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Ahmedabad-Based CERC Launches WhatsApp Complaint Service for Consumers

The Consumer Education and Research Centre (CERC) has introduced a dedicated WhatsApp-based complaint registration service, allowing consumers to lodge grievances more easily through their mobile phones.

To register a complaint, consumers need to send a “Hi” message to 9825201111 and follow the instructions provided on the platform. Users can also upload supporting documents such as bills, invoices, receipts, photographs, PDFs, warranty cards and videos directly through WhatsApp.

According to a CERC official, the initiative has been launched to make the complaint registration process simpler and more accessible, especially for consumers who are comfortable using digital platforms.

CERC currently offers consumer assistance through multiple channels, including its helpline, email, website, SMS service and walk-in centres. With the addition of the WhatsApp facility, the organisation expects the number of complaint registrations to increase by four to five times. At present, CERC’s telephonic helpline receives more than 100 consumer complaints every month.

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