

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

LOK SABHA
UNSTARRED QUESTION NO. 890
TO BE ANSWERED ON 04.02.2026

PENALTY IMPOSED BY CENTRAL CONSUMER PROTECTION AUTHORITY

890. DR. THIRUMAAVALAVAN THOLKAPPIYAN:

Will the Minister of **CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION** be pleased to state:

- (a) whether the Government has the details about the penalty imposed by Central Consumer Protection Authority (CCPA) to protect the interests of the consumers;
- (b) if so, the details thereof;
- (c) whether the Government has the details about the penalty imposed by the CCPA on misleading advertisement; and
- (d) if so, the details thereof?

ANSWER

THE MINISTER OF STATE
CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION
(SHRI B.L. VERMA)

(a) to (d) : Department of Consumer Affairs is continuously working for protection and empowerment of consumers by enactment of progressive legislations. Under the provisions of the Consumer Protection Act, 2019, the Central Consumer Protection Authority (CCPA) is empowered to intervene for preventing consumer detriment arising from unfair trade practices, misleading advertisement, violation of consumer rights through issuance of guidelines and class action(s), including the enforcement of recalls, refunds and return of products. It has the mandate to prevent and regulate false or misleading advertisements which are prejudicial to the consumer and public interest.

As per Section 21(2) of the Consumer Protection Act, 2019, in case of false or misleading advertisement, the CCPA may impose penalty on manufacturer or endorser up to Rs. 10 lakhs and Rs. 50 lakhs in case of repeated violations. Section 21 (4) specifies that if any person is found to publish, or is a party to the publication of a misleading advertisement, CCPA may impose a penalty which may extend to ten lakh rupees.

Since inception of CCPA and till 30th January,2026 penalties imposed by the CCPA to protect the interests of Consumers as a Class is ₹ 2,57,40,500/-. The details of the penalty is placed at **Annexure**.

ANNEXURE REFERRED IN REPLY TO PARTS (a) TO (d) OF LOK SABHA UN STARRED QUESTION NO. 890 FOR 04.02.2026 REGARDING “PENALTY IMPOSED BY CENTRAL CONSUMER PROTECTION AUTHORITY”.

S.No	Name of the Company	Nature of Case	Penalty Imposed
1	Naaptol Online Shopping Private Limited	Misleading advertisements	1000000
2	Vijay Sales (India) Pvt. Ltd.	Misleading advertisements	100000
3	My Booster Retails Private Ltd	Misleading advertisements	100000
4	Amazon Sellers Services Pvt. Ltd.	Unfair Trade Practice/ Misleading advertisements	100000
5	Snapdeal Pvt. Ltd.	Unfair Trade Practice/ Misleading advertisements	100000
6	Flipkart Internet Pvt. Ltd.	Unfair Trade Practice/ Misleading advertisements	100000
7	Clues Network Pvt. Ltd. (Shopclues)	Unfair Trade Practice/ Misleading advertisements	100000
8	One97 Communications Ltd.(Paytm Mall)	Unfair Trade Practice/ Misleading advertisements	100000
9	Tekshiv System Pvt. Ltd.	Unfair Trade Practice/ Misleading advertisements	100000
10	Sohil Impex	Unfair Trade Practice/ Misleading advertisements	100000
11	Cloudtail India Pvt. Ltd	Unfair Trade Practice/ Misleading advertisements	100000
12	Hardtrac Computers Services Pvt. Ltd	Unfair Trade Practice/ Misleading advertisements	100000
13	Idle Brain e-Tail	Unfair Trade Practice/ Misleading advertisements	100000
14	Sure Vision Construction Private Limited.	Misleading advertisements	1000000
15	Exide Industries Ltd	Misleading advertisements	200000
16	Luminous Power Technologies Pvt. Ltd.	Misleading advertisements	100000
17	Skyway Career Hub	Unfair Trade Practice/ Misleading advertisements	10000
18	Seekers Education Services	Misleading advertisements	50000
19	Cosmo Skin Centre	Misleading advertisements	100000
20	Alkari Devi Hospital	Misleading advertisements	50000
21	Sunflame Enterprises Pvt. Ltd.	Misleading advertisements	100000
22	IQRA IAS	Misleading advertisements	100000
23	Unacademy UPSC	Misleading advertisements	100000
24	Byjus IAS	Misleading advertisements	1000000
25	Yojna IAS	Misleading advertisements	300000
26	ALS IAS	Misleading advertisements	1000000
27	VDK Eduventures Pvt. Ltd. (Drishti IAS)	Misleading advertisements	300000
28	Rau's IAS	Misleading advertisements	100000

29	Dhuadhar Oil	Misleading advertisements	1000000
30	Ajay Vision Education Pvt. Ltd.	Misleading advertisements	300000
31	Lohiya Retails	Misleading advertisements	50000
32	Mercury Health	Misleading advertisements	100000
33	Western Edge	Misleading advertisements	100000
34	Suerte Cosmetic Science	Misleading advertisements	50000
35	Sheth Brothers	Misleading advertisements	50000
36	Anvi Stationary	Violation of consumer rights/ Misleading advertisements	500
37	Zoobee Mowak	Violation of consumer rights/ Misleading advertisements	50000
38	Sensodyne	Misleading advertisements	1000000
39	Panasonic Life Solutions India Pvt Ltd	Misleading advertisements	500000
40	Analog IAS Academy	Misleading advertisements	100000
41	Chahal IAS Academy	Misleading advertisements	100000
42	APTI PLUS Academy(IAS)	Misleading advertisements	100000
43	Vajirao & Reddy Institute(IAS)	Misleading advertisements	700000
44	Shankar IAS Academy	Misleading advertisements	500000
45	Hindware Applicances	Misleading advertisements	100000
46	Khan Study Group(KSG)	Misleading advertisements	500000
47	Sriram IAS	Misleading advertisements	300000
48	M/s Fire and Personal Safety Enterprise	Misleading advertisements	100000
49	Asus India Pvt Ltd	Misleading advertisements	500000
50	VLCC Healthcare Ltd.	Misleading advertisements	300000
51	Kaya Limited -Coolsculpting	Misleading advertisements	300000
52	VDK Eduventures Pvt. Ltd. (Drishti IAS 2023)	Misleading advertisements	500000
53	Maluka IAS	Misleading advertisements	300000
54	Anujjindal Coaching Platform	Misleading advertisements	300000
55	EduTap Coaching Platform	Misleading advertisements	300000
56	IIT PRASHIKSHAN - PUNE	Misleading advertisements	300000
57	Abhimanu Visions (E) Pvt. Ltd.	Misleading advertisements	800000
58	Shubhra Ranjan IAS	Misleading advertisements	200000
59	Ajay Vision Education Pvt. Ltd.	Misleading advertisements	1100000
60	Roppen Transportation Services Pvt. Ltd.	Misleading advertisements	1000000
61	Edge IAS	Misleading advertisements	100000
62	Dikshant IAS	Misleading advertisements	800000
63	StudyIQ IAS	Misleading ad vertisements	700000
64	PharmEasy	Unfair Trade Practice/ Misleading advertisements	200000
65	Enroots Horizon Pvt. Ltd.	Misleading advertisements	50000
66	Wolte Marketing Pvt. Ltd.	Misleading advertisements	200000
67	FirstCry India	Unfair Trade Practice/ Misleading advertisements	200000
68	Zepto Marketplace Pvt. Ltd.	Unfair Trade Practice/ Misleading advertisements	700000

69	Cafe Blue Bottle	Unfair Trade Practice/ Misleading advertisements	30000
70	China Gate Restaurant Pvt. Ltd.	Unfair Trade Practice/ Misleading advertisements	50000
71	Flipkart Pvt. Ltd. (Walkie Talkie)	Unfair Trade Practice/ Misleading advertisements	1000000
72	Sale of Walkie Talkie on Jiomart	Misleading advertisements	100000
73	Amazon Sellers Services Pvt. Ltd. (Sale of Walkie Talkie)	Unfair Trade Practice/ Misleading advertisements	1000000
74	Chimiya (Sale of Walkie Talkie)	Misleading advertisements	100000
75	MaskMan Toys	Unfair Trade Practice/ Misleading advertisements	100000
76	Meesho Pvt. Ltd.	Unfair Trade Practice/ Misleading advertisements	1000000
77	Talk Pro (Walkie Talkie Case)	Unfair Trade Practice/ Misleading advertisements	100000
78	Meta India	Unfair Trade Practice/ Misleading advertisements	1000000
	Total		25740500
