

Consumer Protection Law : An Important Aspect of Ancient Indian Legal Services

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Abstract: *The major responsibility of businesses is to meet consumer demands by offering high-quality products and services at the appropriate location, time, and quantity, while maintaining a fair pricing strategy. Legislators in India have recognised the need of protecting consumer interests since ancient times. It was commonly acknowledged that consumers are vulnerable to exploitation by providers of goods and services. Hence, the ancient Indian legal codes not only controlled social circumstances but also supervised the economic endeavours of individuals by instituting moral standards and commercial laws to protect the concerns of purchasers. Some ancient Indian literature where we find about consumer protection are Manu Smriti, Yajnavalkya Smriti, Narada Smriti, Brihaspati Smriti, and Arthshastra.*

Keywords: Dharmashast, Smriti Grantha, Kautilya Arthashashtra and Consumer Protection