

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

**LOK SABHA  
STARRED QUESTION NO. 231  
TO BE ANSWERED ON 14.12.2021**

**FALSE AND MISLEADING ADVERTISEMENTS**

**231. SHRIMATI KESHARI DEVI PATEL:**

Will the Minister of INFORMATION & BROADCASTING

be pleased to state:

- (a) the steps taken by the Government to put a check on false and misleading advertisements along with the details thereof;
- (b) the number of celebrities against whom legal action has been taken for endorsing misleading advertisements along with the details thereof;
- (c) whether the Government has set up or proposes to set up any Special Team or Committee to put a stop on false/ misleading advertising by taking *suo moto* action; 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): A statement is laid on the Table of the House.**

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**STATEMENT AS REFERRED TO IN REPLY TO PARTS (A) TO (D)  
OF LOK SABHA STARRED QUESTION NO. 231 FOR ANSWER  
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**(a) to (d): The Consumer Protection Act, 2019 inter alia regulates matters relating to violation of rights of consumers, unfair trade practices and false or misleading advertisements. A Central Consumer Protection Authority (CCPA) has been established on 24<sup>th</sup> July 2020 under the Act to look into those matters either suo moto or on complaints or on directions from the Central Government.**

**All advertisements telecast on private satellite TV channels are required to adhere to the Advertising Code laid down under Cable Television Networks (Regulation) Act, 1995 and the rules framed there under. Appropriate action is taken by the Ministry of Information and Broadcasting against TV channels, in case of violation of the Advertising Code.**

**In respect of Print media, Press Council of India established under the Press Council Act, 1978 has framed 'Norms of Journalistic Conduct' for adherence by the Press. The Norms includes specific provisions on advertisements in print media.**

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