

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

LOK SABHA
UNSTARRED QUESTION NO. 2879
TO BE ANSWERED ON 03.08.2022

FAKE REVIEWS

2879. SHRI THIRUNAVUKKARASAR SU: SHRI RAVNEET SINGH BITTU:

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 is aware of the reports that e-Commerce companies often mislead the consumers by indulging in fake reviews and advertisements in print, digital and visual media prompting them to buy their products or services;
- (b) if so, whether the Government has issued new guidelines to protect people from misleading advertisements and put a complete ban on surrogate advertising recently;
- (c) if so, the details thereof along with the benefits likely to be accrued to the consumers;
- (d) whether the Central Consumer Protection Authority(CCPA) has taken any steps to stop such unfair trade practices by e-Commerce companies;
- (e) if so, the details thereof and the action proposed to be taken against the guilty persons; and
- (f) if not, the reasons therefor?

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 (c) : Under the provisions of the 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 has notified the Guidelines for Prevention of Misleading Advertisements and Endorsements for Misleading Advertisements, 2022 on 9th June, 2022. These guidelines provide for; (a) conditions for an advertisement to be non-misleading and valid; (b) certain stipulations in respect of bait advertisements and free claim advertisements; and, (c) prohibition of surrogate advertisements.

The Department of Consumer Affairs has also constituted a committee to develop a framework on checking fake and deceptive reviews in e-commerce.

(d) to (f) : The CCPA has issued 24 notices for unfair trade practices against e-commerce companies and issued two Safety Notices to alert and make consumers cautious against buying household goods like pressure cookers, helmets etc. that do not conform to the Bureau of Indian Standards.
