

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

**LOK SABHA**  
**UNSTARRED QUESTION NO.2526**  
**TO BE ANSWERED ON 09.07.2019**

**MISLEADING ADVERTISEMENTS**

2526. SHRI SYED IMTIAZ JALEEL: SHRI ASADUDDIN OWAIISI:

**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 proposes to bring forward a new legislation to crack down on misleading advertisements which are causing a harm to consumers by setting up a central authority;
- (b) if so, the details thereof and the time by which such a law is likely to be enacted;
- (c) whether the present Consumer Protection Act/laws are not sufficient to deal with such misleading advertisements; and
- (d) if so, the reasons therefor and further steps taken or being taken by the Government in this regard?

**ANSWER**

**उपभोक्ता मामले, खाद्य और सार्वजनिक वितरण राज्य मंत्री**  
**(श्री दानवे रावसाहेब दादाराव)**

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

(a) & (b) : The Government has introduced the Consumer Protection Bill, 2019 in the Lok Sabha. The Bill seeks to provide for establishment of an executive agency, to be called the Central Consumer Protection Authority (CCPA), which will, inter alia, deal with misleading advertisements.

(c) & (d) : The Present Consumer Protection Act, 1986 provides for a three tier quasi-Judicial mechanism at the District, State and National level, called Consumer Fora to provide speedy and simple redressal to consumer disputes. A Consumer can file a complaint relating to unfair trade practices including misleading advertisements against any trader or service provider. To further strengthen the existing laws, the Consumer Protection Bill, 2019 has been introduced in the Lok Sabha. In addition, the Government has launched a portal called "Grievance against Misleading Advertisements" (GAMA) where a consumer can file complaints against misleading advertisements.

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