Private E-Sevai Center
CSC Center
STAR RAINBOW SERVICES
VADAPALANI
8144337349

HELLO MADRAS
hellomadrasdaily@gmail.com
HELLO MIRROR MADRAS
RNI No.TNBIL/2021/81709
Daily Morning Newspaper
The Truth

RS Polyclinic

# Amazon and I4C Scale Up Nationwide Campaign to Strengthen Consumer Protection Against Online Scams

Chennai, 25 Oct 2026: Amazon India has announced the second phase of its collaboration with the Indian Cybercrime Coordination Centre (I4C), under the Ministry of Home Affairs, Government of India, to help consu mers identify online scams and take informed action.

The #ScamSmart India initiative combines consumer education, technology and interactive learning to promote safer online shopping and digital payments.

As part of the campaign, Amazon will carry online safety messages across one million delivery packages in Delhi, Mumbai, Bengaluru and Kolkata. The initiative also includes R A K S H A M – National AI Cyber security Hackathon 2026, in collaboration with IIT Delhi, which received nearly 5,000 registrations.

The winner will be announced on October 25 from 30 shortlisted teams.

A digital inter active game will further help consumers identify suspicious delivery alerts, refund requests, payment prompts and misleading offers.

Nishant Kumar, Director, I4C, empha sised the importance of translating cyber safety aw are ness into informed decisions and timely action. Rakesh Bakshi, Vice President – Legal, Amazon India, reiterated the com pany's commitment to protecting customers through technology, law enforcement colla boration and practical safety guidance.

The campaign encourages consumers to verify suspicious requests and report suspected cybercrime through the national helpline 1930 or cyber crime.gov.in. It com plements Amazon’s broader efforts to strengthen customer trust and combat online fraud.