



Google Faces Antitrust Complaints in the US and India

[Source: IE](#)

Recently, a US District Court has found **Google guilty of monopolistic practices** in search and text [advertising](#), disrupting its longstanding dominance and is coinciding with India's new digital competition law discussions.

- Google has invested over USD 26 billion annually to maintain its default search engine status on devices, with a substantial market share of **89.2% in general search services and 94.9% on mobile**.
- In India, the **Alliance of Digital India Foundation (ADIF)** has filed a complaint with the [Competition Commission of India \(CCI\)](#) claiming Google's dominance hinders competition and negatively impacts Indian businesses.
 - ADIF is an industry body for India's digital startups formed in 2020 to transform the **Indian startup ecosystem into the top 3 globally by 2030**.
 - ADIF is concerned that **Google's Privacy Sandbox initiative**, which removes **third-party cookies from Chrome**, could **hinder non-Google Demand Side Platforms' effectiveness in digital advertising**.
 - The development comes as India discusses a **digital competition law**, which could lead to increased compliance by large tech companies. It also comes amid [antitrust scrutiny into Google by the CCI](#), after fining it in 2022 for "**abusing its market dominant position**" in Android-related categories.
- India is proposing the **Digital Competition Bill, 2024**, which aims to curb **anti-competitive practices by setting presumptive norms** and imposing heavy penalties.
 - The bill also addresses the role of **Associate Digital Enterprises (ADEs)** in regulating data use among group companies.

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