

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

LOK SABHA
UNSTARRED QUESTION NO. 5570
TO BE ANSWERED ON 06.04.2022

CLAIMS BY ADVERTISEMENTS

5570. 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 hundreds of hygiene products, as per advertisements, claim that these products are 99.9 per cent bacteria, virus or Covid-19 resistant and if so, the details thereof; and
- (b) whether there is any procedure/tests by labs or Government approval for such claims and 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) & (b) : The Central Consumer Protection Authority (CCPA) has taken cognizance of the matter on the basis of numerous complaints received as well as suomotu and issued show cause notices to various companies for misleading claims in reference to their products being 99.9 percent bacteria, virus or Covid-19 resistant.

Based on the notices issued by CCPA against such misleading advertisements and investigation by DG (Investigation), 08 companies have withdrawn misleading advertisements and 3 companies have agreed for corrective advertisement. CCPA has also issued an advisory 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.
