Warm Regards,

[REDACTED]

On Fri, 22 Aug 2025 at 9:40 PM, [REDACTED] <[REDACTED]> wrote:

**Dear Flipkart Grievance Officer,**

Despite repeated follow-ups and the detailed trail attached, there has still been no resolution of my complaint regarding Order ID **OD43517136058845100**.

In my most recent call (lasting nearly an hour), the senior representative reviewed the entire case history and was **fully satisfied that the fault lay with Flipkart's delivery/manufacture, and not with me as a customer**. On that basis, they even attempted to initiate the refund. However, they were unable to complete the process because the system reflected that the matter had been escalated to the **Grievance Handling Team**, thereby blocking their ability to act. The senior admitted that, had it not been for this restriction, they would have immediately issued the return and refund.

Further, the same call included TCL's technician **Banti (Ph: 7240086842)**, who confirmed that the defect was **not visible at the time of unboxing** and only became apparent after installation when the TV was powered on. This confirms that Flipkart's "open delivery" defense is entirely irrelevant and misleading and same is validated by your representative who took him on a joint call.

At this stage, the situation is untenable. I have endured repeated false complaint closures, shifting complaint IDs, lack of transparency, and deliberate suppression of my genuine review. These actions amount not just to deficiency in service but to **systemic malpractice and harassment**.

Accordingly, I am proceeding with the following:

1. Launching my consumer awareness website [www.flipkartfrauds.com](http://www.flipkartfrauds.com) tonight to document and publicize such fraudulent practices. Attaching the draft page layout for your valuable inputs. (In case anyone read my mails)
2. Publishing my experience and the harassment I have endured across social media platforms to warn other consumers.
3. Initiating **legal proceedings** by tomorrow under the Consumer Protection Act, E-Commerce Rules, Dark Patterns Guidelines, and other applicable frameworks. My legal notice will seek not only a refund of ₹86,805 but also **compensation for harassment and recovery of legal costs** arising from Flipkart's conduct.

Your grievance process has denied me a fair resolution despite your own senior staff acknowledging my case as genuine. Unless resolved immediately, Flipkart must be prepared to face both public exposure and legal accountability.

**Warm Regards,**

Proprietor – [REDACTED]

Mobile: [REDACTED]

Email: [REDACTED]

On Thu, Aug 21, 2025 at 5:53 PM [REDACTED] <[REDACTED]> wrote:

Got a call yesterday from your backend team. Was informed that they will be calling me back after speaking with manufacturer. Timeline provided was 24 hours, still waiting for the revert.

Thanks  
Sumit

On Tue, 19 Aug 2025 at 5:54 PM, [REDACTED] <[REDACTED]> wrote:

**Dear Flipkart Team,**

With reference to my ongoing complaint (details already documented in the attached trail), I wish to inform you that I have now purchased the domain [flipkartfrauds.com](http://flipkartfrauds.com).

This domain is intended purely as a **consumer awareness initiative** where genuine grievances can be highlighted publicly, so that other customers are not misled or left helpless in situations similar to mine.

It is important to clarify that my objective is not to malign Flipkart unnecessarily. The platform will only be developed and made public if this matter continues to remain unresolved. However, if Flipkart chooses to act fairly and provide a proper resolution — specifically, the refund of ₹86,805 for my damaged television

(excluding mental harassment which i pursue along with legal notice) and acknowledgment of mishandling of my complaint — then there will be no need for me to pursue this awareness route.

In parallel, as stated earlier, I am also preparing to pursue **legal remedies** under the Consumer Protection Act, the E-Commerce Rules, and other applicable frameworks.

I trust Flipkart will treat this as an opportunity to resolve the matter amicably, rather than allowing it to escalate further.

Warm Regards,

Proprietor –

Mobile:

Email:

On Tue, Aug 19, 2025 at 11:56AM < > wrote:

Dear Flipkart Team,

I have received your response stating that my previous mail was not sent from my registered email ID. This is surprising and clearly a **convenient deflection**, since my **Order ID (OD43517136058845100)** and **incident complaint numbers (560992, 646385)** were already mentioned in my original mail.

For your records and to avoid further delay, I am explicitly adding my **registered email ID:** into this trail. This is the same ID linked with my Flipkart account and order.

I request you to take note that:

- The complaint already exists and should **not be diverted into a new ticket**.
- Please continue on this escalation, instead of restarting the process each time.
- I have also been unable to verify my email within the app despite repeated attempts, as the system returns “invalid mobile/email ID.” This reflects a technical issue at your end, not mine.

I expect your team to act on the merits of the case rather than delaying resolution on technical pretexts. Please confirm next steps immediately.

Awaiting your urgent response.

Warm Regards

Proprietor -

Mobile:

Email:

Office Address:

On Mon, 18 Aug 2025 at 19:52, < > wrote:

Dear Flipkart Grievance Officer,

This is a **final escalation before I proceed with a formal legal notice** against Flipkart regarding my Order ID **OD43517136058845100** (TV purchased at a price of **₹86,805**), which was delivered in a **damaged condition** and has been handled fraudulently by your teams.

#### ◆ Chronology of Events & Harassment

##### 1. Delivery & Hidden Damage

- The damaged TV was delivered under your so-called *open delivery*. Flipkart has since claimed this as a safeguard. However, when TCL's authorized engineers arrived for installation, **even they could not detect the internal defect until the unit was mounted and powered on.**

- This clearly shows that Flipkart's defense of "open delivery" is **misleading and inadequate** as internal damages cannot be assessed visually.

## 2. Fraudulent Closure of Complaints

- My original complaint was falsely marked "**Resolved after discussion with customer**" – a complete misrepresentation, as no such discussion ever took place.
- On **17th night at 12:19 AM**, your agent Anita admitted that the system "automatically generates resolution closure" even if unresolved.
- Later, I was informed my complaint was "still open but not visible to me" (Complaint ID ending **560992**).
- Subsequently, another hidden Complaint ID **646385** was generated, again without resolution.
- This continuous cycle of **new complaint IDs without any action** is deliberate harassment and a denial of service.

## 3. Backend Team Refusal & Lack of Transparency

- After repeated calls, your backend team finally stated that **no return or refund will be allowed**.
- Despite multiple requests, I was **denied access to Flipkart's legal team** and was never connected directly to the backend team that makes such unilateral decisions.
- No valid explanation has been provided for **blocking my genuine review** of the product, which is clearly an attempt to mislead future customers. This kind of favoritism is not expected and bias towards a specific brand can only be assumed to be intentional to defraud a customer.

## 4. Evidence Already Shared

- I have repeatedly provided **photographs of the damaged TV**, yet the issue remains unresolved.
- Your team's refusal to acknowledge this evidence demonstrates deliberate bad faith.

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## ◆ Unfair Practices & Misrepresentation

- Closing complaints falsely, denying visibility of open complaint IDs, and blocking genuine reviews amount to **unfair trade practice under the Consumer Protection Act, 2019**.
- Flipkart's processes show **favoritism towards certain products/sellers** by filtering negative reviews and misleading buyers. "Further, Flipkart's deliberate suppression of genuine negative reviews and selective publishing of favorable ones amounts to a violation of the *Consumer Protection (E-Commerce) Rules, 2020* and the Government's *Dark Pattern Guidelines, 2023*, which explicitly prohibit manipulation of consumer reviews ('false social proof'). Such conduct misleads customers, influences purchasing decisions unfairly, and creates an artificial market bias in favor of certain products/sellers. This constitutes an **unfair trade practice** as well as **anti-competitive behavior** under the *Competition Act, 2002*. Accordingly, I am also escalating this matter to the **Competition Commission of India (CCI)** for appropriate investigation and action."
- This is not only a case of **deficiency of service** but also of **systemic malpractice**.

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## ◆ My Final Demands

1. **Immediate refund of ₹86,805** for the defective TV.
2. **Written acknowledgment** that my complaint was falsely closed and corrective action against such malpractice.
3. Flipkart will be held liable in court for all **legal costs and compensation for mental harassment** caused by your repeated misrepresentation, stonewalling, and harassment.

Failing compliance within **72 hours**, I will:

- Initiate a case before the **District Consumer Disputes Redressal Commission** under the **Consumer Protection Act, 2019**.
- Seek full refund, punitive damages, and legal/harassment costs.
- Publicize Flipkart's practices widely through **social media, consumer forums, and mainstream media**.

**“For clarity, the following non-compliances are evident in my case:**

1. **Consumer Protection Act, 2019 – Section 2(11) & Section 2(47):** Deficiency in service and unfair trade practice by delivering a defective product and denying rightful refund.
2. **Consumer Protection (E-Commerce) Rules, 2020 – Rule 5(2) & Rule 6(3)(b):** Suppression of genuine customer reviews, selective publishing of favorable reviews, and misleading closure of complaints.
3. **Consumer Protection (E-Commerce) Rules, 2020 – Rule 4(9):** Failure to provide transparent grievance redressal and escalation mechanism (denying access to legal/backend teams, hiding complaint IDs).
4. **Guidelines for Prevention of Misleading Advertisements & Endorsements, 2022:** Misrepresentation by projecting false resolution status and blocking genuine consumer feedback.
5. **Dark Patterns Guidelines, 2023 –** Prohibition on ‘False Social Proof’: Engaging in manipulative display of reviews to create artificial trust.
6. **Competition Act, 2002 – Section 4:** Abuse of dominant position and anti-competitive conduct by misrepresenting reviews and misleading consumers in favor of certain products/sellers.”\*\*

**This email serves as a final warning before formal legal notice.**

**Warm Regards**

**Proprietor -**

Mobile:

Email:

Office Address: