

KVIC sends legal notice to 1,000 firms for removing 'Khadi' brand name

Khadi India has sent legal notices to more than 1,000 firms for tagging its 'Khadi' brand name to products without permission to sell products. The original owner of the 'Khadi India' brand, The Khadi and Village Industries Commission (KVIC), has reported to the e-commerce platforms Amazon, Flipkart, and Snapdeal for removing 160 web links selling products using the company's brand name.