

**GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING**

**RAJYA SABHA
UNSTARRED QUESTION NO. 543
TO BE ANSWERED ON 21/07/2022**

BAN ON MISLEADING ADVERTISEMENTS

543. DR. KIRODI LAL MEENA:

Will the Minister of **INFORMATION AND BROADCASTING**

be pleased to state:

- (a) the steps taken by the Government to ban fake and misleading advertisements, the details thereof;
- (b) the celebrities against whom legal action has been taken for endorsing misleading advertisements, the details thereof;
- (c) whether any special team or committee has been constituted/proposed to be constituted by the Government to ban fake/misleading advertisements; and
- (d) if so, the details thereof?

ANSWER

MINISTER OF INFORMATION AND BROADCASTING; AND MINISTER OF YOUTH AFFAIRS AND SPORTS (SHRI ANURAG SINGH THAKUR)

(a) to (d): All advertisements telecast on private satellite TV channels are regulated in accordance with the Advertising Code prescribed under the Cable Television networks Rules, 1994. The Ministry of Information and Broadcasting issues advisories from time to time to broadcasters for ensuring compliance to the Advertising code.

A Central Consumer Protection Authority (CCPA) has been established under the provisions of Consumer Protection Act, 2019 w.e.f. 24.07.2020 which inter-alia looks into misleading advertisements either suo-motu or on complaints or on directions from the Central Government. The CCPA can impose penalty or 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.

CCPA has also notified Guidelines for Prevention of Misleading Advertisements and Endorsements for Misleading Advertisements, 2022 on 9th June, 2022.
