Competition Compliance for Good Corporate Governance
Objectives of Competition Law

CCI

Promote & Sustain Competition

Freedom of trade

Prevent anti-competitive conduct/practices

Protect consumers interests

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Functions of CCI

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Enforcement
- Anti-competitive Agreements (Sec-3)
- Abuse of Dominance (Sec-4)

Advocacy (sec-49)
- Combinations Regulations (sec- 5 & 6)
What is Competition Compliance Programme (CCP)?

CCP
- active efforts on the part of an enterprise to comply with the provisions of the Act
- taking necessary steps to ensure not to infringe the Competition Act.

‘prevention is better than cure’
Consequences of Non-Compliance

- Cease & Desist
- Heavy fines
- Director disqualification orders
- Division of the dominant enterprise
- Awarding of compensation by Tribunal
- Damage to reputation
- Loss of business
- Heavy cost of fighting competition law infringement cases
Benefits of Competition Compliance

- Creates an early detection mechanism
- Reduces unnecessary legal disruption to business
- Provides competitive advantage in availing leniency treatment
- Creates competition culture

Most of the fortune 500 companies have adopted CCP.
Keys of Successful Compliance: 5Cs

- Commitment
- Culture
- Compliance know-how
- Controls
- Constant monitoring
HOW TO INTRODUCE CCP

I
CONSTITUTE A COMPLIANCE COMMITTEE

II
PUT IN PLACE A VOLUNTARY COMPLIANCE MANUAL

III
COMPETITION IMPACT ASSESSMENT

IV
REVIEW OF COMPLIANCE PROGRAMME
For further details kindly visit

www.cci.gov.in
THANK YOU