

ABSTRACT

PREDATORY PRICING IN INDIA

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Predatory pricing is a concept which confused the anti-trust community over years. The practise of predatory pricing provides a short term benefit to the customers in the form of reduced prices but in long term it damages the market by eliminating competition and as a result the consumers will suffer. The paper looks into the various aspects of Predatory pricing and its position according to the Indian Competition Law scenario. This paper tries to look into the essentials of predatory pricing and the Role of competitors in it. The paper also analyses the cases relating to predatory pricing that came before the Competition Commission India.

Keywords: Dominant, Competition Law, CCI

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