

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

LOK SABHA
UNSTARRED QUESTION NO. 3511
TO BE ANSWERED ON 10.08.2021

MISLEADING ADVERTISEMENTS

3511. SHRI JASBIR SINGH GILL:

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 any regulatory provisions for misleading advertisements as many companies claim in their advertisements that their products are 99.9 per cent safe of bacteria and virus, if so, the details thereof;
- (b) whether such claims are based on any tests, research or reports, if so, the details thereof;
- (c) whether the Government has any process or law to penalise companies for giving such misleading advertisements; 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) : Under the provisions of 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. The CCPA can 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. The Consumer Protection Act, 2019 also provides for imposition of penalty by the CCPA on a manufacturer or endorser or publisher and imprisonment and penalty by a competent court on any manufacturer or service provider, who is found responsible for a false or misleading advertisement.

CCPA has issued show cause notices to various companies for misleading claims regarding boosting immunity, 99.9% protection against bacteria, covid-19 virus protection etc. The companies resorting to such claims are also asked to furnish test reports supporting such claims.

An advisory has also been issued to industry associations highlighting the provisions of the Consumer Protection Act and to impress upon their members to cease from making false claims about effectiveness against corona virus which are not supported by competent and duly authorized scientific advice.
