



བཟོ་གྲྭ་ཚོང་ལམ་དང་ལཱ་གཡོག་ལྷན་ཁག།

དོ་འགྲན་དང་ཉོ་སྤྱོད་དབང་འཛིན།

COMPETITION & CONSUMER AFFAIRS AUTHORITY
MINISTRY OF INDUSTRY, COMMERCE & EMPLOYMENT

Thimphu: Bhutan



MoICE/CCAA/CEED/PN/14/2023/882

June 24, 2023

PUBLIC NOTIFICATION

Though prices of goods and services are dependent on the market forces and not fixed by the government, charging exorbitantly high prices to maximize profit without valid justification is unethical and a violation of the Consumer Protection Act, 2012.

Therefore, businesses are asked to refrain from raising prices of goods and services, in anticipation of an increase in the salary of civil servants. Furthermore, it is mandatory for all businesses to clearly display prices of all goods and services.

Consumers are advised to be mindful of prevailing prices, compare prices amongst businesses when in doubt and insist on purchase receipts. In the event, consumers come across a business charging irrational prices, not displaying price information or refusing to give purchase receipts on demand; they must complain to the Competition and Consumer Affairs Authority (CCAA) using the Toll-Free Number **1214**.

The CCAA urges all businesses and consumers to kindly co-operate to ensure a free, transparent and a competitive marketplace for everyone's benefit.

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