



Date: 19th September 2025

To,
Smt. K. Mahendran
Under Secretary,
Department of Consumer Affairs, Krishi Bhawan
New Delhi 110001
Phone No : 011-23386189

REFERENCE: Advisory Issued by Central Consumer Protection Authority (CCPA) dated June 5, 2025 (bearing serial number: CCPA-1/1/2023-CCPA)

SUBJECT: LETTER OF DECLARATION

Respected Madam,

This is to confirm that in accordance with the Advisory issued by the Central Consumer Protection Authority (CCPA) dated June 5, 2025 (bearing serial number: CCPA-1/1/2023-CCPA), Innovative Retail Concepts Private Limited ("**Company**") has undertaken an internal review of its Big Basket platform available at <https://www.bigbasket.com/?nc=logo> ("**Platform**"), to identify and address dark patterns specified under the Guidelines for Prevention and Regulation of Dark Patterns, 2023 ("**Guidelines**").

Based on this review, the Company has implemented remedial measures for alignment with the requirements of the Guidelines. The Company has also identified few other additional enhancements that are currently being rolled out. The Company remains committed to upholding the principles of transparency, user autonomy, and clear disclosures on its Platform, and will continue to take proactive steps to ensure alignment with the Guidelines.

Thank You

For and on behalf of Innovative Retail Concepts Private Limited


Hari Menon



Chief Executive Officer