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CCI Shuts the Door on Google Ads Row

Says 'Already Been There, Judged That'

Sheikh Rayees • August 3, 2025

PUBLISHED REPORT

The Alliance of Digital India Foundation (ADIF) took another swing at Google, accusing the tech titan of strong-arming advertisers through its Google Ads policies. But the Competition Commission of India (CCI) wasn't having it. In a crisp, no-nonsense order, the Commission tossed the complaint, essentially telling ADIF: this isn't new ground—it's old turf already walked, debated, and ruled on. The Grievances, Replayed ADIF's list of complaints read like a greatest...

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