

Evaly barred from using conditional cash-back offer

Staff Correspondent

THE Bangladesh Competition Commission on Monday barred online marketplace Evaly from using conditional cash-back offer in sales of products.

The commission issued an interim order on the day based on a complaint and set March 15 for the next hearing in this regard.

BCC chairman Md Mofizul Islam told New Age, 'We have issued an interim order barring conditional use of offers in sales of products.'

The order was issued at a hearing regarding a promotional offer that gives up to

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Evaly barred from

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150 per cent cash back.

For using the cash-back balance in purchasing more products from Evaly, customers are allowed only to use up to 60 per cent of the product value from the cash-back balance.

Evaly public relations manager Mesbah Uddin told New Age that the company had already decided to dis-

continue the offer after February 24 and informed the same to the BCC.

After February 24, customers would be allowed to make payments by using full cash-back balance and there would be no limit on using cash-back balance, Mesbah said.

The commission would deliver its final order in this regard after March 15 hearing, he said.