

No.4407/3/2022-BC-I
GOVERNMENT OF INDIA
MINISTRY OF INFORMATION & BROADCASTING
'A' WING, SHASTRI BHAWAN,
NEW DELHI – 110 001

Dated:11.04.2022

To,

All Private Satellite TV Channels.

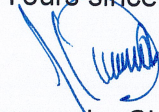
Sub: Compliance of orders passed by Central Consumer Protection Authority (CCPA) under Consumer Protection Act, 2019 against misleading advertisements-reg.

Sir/Madam,

The Department of Consumer Affairs (DoCA) has informed this Ministry that Central Consumer Protection Authority (CCPA) has been established under the Consumer Protection Act, 2019 to regulate matters relating to violation of rights of consumers, unfair trade practices and false or misleading advertisements prejudicial to interests of public and to safeguard the rights of consumers as a class. CCPA in its hearings held on 27.01.2022 and 02.02.2022 has passed two orders in the matters of advertisements of Sensodyne products and the advertisements by Naaptol Online Shopping Pvt. Ltd. respectively. Copy of these orders are enclosed herewith.

2. Non-compliance of CCPA orders is a violation under Rule 7(1), 7(4) and 7(5) of the Advertising Code under Cable Television Networks (Regulation) Act, 1995 and Rules 1994.
3. Accordingly, all Private Satellite TV Channels are directed to ensure compliance of the orders passed by CCPA referred above.

Yours sincerely,



[Amarendra Singh]

Deputy Secretary (BC)

Tele # 2338 1592

Encl: As Above.

Copy for necessary action to:

1. The President, The Indian Broadcasting & Digital Foundation (IBDF) B-304, 3rd Floor, Ansal Plaza, Khelgaon Marg, New Delhi-110049.
2. The President, News Broadcasters Federation (NBF), 3-B, GG-2 Block, Vikas Puri, New Delhi -110018 (nbf@newsbroadcastersfederation.com).
3. M/s Cinema 24X7 Pvt. Ltd. (Naaptol TV), Sigma IT Park, 4th Floor, 401-406, Plot No.- R-203&204, TTC Industrail Estate, Navi Mumbai-400701(information@cinematv.in).

Copy for information to:

1. Department of Consumer Affairs, Krishi Bhawan, New Delhi- 110001 wrt their D.O. letter No. J-25/1/2022-CPU dated 17.02.2022.
2. The Secretary General, ASCI, B/717, Aarus Chambers Marg, Worli, Mumbai-400 018.w.r.t letter dated 24.08.2017.