

**Government of India**  
**Ministry of Consumer Affairs, Food and Public Distribution**  
**Department of Consumer Affairs**

**RAJYA SABHA**  
**UNSTARRED QUESTION No.1364**  
**TO BE ANSWERED ON 12.02.2021**

**MISLEADING ADVERTISEMENTS**

1364 SHRI JYOTIRADITYA M. SCINDIA:

**Will the Minister of CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION be pleased to state:**

- (a) whether the Central Government is aware that a large number of misleading advertisements, particularly of health products were shown in electronic and print media in the country, especially during the COVID-19 outbreak;
- (b) if so, whether the Central Consumer Protection Authority has ever assessed the impact of such misleading advertisements on consumers;
- (c) if so, the details thereof; and
- (d) whether the Central Government now proposes to regulate such advertisements keeping in view the advertising codes in developed countries?

**ANSWER**

**THE MINISTER OF STATE**  
**CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION**  
**(SHRI DANVE RAOSAHEB DADARAO)**

(a) to (d) : Yes, Sir. The Consumer Protection Act, 2019 provides for establishment of a Central Consumer Protection Authority (CCPA) to regulate matters, inter alia, relating to false or misleading advertisements which are prejudicial to the interests of public and consumers as a class. The CCPA can issue directions to the concerned trader or manufacturer or endorser or advertiser or publisher, as the case may be, to discontinue such advertisement or to modify the same. The Consumer Protection Act, 2019 also provides for imposition of penalty by the CCPA on a manufacturer or endorser or publisher and imprisonment and penalty by a competent court on any manufacturer or service provider, causing a false or misleading advertisement.

So far CCPA has issued show cause notices to 14 companies pertaining to various sectors such as water purifier, paints, floor cleaner, apparel, disinfectant, furniture for resorting to misleading claims such as immunity, covid-19 virus protection etc. An advisory has also been issued to industry associations highlighting the provisions of the Consumer Protection Act and to impress upon their members to cease from making false claims about effectiveness against corona virus which are not supported by competent and duly authorized scientific advice.

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