

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

LOK SABHA
UNSTARRED QUESTION NO. 2514
TO BE ANSWERED ON 21.12.2022

MISLEADING ADVERTISEMENTS

2514. SHRI RAMESH BIDHURI:

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 any steps in order to check and prevent misleading advertisements and endorsements especially for hotel booking/travel booking/fake star rating, etc. through online mode;
- (b) if so, the details thereof;
- (c) whether any guidelines/directions have been issued in this regard; and
- (d) if so, the details thereof?

ANSWER

उपभोक्ता मामले, खाद्य और सार्वजनिक वितरण राज्य मंत्री
(श्री अश्विनी कुमार चौबे)

THE MINISTER OF STATE
CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION
(SHRI ASHWINI KUMAR CHOUBEY)

(a) to (d): In exercise of the powers conferred by section 18 of the Consumer Protection Act, 2019, the Central Consumer Protection Authority has notified the Guidelines for Prevention of Misleading Advertisements and Endorsements for Misleading Advertisements, 2022 on 10.07.22 with the objective to curb misleading advertisements and protect the consumers, who may be exploited or affected by such advertisements.

These guidelines are applicable to all advertisements regardless of form, format or medium thereby including online mode and to all manufacturers, service providers or traders whose goods, product or service is the subject of an advertisement, or to an advertising agency or endorser whose service is availed for the advertisement of such goods, product or service.

Further, Bureau of Indian Standards (BIS) has published Indian Standard 1519000:2022 for Online Consumer Reviews for safeguarding consumers against online fake/paid reviews. The guiding principles of the standard are integrity, accuracy, privacy, security, transparency, accessibility and responsiveness. The standard prescribes specific responsibilities for the review author and the review administrator. For review author, these include confirming acceptance of terms and conditions, providing contact information and for review administrator, these include safeguarding personal information and training of staff. The standard will initially be voluntary for compliance by all e-commerce platforms.
