

So how can the CCI enforce traditional cartel laws against autonomous AI models? Um, so to answer that question, we have to take a step back on actually what does the law say? So traditionally, what the CCI tends to do or intends to do with enforcement of cartels. to identify horizontal agreements, right? So if there are 2 layers of market and they are independent competitors in the market, there are certain but natural harms. If those 2 organizations get together and pollute to then present the product to the market, say, for example, there is a cement company, A, and cement company, B, both of them come to an agreement to say that our price for product X or cement is going to be 100 rupees. That then results in lesser number of players, fiercely competing in the market. So when you say that cartels are prohibited or cartelization is prohibited, that means that price, for example, price fixing amongst 2 competitors is prohibited in the market. Now, when we talk about algorithm collusion, there are two types of issues that regulators see today with algorithm collusion when the algorithm itself becomes a tool for enforcing cartel behavior. that the same 2 cement companies earlier, they were sitting in a boardroom, or a meeting room, or a trade association, and then saying, hey, we're going to fix prices for this product to ensure that no one person sells above 100 rupees. Or below 100 rupees. Today, that's taking a form of an algorithm where the agreement that was otherwise still in play is now being implemented through an algorithm. So that is something that the CCI, if it is able to detect and implement, it's still able to enforce, right? But the issue becomes the issue what most regulators today face is what happens if there is no agreement in place. Because data is transparent and data are so widely and accessible. The issue that the regulators are faced with today is, what if there is not relying agreement in play, that you and I did not actually sit together and decide that, uh, we will not sell this product for less than 100 rupees, but because data pricing data is so widely available and predictable to a certain extent. If there was lack of human intervention, what if the algorithm decided that I'm going to set out the price at ₹100? And that's, and there is some kind of price flow that ends up, um, setting into play. The economic impact of it would be similar to that of a cartel, which is that the 2 competitors are no longer competing in the market to ensure best price for the customer. Right? So the net effect of it could be cartel like, but does that, is that really a cartel under the, under the current competition framework that we have, it might not need the test of what could be a traditional cartel that could be subject to in possession of penalties? Okay, yeah, that's it.