



Statement from the Asia Internet Coalition India Draft National E-Commerce Policy, 2019

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(Please attribute quote to Jeff Paine, Managing Director, Asia Internet Coalition)

Statement from the Asia Internet Coalition

AIC appreciates the Indian government's consultative approach with industry and commitment to work collaboratively on this important national e-commerce policy.

While we commend the removal of data localisation from the e-commerce policy draft this week, we strongly urge policy makers to take a similarly thoughtful approach on cross border data flows and from overreaching in key areas including consumer protection and intermediary liability. With e-commerce [predicted](#) to grow from USD200billion today, to USD1.2 trillion in the next two years, there is a real risk that such restrictions become unnecessary burdens and barriers that will hamper innovation and growth, especially for local businesses leveraging digital technology and platforms.

We will continue to work closely with the government to ensure that e-commerce can help secure India's future digital economy, critical for consumers and businesses alike.

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About the Asia Internet Coalition (AIC)

The AIC is a leading industry association for Internet policy in Asia, representing the world's largest technology companies and helping governments develop well-informed policies that support the growth of the digital economy in Asia.

<https://www.aicasia.org/>