

GOVERNMENT OF INDIA
MINISTRY OF CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION
DEPARTMENT OF CONSUMER AFFAIRS

RAJYA SABHA
UNSTARRED QUESTION No. 1502
TO BE ANSWERED ON 29.07.2022

MISLEADING ADVERTISEMENTS OF CONSUMER PRODUCTS

1502. SMT. JEBI MATHER HISHAM

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

- (a) whether Government has noticed misleading advertisements of consumer products; and
- (b) if so, whether such products would be blacklisted?

ANSWER

THE MINISTER OF STATE, CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION

(SHRI ASHWINI KUMAR CHOUBEY)

(a) & (b) : Under the provisions of the Consumer Protection Act, 2019, a Central Consumer Protection Authority (CCPA) has been established w.e.f 24.07.2020 to regulate matters, inter-alia, relating to false or misleading advertisements which are prejudicial to the interests of public and consumers as a class.

Based on the notices issued by the CCPA against misleading advertisements by companies, 15 companies have withdrawn misleading advertisements and 3 companies agreed for corrective advertisement. The CCPA has also imposed penalties on 3 companies for their misleading advertisements and the amount of the penalties has been paid. The CCPA has recently issued two Safety Notices to alert and make consumers cautious against buying household goods like pressure cookers, helmets etc. that do not conform to Bureau of Indian Standards.

The CCPA has also notified the Guidelines for Prevention of Misleading Advertisements and Endorsements for Misleading Advertisements, 2022 on 9th June, 2022. These guidelines provide for advertisements to be non-misleading and valid advertisements, bait advertisements, free claims advertisements and prohibition of surrogate advertisement.
