

News Coverage for Website

Daily Media Brief

Wednesday, May 14, 2025

CCP News

Business Recorder

'False fuel saving claim': CCP imposes Rs40mn penalty on Al-Ghazi Tractors

The Competition Commission of Pakistan (CCP) has imposed a penalty of Rs40 million on Al-Ghazi Tractors Limited (AGTL) for “violating competition law and misguiding consumers”, a statement from the CCP said on Tuesday.

In January 2022, AGTL ran a front-page ad in an Urdu newspaper, claiming its new Holland tractor models offered “up to 30% extra diesel savings compared to any competitor’s tractors.” The ad cited a report by the Agricultural Mechanisation Research Institute (AMRI), Multan as basis of its claim.

CCP says recovered Rs10mn penalty from PIA for ‘abusing dominant position’

“Farmers across Pakistan, especially small landholders often make purchasing decisions based on savings and efficiency. For them, a claim like “up to 30% extra diesel savings” can mean the difference between affordability and hardship.

“But this claim, made by Al-Ghazi Tractors Limited in a newspaper ad, has now been declared false and misleading by the Competition Commission of Pakistan. The bench comprising Dr Kabir Ahmed, the Chairman CCP and Mr Salman Amin (Member) has imposed a penalty of PKR 40 million on AGTL for violating competition law and misguiding consumers,” the CCP statement read.

According to the CCP, it found that AMRI had not issued any report supporting the claim.

“In fact, AMRI had warned AGTL to stop using its name for false claim and to retract the advertisement.”

The AMRI report, which AGTL selectively quoted, only tested tractors from two manufacturers—AGTL and one competitor, the CCP said. “It did not provide market-wide fuel efficiency comparisons. AMRI also emphasised that its report contained general energy-saving tips, not certification of any tractor model’s performance.”

<https://www.brecorder.com/news/40362497>

BUSINESS RECORDER

Karachi, Wednesday 14 May 2025, 16 Ziqad 1446

Deceptive claims **CCP imposes Rs40m fine on Al-Ghazi Tractors**

ISLAMABAD: The Competition Commission of Pakistan (CCP) Tuesday imposed a penalty of Rs 40 million on a tractor manufacturing company for making deceptive claims about fuel efficiency having serious financial consequences for small farmers.

In a detailed final order passed by a two-member bench comprising Dr Kabir Ahmed Siddhu (Chairman) and Salman Azim (Member), the Commission found that Al-Ghazi Tractors Limited (AGTL) advertisement published on January 24, 2022, falsely claimed that its new Holland tractor models offered "up to 30 percent extra diesel savings compared to any competitor's tractors."

The misleading claim was widely circulated in media and referenced a report by the Agriculture Mechanization Research Institute (AMRI), Multan, giving it an air of official credibility. However, the Commission's investigation revealed that AMRI

never endorsed the claim, nor did its report support the fuel-saving comparison being advertised. In rural Pakistan—where over 60% of the population relies on agriculture—tractors are long-term investments, and such exaggerated claims can have serious financial consequences for small farmers.

These communities are particularly vulnerable to misleading advertisements due to limited access to technical verification or alternative sources of information. A 30 percent fuel-saving claim could mean thousands of rupees of projected savings to a farmer—yet no such advantage existed.

After receiving complaints from stakeholders and conducting a thorough investigation, the CCP determined that the AMRI report only compared AGTL tractors to those of one other manufacturer (Millat Tractors) in limited settings.—SOHAIL SAH-FRAZ

Dawn

Rs40m fine imposed on Al-Ghazi Tractors

The Competition Commission of Pakistan (CCP) has imposed a penalty of Rs40 million on Al-Ghazi Tractors Ltd (AGTL) for violating competition law and misguiding consumers.

The two-member bench headed by CCP Chairman Dr Kabir Ahmed took the decision after an inquiry over advertisements floated in January 2022 by AGTL claiming its new Holland tractor models offered "up to 30 per cent extra diesel savings compared to any competitor's tractors".

The advertisement cited a report by the Agricultural Mechanisation Research Institute (AMRI), Multan, as the basis of its claim, but when CCP investigated, it found that AMRI had not issued any report supporting this claim.

The CCP inquiry found that AMRI had warned AGTL to stop using its name for false claims and to retract the advertisement.

The CCP had issued a show-cause notice to the company in January 2024, and the AGTL challenged it in court.

The CCP noted that farmers across Pakistan, especially often make purchasing decisions based on savings and efficiency and for them, a claim like “up to 30pc extra diesel savings” can mean the difference between affordability and hardship.

The AGTL claim was declared as false and misleading.

<https://www.dawn.com/news/1910903/rs40m-fine-imposed-on-al-ghazi-tractors>



The News

CCP fines tractor manufacturer Rs40m over false fuel-saving claim

By Mehtab Haider

ISLAMABAD: The Competition Commission of Pakistan (CCP) has imposed a penalty of Rs40 million on a tractor manufacturer for making false claims about diesel savings in a national newspaper advertisement.

In a statement issued on Tuesday, the CCP said the company advertised that its tractors offered "up to 30 per cent extra diesel savings compared to any competitor's tractors". The claim was allegedly based on a report by the Agricultural Mechanisation Research Institute (AMRI), Multan. However, upon investigation, the CCP found that no such report existed to support the claim. In fact, AMRI had cautioned the company to stop misusing its name and to withdraw the misleading advertisement.

The commission noted that purchasing decisions in rural Pakistan – particularly by small-scale farmers – are heavily influenced by promises of fuel efficiency and cost savings. Misleading such consumers can have serious financial consequences, especially as a tractor is often a once-in-a-decade investment for many.

The CCP bench, comprising Chairperson Dr Kabir Ahmed and member Salman Amin, found that the advertisement violated competition law and mis-

led consumers. The penalty was imposed under Section 30 of the Competition Act.

The AMRI document referenced in the ad had tested only two brands and did not present a comprehensive comparison of fuel efficiency across the market. Furthermore, the report contained general energy-saving suggestions and did not certify the fuel performance of any specific model. Despite this, the company presented the 30 per cent savings claim as if it applied universally.

The company's legal representative challenged the show cause notice, arguing that the CCP had not conducted a full inquiry and had misunderstood the advertisement. However, the commission maintained that sufficient evidence had been gathered to take action without a formal investigation under Section 37.

In its statement, the CCP emphasised the importance of truthful marketing, especially in sectors that directly affect low-income consumers. Misleading advertisements, it said, distort the market and hurt public trust.

Sidhu also urged people to report any associations involved in the sharing of price-sensitive data. Information can be shared confidentially by calling 0304-0875255 or via email at [miu\[at\]cc\[dot\]gov\[dot\]pk](mailto:miu[at]cc[dot]gov[dot]pk).

False fuel saving claim: CCP imposes Rs40m penalty on Al-Ghazi Tractors

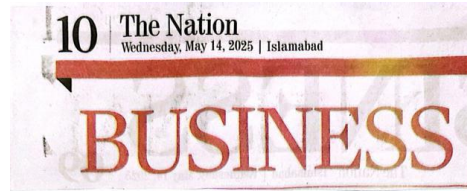
Farmers across Pakistan, especially small landholders often make purchasing decisions based on savings and efficiency. For them, a claim like “up to 30 percent extra diesel savings” can mean the difference between affordability and hardship. But this claim, made by Al-Ghazi Tractors Limited (AGTL) in a newspaper ad, has now been declared false and misleading by the Competition Commission of Pakistan (CCP). The bench comprising Chairman CCP Dr Kabir Ahmed and Member Salman Amin has imposed a penalty of Rs40 million on AGTL for violating competition law and misguiding consumers.

In January 2022, AGTL ran a front-page ad in a leading Urdu newspaper, claiming its new Holland tractor models offered “up to 30 percent extra diesel savings compared to any competitor’s tractors.” The ad cited a report by the Agricultural Mechanisation Research Institute (AMRI), Multan as basis of its claim. But when CCP investigated, it found that AMRI had not issued any report supporting this claim. In fact, AMRI had warned AGTL to stop using its name for false claim and to retract the advertisement. The AMRI report, which AGTL selectively quoted, only tested tractors from two manufacturers—AGTL and one competitor. It did not provide market-wide fuel efficiency comparisons. AMRI also emphasised that its report contained general energy-saving tips, not certification of any tractor model’s performance. Despite this, AGTL promoted the 30 percent savings claim as if it applied across the board. The CCP received complaints from stakeholders, leading to a show cause notice in January 2024. AGTL’s lawyer challenged the show cause notice. He argued that CCP did not conduct a full inquiry and had misinterpreted the ad. But the commission ruled that it had enough evidence to proceed under Section 30 of the Competition Act, without there being need for a formal inquiry under Section 37.

In rural Pakistan, where over 60 percent of the population relies on agriculture, such deceptive ads can seriously impact small farmers. A tractor is often a once-in-a-decade investment. Believing in a false fuel-saving claim could lead farmers to spend more in the long run, harming their fragile financial balance.

Dr Kabir Ahmed Sidhu, the Chairman, Competition Commission of Pakistan urges the public: “If you have information about any association involved in sharing price-sensitive data, report it confidentially at 0304-0875255 or via email at miu@cc.gov.pk.”

<https://www.nation.com.pk/14-May-2025/false-fuel-saving-claim-ccp-imposes-rs40m-penalty-on-al-ghazi-tractors>



False fuel saving claim: CCP imposes Rs40m penalty on Al-Ghazi Tractors

OUR STAFF REPORTER
ISLAMABAD

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Profit by Pakistan Today

CCP fines Al-Ghazi Tractors Rs40m for false diesel savings claim

The Competition Commission of Pakistan (CCP) has imposed a penalty of Rs40 million on Al-Ghazi Tractors Limited (AGTL) for misleading consumers with a false fuel efficiency claim in a prominent newspaper advertisement.

The advertisement, which appeared in January 2022, claimed that AGTL's New Holland tractor models offered "up to 30% extra diesel savings compared to any competitor's tractors." The company cited the Agricultural Mechanization Research Institute (AMRI), Multan as the source of this assertion.

However, a CCP investigation revealed that AMRI never issued any report validating the 30% savings claim. On the contrary, AMRI had cautioned AGTL against misusing its name and asked the company to retract the advertisement. The referenced report had only compared AGTL's tractor with one other manufacturer and contained no broad-based fuel efficiency comparisons. AMRI also clarified that the document merely included general energy-saving guidelines and was not a certification of any model's performance.

Despite AMRI's objection, AGTL continued to promote the claim as universally applicable, prompting complaints from stakeholders and eventually leading to the issuance of a show cause notice by the CCP in January 2024.

In its defense, AGTL challenged the notice, arguing that the Commission had neither conducted a formal inquiry nor accurately interpreted the advertisement. However, the CCP bench — comprising Chairman Dr. Kabir Ahmed and Member Salman Amin — ruled that sufficient evidence existed to proceed under Section 30 of the Competition Act, which deals with deceptive marketing practices.

The Commission underscored the impact of such misleading claims on small farmers, who form the backbone of Pakistan's agricultural sector. In many cases, a tractor represents a once-in-a-decade investment, and false claims about fuel efficiency can misguide their purchasing decisions, potentially worsening their already fragile financial circumstances.

<https://profit.pakistantoday.com.pk/2025/05/13/ccp-fines-al-ghazi-tractors-rs40m-for-false-diesel-savings-claim/>



CCP fines Al-Ghazi Tractors Rs40m for false diesel savings claim

ISLAMABAD
NEWS DESK

■ **REGULATOR FINDS TRACTOR MAKER GUILTY OF MISLEADING ADVERTISEMENT**

The Competition Commission of Pakistan (CCP) has imposed a penalty of Rs40 million on Al-Ghazi Tractors Limited (AGTL) for misleading consumers with a false fuel efficiency claim in a prominent newspaper advertisement.

The advertisement, which appeared in January 2022, claimed that AGTL's New Holland tractor models offered "up to 30% extra diesel savings compared to any competitor's tractors." The company cited the Agricultural Mechanization Research Institute (AMRI), Multan as the source of this assertion. However, a CCP investigation revealed that AMRI never issued any report validating the 30% savings claim. On the contrary, AMRI had cautioned

AGTL against misusing its name and asked the company to retract the advertisement. The referenced report had only compared AGTL's tractor with one other manufacturer and contained no broad-based fuel efficiency comparisons. AMRI also clarified that the document merely included general energy-saving guidelines and was not a certification of any model's performance.

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mission had neither conducted a formal inquiry nor accurately interpreted the advertisement. However, the CCP bench — comprising Chairman Dr. Kabir Ahmed and Member Salman Amin — ruled that sufficient evidence existed to proceed under Section 30 of the Competition Act, which deals with deceptive marketing practices. The Commission underscored the impact of such misleading claims on small farmers, who form the backbone of Pakistan's agricultural sector. In many cases, a tractor represents a once-in-a-decade investment, and false claims about fuel efficiency can misguide their purchasing decisions, potentially worsening their already fragile financial circumstances.

Al-Ghazi Tractors fined Rs 4 crore for misleading diesel savings claim

The Competition Commission of Pakistan (CCP) has imposed a fine of Rs 4 crore on Al-Ghazi Tractors Ltd for disseminating a misleading advertisement that falsely claimed 30% diesel savings compared to competitors.

According to the CCP, the company's advertisement incorrectly cited the Agricultural Mechanization and Research Institute (AMRI), Multan as the source of the diesel efficiency claim. Upon investigation, the institute confirmed that it had not issued any such certificate or endorsement to Al-Ghazi.

The commission determined that Al-Ghazi's diesel-saving claim was baseless and unsubstantiated, amounting to deceptive marketing that misled consumers, particularly farmers making significant one-time investments in tractors. The false claim also included unfair comparisons with rival companies, further misleading the public.

CCP Chairman Dr. Kabir Sidhu stressed the serious consequences of such misleading practices, especially when they affect small farmers who can be financially burdened by deceptive claims. He urged all businesses to avoid collusion and price-fixing, warning of strict action against violators.

Consumers and stakeholders are encouraged to report cartelization and unfair practices to the Commission to ensure a fair and competitive market environment.

<https://24newshd.tv/13-May-2025/al-ghazi-tractors-fined-rs-4-crore-for-misleading-diesel-savings-claim>

Daily Pakistan

Rs40 million penalty imposed on Al-Ghazi tractors over false fuel-saving claims

The Competition Commission of Pakistan (CCP) has imposed a penalty of Rs40 million on Al-Ghazi Tractors Limited (AGTL) over misleading advertisement claiming that its new tractor models offered up to 30% extra diesel savings.

A two-member bench of CCP comprising Dr Kabir Ahmed Sidhu (Chairman) and Salman Amin (Member) announced the ruling, stating that the company made false claims in an advertisement published on January 24, 2002.

The tractor manufacturing company had claimed that its Holland tractor models offered “up to 30 percent extra diesel savings compared to any competitor’s tractors.”

The false claims were widely circulated in media and the company also referenced a report by the Agriculture Mechanization Research Institute (AMRI), Multan, in a bid to make the claims credible.

However, the Commission found in its investigation that the institute had never endorsed the claim of fuel savings by the Al-Ghazi tractors.

More than 60% of population in Pakistan relies on agriculture sector in different forms and such deceptive claims about tractors, which are widely used in this sector, can cause financial losses to the farmers.

The claim of up to 30% fuel saving could mean savings of thousands of rupees while no such advantage is existed so far.

The investigation was launched against the company after receiving complaints from stakeholders.

The CCP maintained that the AMRI report only compared AGTL tractors to those of Millat Tractors in limited settings.

<https://en.dailypakistan.com.pk/14-May-2025/rs40-million-penalty-imposed-on-al-ghazi-tractors-over-false-fuel-saving-claims>

Bloom Pakistan

False Fuel Saving Claim: CCP imposes Rs. 40 Million penalty on Al-Ghazi Tractors

Farmers across Pakistan, especially small landholders often make purchasing decisions based on savings and efficiency. For them, a claim like “ up to 30% extra diesel savings” can mean the difference between affordability and hardship.

But this claim, made by Al-Ghazi Tractors Limited (AGTL) in a newspaper ad, has now been declared false and misleading by the Competition Commission of Pakistan (CCP). The bench comprising Dr. Kabir Ahmed, the Chairman CCP and Mr. Salman Amin (Member) has imposed a penalty of PKR 40 million on AGTL for violating competition law and misguiding consumers.

In January 2022, AGTL ran a front-page ad in a leading Urdu newspaper, claiming its new Holland tractor models offered “up to 30% extra diesel savings compared to any competitor’s tractors.” The ad cited a report by the Agricultural Mechanization Research Institute (AMRI), Multan as basis of its claim.

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AGTL’s lawyer challenged the showcause notice. He argued that CCP did not conduct a full inquiry and had misinterpreted the ad. But the Commission ruled that it had enough evidence to proceed under Section 30 of the Competition Act, without there being need for a formal inquiry under Section 37.

In rural Pakistan, where over 60% of the population relies on agriculture, such deceptive ads can seriously impact small farmers. A tractor is often a once-in-a-decade investment. Believing in a false fuel-saving claim could lead farmers to spend more in the long run, harming their fragile financial balance.

Dr Kabir Ahmed Sidhu, the Chairman, Competition Commission of Pakistan urges the public: If you have information about any association involved in sharing price-sensitive data, report it confidentially at 0304-0875255 or via email at miu@cc.gov.pk.

<https://bloompakistan.com/ccp-imposes-rs-40-million-penalty-on-al-ghazi-tractors/>

Mettis Global

CCP penalizes Al-Ghazi Tractors for false fuel efficiency claim

In a significant development, the Competition Commission of Pakistan (CCP) has imposed a penalty of Rs40 million on Al-Ghazi Tractors Limited (AGTL) for violating competition laws by promoting a misleading claim about fuel efficiency.

The verdict was delivered by a CCP bench comprising Chairman Dr. Kabir Ahmed and Member Salman Amin.

In January 2022, AGTL published a front-page advertisement in a prominent Urdu-language newspaper, asserting that its New Holland tractor models delivered “up to 30% extra diesel savings compared to any competitor’s tractors.”

The company cited a report from the Agricultural Mechanization Research Institute (AMRI), Multan, as the source of its claim.

However, the CCP investigation revealed that AMRI had not issued any report supporting the 30% savings claim. In fact, AMRI had formally warned AGTL to stop misusing its name and demanded the retraction of the advertisement.

The report AGTL referenced only included performance tests between AGTL tractors and those of a single competing brand it did not provide a market-wide comparison.

Furthermore, AMRI clarified that its report only offered general guidance on energy efficiency and did not serve as an endorsement of any specific model's fuel performance.

Despite these facts, AGTL presented the claim as if it applied universally across the market, leading to complaints from stakeholders. The CCP subsequently issued a show cause notice to AGTL in January 2024.

AGTL’s legal counsel contested the notice, arguing that the Commission had neither conducted a complete inquiry nor accurately interpreted the advertisement.

Nonetheless, the CCP bench ruled that sufficient evidence existed to proceed under Section 30 of the Competition Act, and that a formal inquiry under Section 37 was not required.

In a country where over 60% of the population is directly or indirectly dependent on agriculture, misleading advertising can have severe consequences, according to the press release issued today.

For small-scale farmers, a tractor is a critical and long-term investment. Being influenced by an exaggerated claim of fuel efficiency could lead to higher costs over time, undermining their already vulnerable financial stability.

This decision by the CCP highlights the importance of truthful marketing and aims to protect the interests of consumers especially those in rural areas who are most affected by such deceptive claims.

<https://mettisglobal.news/ccp-penalizes-al-ghazi-tractors-for-false-fuel-efficiency-claim/>

Pro Pakistani

CCP Imposes Rs. 40 Million Penalty on Al-Ghazi Tractors Over False Fuel Saving Claim

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<https://propakistani.pk/2025/05/13/ccp-imposes-rs40-million-penalty-on-al-ghazi-tractors-over-false-fuel-saving-claim/>

Pkrevenu

CCP fines Al Ghazi Tractors Rs40 million over deceptive marketing

The Competition Commission of Pakistan (CCP) has imposed a substantial penalty of Rs40 million on Al Ghazi Tractors Limited for engaging in deceptive marketing that misled consumers about the performance of its products.

Al Ghazi Tractors, a company listed on the Pakistan Stock Exchange and a prominent manufacturer of tractors in the country, ran a marketing campaign claiming that its new Holland tractors, launched under the 2022 model range, offered “30% extra diesel savings compared to any competitor’s tractors.” Upon investigation, the CCP determined this assertion to be false and lacking a reasonable basis.

The CCP’s inquiry concluded that such a claim not only exaggerated the performance of Al Ghazi’s tractors but also had a significant impact on consumer behavior by creating a misleading impression of fuel efficiency superiority. According to the commission, the marketing tactics employed distorted fair competition by unfairly influencing buyers’ decisions.

As part of its findings, the CCP emphasized that financial penalties serve as both punishment and deterrent. The Rs40 million penalty consists of Rs30 million for promoting misleading information regarding product characteristics and an additional Rs10 million for disseminating false comparative advertising — practices that undermine market transparency.

The commission noted that the advertisement in question was widely published in print media across Pakistan and lacked credible evidence to substantiate the diesel savings claim. The CCP underscored the need to curb such marketing misrepresentations, which damage both consumer trust and market competition.

By holding Al Ghazi Tractors accountable, the CCP aims to set a precedent that deters similar companies from resorting to deceptive marketing practices. The commission also called on manufacturers, particularly in the tractors industry, to ensure truthful and evidence-based advertising.

This ruling reinforces the CCP’s commitment to upholding consumer rights and promoting fair competition, especially in essential sectors like agriculture where tractors play a pivotal role in the economy.

<https://pkrevenue.com/ccp-fines-al-ghazi-tractors-rs40-million-over-deceptive-marketing/>

Al-Ghazi Tractors Fined Rs. 40 Million Over False Fuel Efficiency Claims

The Competition Commission of Pakistan (CCP) has fined Al-Ghazi Tractors Limited (AGTL) Rs40 million for making a false claim in its advertising. The company had promoted its New Holland tractors by stating that they offer 30% extra diesel savings. However, this claim was found to be untrue.

AGTL said that their claim was supported by the Agricultural Mechanization Research Institute (AMRI) in Multan. But upon investigation, the CCP discovered that there was no solid proof to back up this claim. The advertisement was considered misleading and gave the wrong impression to buyers—especially small farmers.

Small farmers often rely on such fuel-saving claims to make informed decisions while buying expensive farming equipment. By making a false promise, AGTL may have caused them financial harm and misled them into purchasing a product that didn't deliver what was advertised.

The CCP took strict action to ensure that companies stay honest in their marketing and do not take advantage of consumers. This penalty sends a strong message to all businesses in Pakistan: misleading advertisements will not be tolerated, especially when they hurt the most vulnerable people.

<https://startuppakistan.com.pk/al-ghazi-tractors-fined-rs-40-million-over-false-fuel-efficiency-claims/>



Daily The Spokesman

A Leading National Daily



RAWALPINDI

فرمان رسول
ہزار سالوں کا تاریخی و علمی گنجینہ
یہ کتاب اللہ کے فضل سے آج کے دور کے
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لئے ایک نیا دور کا آغاز ہے۔



PTI's Junaid Akbar resigns as PAC chairman

Pakistan Tahreek-e-Insaf (PTI) leader Junaid Akbar has tendered resignation from the post of Public Accounts Committee (PAC) Chairman. According to details, Junaid Akbar submitted his resignation to PTI Chairman Barrister Gohar Ali Khan.



Pakistan, Russia agree to establish new steel mills in Karachi

Pakistan and Russia on Tuesday agreed to establish a new steel mill in Karachi aimed at enhancing bilateral relations between the two countries. The agreement reached during a meeting between Russian Representative Denis Nazarov and Special Assistant to the Prime Minister (SAPM) Haroon Akhtar Khan.

Simultaneously published from Islamabad, Lahore and Multan

Ziqa'ad 16, Wednesday, May 14, 2025

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False Fuel Saving Claim: CCP imposes Rs. 40 Million penalty on Al-Ghazi Tractors

Commerce Desk

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The Claim that Misled: 30% Extra Diesel Savings

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ایندھن کی بچت کا جھوٹا دعویٰ، سی سی پی نے الغازی ٹریکٹرز پر 40 ملین روپے جرمانہ لگا دیا

مسابقتی کمیشن آف پاکستان (سی سی پی) نے قوانین کی خلاف ورزی اور صارفین کو گمراہ کرنے کی پاداش میں الغازی ٹریکٹرز پر 4 کروڑ روپے کا جرمانہ عائد کیا ہے۔ یہ بات کمیشن کی جانب سے منگل کو جاری بیان میں بتائی گئی ہے۔

جنوری 2022 میں اے جی ٹی ایل نے ایک اردو اخبار میں صفحہ اول پر اشتہار شائع کیا تھا جس میں دعویٰ کیا گیا تھا کہ اس کے نیو ہالینڈ ٹریکٹر ماڈلز "دیگر ٹریکٹرز کے مقابلے میں 30 فیصد تک ڈیزل کی بچت" کرتے ہیں۔ یہ دعویٰ ایگریکلچرل مکینائزیشن ریسرچ انسٹیٹیوٹ ملتان کی ایک رپورٹ کی بنیاد پر کیا گیا تھا۔

مسابقتی کمیشن کے اعلامیے کے مطابق پاکستان بھر کے کسان، خاص طور پر چھوٹے کاشتکار، اکثر اپنی خریداری کے فیصلے بچت اور کارکردگی کو مدنظر رکھ کر کرتے ہیں۔ ان کے لیے '30 فیصد تک اضافی ڈیزل بچت' جیسے دعوے کا مطلب یہ ہو سکتا ہے کہ کیا ٹریکٹر کا حصول ان کی دسترس میں ہے یا نہیں۔

بیان میں کہا گیا کہ الحاجی ٹریکٹرز لمیٹڈ کی جانب سے ایک اخبار کے اشتہار میں کیا گیا دعویٰ اب مسابقتی کمیشن آف پاکستان کی جانب سے جھوٹا اور گمراہ کن قرار دیا گیا ہے۔ کمیشن کے چیئرمین ڈاکٹر کبیر احمد اور رکن سلمان امین پر مشتمل بینچ نے اے جی ٹی ایل پر 4 کروڑ روپے جرمانہ عائد کیا ہے، کیونکہ اس نے مسابقتی قوانین کی خلاف ورزی کی اور صارفین کو گمراہ کیا۔

مسابقتی پاکستان کے مطابق، تحقیقات سے معلوم ہوا کہ اے ایم آر آئی نے اے جی ٹی ایل کے دعوے کی حمایت میں کوئی رپورٹ جاری نہیں کی۔

کمیشن کا کہنا ہے کہ درحقیقت اے ایم آر آئی نے اے جی ٹی ایل کو متنبہ کیا تھا کہ وہ اس کے نام کو جھوٹے دعوے کے لیے استعمال کرنا بند کرے اور اشتہار واپس لے۔

سی سی پی نے بتایا کہ جس اے ایم آر آئی رپورٹ کا اے جی ٹی ایل نے حوالہ دیا تھا وہ صرف دو کمپنیوں—اے جی ٹی ایل اور ایک مدمقابل—کے ٹریکٹرز پر محدود تجربات پر مبنی تھی۔ اس رپورٹ میں مارکیٹ کی سطح پر ایندھن کی بچت کا کوئی جامع موازنہ شامل نہیں تھا۔ اے ایم آر آئی واضح کیا کہ اس کی رپورٹ میں صرف عمومی توانائی بچانے کی تجاویز دی گئی تھیں، کسی بھی ٹریکٹر ماڈل کی کارکردگی کی توثیق نہیں کی گئی تھی

<https://urdu.brecorder.com/news/40272662/>



مسابقتی کمیشن نے الغازی ٹریکٹرز پر گمراہ کن اشتہار دینے پر 4 کروڑ روپے کا جرمانہ عائد کر دیا

مسابقتی کمیشن آف پاکستان نے الغازی ٹریکٹرز لمیٹڈ کو ان کے بنائے گئے ٹریکٹر کا ڈیزل کی 30 فیصد تک بچت کرنے کے گمراہ کن دعوے کے اشتہار کے ذریعے صارفین کو گمراہ کرنے پر 4 کروڑ روپے کا جرمانہ عائد کر دیا ہے، یہ فیصلہ کمیشن کے چیئرمین ڈاکٹر کبیر احمد اور رکن سلمان امین پر مشتمل دو رکنی بینچ نے سنایا۔

مسابقتی کمیشن سے جاری پریس ریلیز کے مطابق الغازی ٹریکٹرز نے جنوری 2022 میں اخبارات میں اشتہار شائع کیا تھا جس میں دعویٰ کیا گیا تھا کہ اس کے نیو ہالینڈ ماڈل کے ٹریکٹرز “کسی بھی مدمقابل دوسرے ٹریکٹر کے مقابلے میں 30 فیصد زیادہ ڈیزل بچاتے ہیں، اس دعوے کی سپورٹ میں انہوں نے ایگریکلچرل مکینائزیشن اینڈ ریسرچ انسٹیٹیوٹ ملتان کا حوالہ دیا تھا تاہم اس سلسلے میں کی گئی تحقیقات سے واضح ہوا کہ ایگریکلچرل مکینائزیشن اینڈ ریسرچ انسٹیٹیوٹ نے الغازی ٹریکٹرز کو اس قسم کا کوئی سرٹیفکیٹ یا منظوری نامہ جاری نہیں کیا بلکہ ایگریکلچرل مکینائزیشن انسٹیٹیوٹ نے ال غازی ٹریکٹرز کو باضابطہ نوٹس جاری کرتے ہوئے انسٹیٹیوٹ کے نام کو استعمال کرنے سے باز رہنے کی ہدایت کی۔

تحقیقات سے مزید معلوم ہوا کہ الغازی ٹریکٹرز نے ایگریکلچرل مکینائزیشن انسٹیٹیوٹ کی رپورٹ کا سیاق و سباق سے ہٹ کر حوالہ دیا اور اسے مارکیٹ میں اپنی برتری ثابت کرنے کے لیے استعمال کیا، حالانکہ رپورٹ صرف دو کمپنیوں کے ماڈلز پر محدود تھی اور مکمل صنعت کا احاطہ نہیں کرتی تھی۔ کمیشن میں ہونے والی سماعتوں میں الغازی ٹریکٹرز کے وکیل نے موقف اختیار کیا کہ مسابقتی کمیشن نے باقاعدہ انکوائری کئے بغیر ہی شوکاز نوٹس جاری کیا تاہم کمیشن نے واضح کیا کہ مسابقتی ایکٹ کے سیکشن 30 کے تحت کمیشن شواہد کی پہلے سے دستیابی پر براہ راست کارروائی کر سکتا ہے۔

کمیشن نے فیصلے میں قرار دیا کہ الغازی ٹریکٹرز نے جھوٹا اور گمراہ کن دعویٰ کیا جس کی کوئی معقول بنیاد نہ تھی۔ کمپنی نے دیگر کمپنیوں کے ساتھ بلا جواز اور غلط موازنہ کیا اور ایگریکلچرل مکینائزیشن اینڈ ریسرچ انسٹیٹیوٹ کے نام کو غلط استعمال کر کے صارفین کو دھوکہ دیا پاکستان کے دیہی علاقوں میں جہاں ساٹھ فیصد سے زائد آبادی زراعت پر انحصار کرتی ہے، اس قسم کے گمراہ کن اشتہارات جھوٹے کسانوں کو شدید نقصان پہنچا سکتے ہیں۔

ایک ٹریکٹر کسان کی زندگی میں اکثر ایک دہائی میں ایک بار کی جانے والی بڑی سرمایہ کاری ہوتی ہے۔ اگر کسان ایندھن بچانے کے جھوٹے دعوے پر یقین کر لیں، تو وہ طویل مدت میں زیادہ اخراجات برداشت کرنے پر مجبور ہو سکتے ہیں، جو ان

کے مالی توازن کو متاثر کر سکتا ہے۔ مسابقتی کمیشن آف پاکستان کے چیئرمین ڈاکٹر کبیر احمد سدھو نے عوام سے اپیل کی ہے کہ اگر آپ کو کسی ایسی ایسوسی ایشن کے بارے میں معلومات حاصل ہوں جو قیمتوں سے متعلق حساس معلومات کا تبادلہ کر رہے ہو، تو براہ کرم اسے رازداری کے ساتھ 0875255-0304 پر یا ای میل کے ذریعے miu@cc.gov.pk پر رپورٹ کریں۔

<https://www.urdupoint.com/business/news-detail/live-news-4424220.html>



الغازی ٹریکٹرز گمراہ کن دعوے پر جرمانے کا شکار ہو گیا

مسابقتی کمیشن آف پاکستان (سی سی پی) نے الغازی ٹریکٹرز لمیٹڈ پر ایک گمراہ کن اشتہار پر 4 کروڑ روپے کا جرمانہ عائد کیا ہے جس میں حریفوں کے مقابلے ڈیزل کی 30 فیصد بچت کا جھوٹا دعویٰ کیا گیا تھا۔

سی سی پی کے مطابق کمپنی کے اشتہار میں ایکریکلچرل میکینائزیشن اینڈ ریسرچ انسٹی ٹیوٹ (اے ایم آر آئی) ملتان کو ڈیزل کی کارکردگی کے دعوے کے ماخذ کے طور پر غلط طریقے سے پیش کیا گیا۔

تحقیقات کے بعد ادارے نے تصدیق کی کہ اس نے الغازی کو ایسا کوئی سرٹیفکیٹ یا توثیق جاری نہیں کی تھی۔

کمیشن نے طے کیا کہ الغازی کا ڈیزل کی بچت کا دعویٰ بے بنیاد اور غیر مصدقہ تھا، جو کہ دھوکہ دہی پر مبنی مارکیٹنگ کے مترادف تھا جس نے صارفین کو گمراہ کیا، خاص طور پر کسانوں نے ٹریکٹروں میں ایک بار کی اہم سرمایہ کاری کی۔

جھوٹے دعوے میں حریف کمپنیوں کے ساتھ غیر منصفانہ موازنہ بھی شامل تھا، جس سے عوام کو مزید گمراہ کیا گیا۔

سی سی پی کے چیئرمین ڈاکٹر کبیر سدھو نے اس طرح کے گمراہ کن طریقوں کے سنگین نتائج پر زور دیا، خاص طور پر جب وہ جھوٹے کسانوں کو متاثر کرتے ہیں جو دھوکہ دہی کے دعووں سے مالی طور پر بوجھ بن سکتے ہیں۔ انہوں نے تمام کاروباری اداروں پر زور دیا کہ وہ ملی بھگت اور قیمتوں کے تعین سے گریز کریں، خلاف ورزی کرنے والوں کے خلاف سخت کارروائی کا انتہاء دیا۔

صارفین اور اسٹیک ہولڈرز کی حوصلہ افزائی کی جاتی ہے کہ وہ کارٹیلائزیشن اور غیر منصفانہ طرز عمل کی رپورٹ کمیشن کو دیں تاکہ منصفانہ اور مسابقتی مارکیٹ کے ماحول کو یقینی بنایا جا سکے۔

<https://mmnews.tv/urdu/al-ghazi-tractors-fined-for-misleading-claims/>



الغازی ٹریکٹرز پر گمراہ کن اشتہار دینے پر 4 کروڑ کا جرمانہ

گمراہ کن اشتہارات چھوٹے کسانوں کو شدید نقصان پہنچا سکتے ہیں، ڈاکٹر کبیر

اسلام آباد (سٹاف رپورٹر) مسابقتی کمیشن آف پاکستان نے الغازی ٹریکٹرز لمیٹڈ کو 4 کروڑ روپے کا جرمانہ عائد کر دیا ہے۔ یہ فیصلہ کمیشن کے چیئرمین ڈاکٹر کبیر سدھو اور رکن سلمان امین پر مشتمل دو رکنی بنچ نے سنایا۔ الغازی ٹریکٹرز نے جنوری 2022 میں اشتہارات میں ایک بار کی اہم سرمایہ کاری کی تھی، جس میں (پانی صاف 6 بجے 15) کے ذریعے صارفین کو گمراہ کرنے پر 4 کروڑ

دھوکا لیا گیا تھا کہ اس کے نیو ہائیڈرولک کے فریکٹرز کسی بھی مد مقابل دوسرے فریکٹر کے مقابلے میں 30 فیصد زیادہ آہل بنائے ہیں۔ اس دعوے کی سپورٹ میں انہوں نے ایگرگیشنل مکینا ٹریڈن اینڈ ریسرچ انشٹیٹیوٹ، ممبئی کا حوالہ دیا تھا۔ تاہم اس مسئلے میں کی کمی تحقیقات سے واضح ہوا کہ ایگرگیشنل مکینا ٹریڈن اینڈ ریسرچ انشٹیٹیوٹ نے لاٹاری فریکٹرز کو اس قسم کا کوئی سرٹیفکیٹ یا منظوری نامہ جاری نہیں کیا۔ بلکہ ایگرگیشنل مکینا ٹریڈن انشٹیٹیوٹ نے اہل غازی فریکٹرز کو ہمشاہدہ فوس جاری کرتے ہوئے انشٹیٹیوٹ کے نام کو استعمال کرنے سے باز رہنے کی عیادت کی گئی۔