

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

LOK SABHA
UNSTARRED QUESTION NO. 6079
TO BE ANSWERED ON 11.04.2017

ADVERTISEMENT BY PRIVATE TELECOM OPERATOR

6079. SHRI JOSE K. MANI:

Will the Minister of CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION
उपभोक्ता मामले, खाद्य और सार्वजनिक वितरण मंत्री be pleased to state:

- (a) whether the Government has taken cognisance of commercial advertisements released by a private telecom operator and an e-payment portal displaying the photograph of the Prime Minister to promote their services;
- (b) whether the Government has issued them show-cause notices to this effect and if so, the details thereof;
- (c) whether the advertisers have responded to the Government's notice and if so, the details thereof; and
- (d) the punitive action the Government proposes to take against the advertisers for misusing the national emblem and photograph of the Prime Minister for purely commercial purposes?

ANSWER

उपभोक्ता मामले, खाद्य और सार्वजनिक वितरण राज्य मंत्री
(श्री सी. आर. चौधरी)

THE MINISTER OF STATE
CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION
(SHRI C. R. CHAUDHARY)

(a) to (d) : As per our knowledge, Paytm and Reliance Jio had used the photograph of the Prime Minister in their respective full page advertisement. Clarifications were sought by Department of Consumer Affairs from Paytm and Reliance Jio in response to which they have apologized for their inadvertent mistake.
