

News Coverage for Website

Daily Media Brief

Thursday, May 22, 2025

CCP News

Business Recorder

Deceptive advertisement: CCP imposes Rs5m fine on British Lyceum (Pvt) Ltd

The Competition Commission of Pakistan has imposed Rs 5 million fine on British Lyceum (Pvt) Limited for publishing a deceptive newspaper advertisement filled with exaggerated earnings projections, dubious affiliations, and unverified institutional claims which violated the provision of the Competition Act, 2010.

The advertisement in question falsely asserted monthly teacher earnings of up to Rs 250,000, claimed a project worth Rs 3.7 billion, and cited a questionable affiliation with Cambridge Global UK, a dormant entity. It also misleadingly suggested that high-profile educationists and technologists were part of its Board of Directors.

CCP launched an enquiry following public concerns, uncovering that these representations were false, misleading, and unsubstantiated. Consequently the Commission imposed a penalty of Rs 5 million for deceptive marketing practices under Section of the Competition Act, 2010.

While British Lyceum withdrew the misleading advertisement shortly after it became aware of the CCP's inquiry, which approach was considered as one of the mitigating factors in determining the quantum of penalty by the Commission; on the other hand, the Commission noted aggravating factors, including the company's submission of improper, unsigned financial statements and its listing by Security and Exchange Commission of Pakistan as amongst the entities suspected to be engaged in unauthorized activities.

The Commission reiterates its commitment to promoting fair competition and protecting consumers from deceptive marketing practices. Members of the public are encouraged to report false advertisements or anticompetitive conduct by contacting CCP's office at 0304-0875255 or via email at miu@cc.gov.pk.

<https://www.brecorder.com/news/40364074/deceptive-advertisement-ccp-imposes-rs5m-fine-on-british-lyceum-pvt-ltd>

PTV World

CCP slaps Rs. 5 million penalty on British Lyceum for misleading advertisement

The Competition Commission of Pakistan has imposed Rs. 5 Million fine on British Lyceum (Pvt.) Limited for publishing a deceptive newspaper advertisement filled with exaggerated earnings projections, dubious affiliations, and unverified institutional claims which violated the provision of the Competition Act, 2010.

The advertisement in question falsely asserted monthly teacher earnings of up to Rs. 250,000, claimed a project worth Rs. 3.7 billion, and cited a questionable affiliation with Cambridge Global UK, a dormant entity. It also misleadingly suggested that high-profile educationists and technologists were part of its Board of Directors. CCP launched an enquiry following public concerns, uncovering

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<https://ptv.com.pk/ptvworld/newsdetail/6170>

The Nation

CCP imposes Rs5m penalty on British Lyceum

The Competition Commission of Pakistan (CCP) has imposed a penalty of Rs5 million on British Lyceum (Pvt.) Limited for publishing a misleading advertisement. The ad falsely claimed that teachers could earn up to Rs250,000 per month, and stated a project valuation of Rs3.7 billion. It also falsely claimed affiliation with Cambridge Global UK, which is a dormant entity. Additionally, the ad said that well-known educationists and technologists were on the company's Board of Directors.

CCP launched an enquiry after receiving complaints about these claims. The investigation found the claims to be false, unverified, and deceptive. The Commission concluded that British Lyceum had violated Section 10 of the Competition Act, 2010 by engaging in deceptive marketing. Subsequently, the Commission has imposed Rs3 million penalty under Section 10(2)(b) for misleading consumers and another Rs2 million penalty was imposed under Section 10(2)(a) for potentially harming other businesses. The company also submitted improper and unsigned financial statements during the investigation. Moreover, the SECP had also enlisted the company among those suspected of unauthorized activities. These were taken as aggravating factors in deciding the final penalty. British Lyceum, however removed the ad after the enquiry began. This was treated as a mitigating factor in reducing the fine. The Commission reiterated its commitment to promoting fair competition and protecting consumers from deceptive marketing practices. Members of the public are encouraged to report false advertisements or anticompetitive conduct by contacting CCP's office at 0304-0875255 or via email at miu@cc.gov.pk.

<https://www.nation.com.pk/22-May-2025/ccp-imposes-rs5m-penalty-on-british-lyceum>

Profit by Pakistan Today

CCP fines British Lyceum Rs5 million for deceptive marketing practices

The Competition Commission of Pakistan (CCP) has slapped a PKR 5 million fine on British Lyceum (Pvt.) Limited for running a misleading advertisement that made false claims about teacher salaries, project valuation, and affiliations with international institutions.

In a statement issued on Tuesday, the CCP said the school falsely advertised that teachers could earn up to Rs250,000 per month, presented a project valuation of Rs3.7 billion, and claimed affiliation with Cambridge Global UK, which was found to be a dormant entity. The ad also listed prominent educationists and technologists as members of its Board of Directors, which the Commission found to be unsubstantiated.

Following consumer complaints, the CCP launched a formal enquiry. The investigation concluded that the claims were false, deceptive, and unverified, in violation of Section 10 of the Competition Act, 2010.

The Commission imposed a Rs3 million penalty under Section 10(2)(b) for misleading consumers, and an additional Rs2 million under Section 10(2)(a) for potentially harming other businesses in the education sector.

Further aggravating the matter, British Lyceum submitted unsigned and improper financial statements during the enquiry. The company is also among those listed by the Securities and Exchange Commission of Pakistan (SECP) for engaging in unauthorised activities, which influenced the final penalty amount.

However, the school removed the advertisement after the enquiry was initiated, which the CCP acknowledged as a mitigating factor in lowering the total fine.

The Commission reiterated its commitment to ensuring truthful marketing and protecting both consumers and competitors from deceptive practices.

<https://profit.pakistantoday.com.pk/2025/05/21/ccp-fines-british-lyceum-rs5-million-for-deceptive-marketing-practices/>

AAP News

False earnings, affiliation claims, CCP fines British Lyceum Rs 5 million

The Competition Commission of Pakistan (CCP) has imposed a penalty of Rs 5 million on British Lyceum (Pvt.) Limited for publishing a misleading advertisement. Drones

The ad falsely claimed that teachers could earn up to Rs. 250,000 per month, and stated a project valuation of Rs. 3.7 billion, said a press release issued here on Wednesday.

It also falsely claimed affiliation with Cambridge Global UK, which is a dormant entity. Additionally, the ad said that well-known educationists and technologists were on the company's Board of Directors.

The CCP launched an enquiry after receiving complaints about these claims.

The investigation found the claims to be false, unverified, and deceptive.

The Commission concluded that British Lyceum had violated Section 10 of the Competition Act, 2010 by engaging in deceptive marketing. Subsequently, the Commission has imposed Rs. 3 million penalty under Section 10(2)(b) for misleading consumers and another Rs. 2 million penalty was imposed under Section 10(2)(a) for potentially harming other businesses.

The company also submitted improper and unsigned financial statements during the investigation. Moreover, the SECP had also enlisted the company among those suspected of unauthorized activities.

These were taken as aggravating factors in deciding the final penalty. British Lyceum, however removed the ad after the enquiry began. This was treated as a mitigating factor in reducing the fine.

The Commission reiterates its commitment to promoting fair competition and protecting consumers from deceptive marketing practices.

Members of the public are encouraged to report false advertisements or anticompetitive conduct by contacting CCP's office at 0304-0875255 or via email at miu@cc.gov.pk.

<https://www.app.com.pk/business/false-earnings-affiliation-claims-ccp-fines-british-lyceum-rs-5-million/>

The AZB News

CCP Slaps Rs. 5 Million Penalty on British Lyceum for Misleading Advertisement

The Competition Commission of Pakistan has imposed Rs. 5 Million fine on British Lyceum (Pvt.) Limited for publishing a deceptive newspaper advertisement filled with exaggerated earnings projections, dubious affiliations, and unverified institutional claims which violated the provision of the Competition Act, 2010.

The advertisement in question falsely asserted monthly teacher earnings of up to Rs. 250,000, claimed a project worth Rs. 3.7 billion, and cited a questionable affiliation with Cambridge Global UK, a dormant entity. It also misleadingly suggested that high-profile educationists and technologists were part of its Board of Directors. CCP launched an enquiry following public concerns, uncovering that these representations were false, misleading, and unsubstantiated. Consequently the Commission imposed a penalty of Rs. 5 Million for deceptive marketing practices under Section of the Competition Act, 2010.

While British Lyceum withdrew the misleading advertisement shortly after it became aware of the CCP's inquiry, which approach was considered as one of the mitigating factors in determining the quantum of penalty by the Commission; on the other hand, the

Commission noted aggravating factors, including the company's submission of improper, unsigned financial statements and its listing by Security and Exchange Commission of Pakistan as amongst the entities suspected to be engaged in unauthorized activities.

<https://theazb.com/ccp-slaps-rs-5-million-penalty-on-british-lyceum-for-misleading-advertisement/>

Customs Today

CCP fines British Lyceum Rs5m for deceptive marketing practices

The Competition Commission of Pakistan (CCP) has slapped a PKR 5 million fine on British Lyceum (Pvt.) Limited for running a misleading advertisement that made false claims about teacher salaries, project valuation, and affiliations with international institutions.

In a statement, the CCP said the school falsely advertised that teachers could earn up to Rs250,000 per month, presented a project valuation of Rs3.7 billion, and claimed affiliation with Cambridge Global UK, which was found to be a dormant entity. The ad also listed prominent educationists and technologists as members of its Board of Directors, which the Commission found to be unsubstantiated.

Following consumer complaints, the CCP launched a formal enquiry. The investigation concluded that the claims were false, deceptive, and unverified, in violation of Section 10 of the Competition Act, 2010.

The Commission imposed a Rs3 million penalty under Section 10(2)(b) for misleading consumers, and an additional Rs2 million under Section 10(2)(a) for potentially harming other businesses in the education sector.

Further aggravating the matter, British Lyceum submitted unsigned and improper financial statements during the enquiry. The company is also among those listed by the Securities and Exchange Commission of Pakistan (SECP) for engaging in unauthorised activities, which influenced the final penalty amount.

However, the school removed the advertisement after the enquiry was initiated, which the CCP acknowledged as a mitigating factor in lowering the total fine.

The Commission reiterated its commitment to ensuring truthful marketing and protecting both consumers and competitors from deceptive practices.

<https://customstoday.media/ccp-fines-british-lyceum-rs5m-for-deceptive-marketing-practices/>

PkRevenu.com

CCP fines British Lyceum Rs5 million over misleading claims

The Competition Commission of Pakistan (CCP) has imposed a total penalty of Rs 5 million on British Lyceum (Pvt.) Limited for running a misleading and deceptive advertisement, as per a press release issued on Wednesday. Pakistani cuisine

The action followed an investigation initiated by the CCP after receiving several public complaints about the school's promotional claims. The ad in question falsely asserted that teachers could earn up to Rs. 250,000 per month and claimed a project valuation of Rs. 3.7 billion. It also stated that British Lyceum was affiliated with "Cambridge Global UK" — an entity found to be dormant and lacking operational legitimacy.

Additionally, the advertisement included unverified claims that renowned educationists and technologists were members of the company's Board of Directors, a statement that could not be substantiated during the investigation.

Following a thorough inquiry, the CCP concluded that British Lyceum had violated Section 10 of the Competition Act, 2010, by engaging in deceptive marketing practices. As a result, the Commission imposed a penalty of Rs. 3 million under Section 10(2)(b) for misleading the public, and another Rs. 2 million penalty under Section 10(2)(a) for creating unfair competition and potentially harming other businesses.

The Commission also noted that British Lyceum submitted unsigned and inaccurate financial statements during the investigation. These procedural lapses, along with the SECP's listing of the company among those suspected of unauthorized activities, were considered aggravating factors in determining the final penalty.

However, the company's act of removing the misleading advertisement after the commencement of the investigation was taken as a mitigating factor and contributed to limiting the penalty amount.

The CCP reiterated its strong commitment to ensuring transparency in the marketplace and protecting consumers from deceptive and anti-competitive marketing tactics. It warned all businesses to adhere to ethical advertising standards or face strict legal consequences, including substantial financial penalties.

<https://pkrevenue.com/ccp-fines-british-lyceum-rs5-million-over-misleading-claims/>

The Destination

CCP Fines British Lyceum PKR 5 Million for Misleading Advertisement Claims

The Competition Commission of Pakistan (CCP) has imposed a fine of PKR 5 million on British Lyceum (Pvt.) Limited for publishing a deceptive advertisement containing false claims about earnings, affiliations, and board membership.

According to the CCP, the ad falsely stated that teachers could earn up to PKR 250,000 per month and claimed a project valuation of PKR 3.7 billion. It also misrepresented an affiliation with Cambridge Global UK — a dormant entity — and falsely claimed that renowned educationists and technologists were part of the company's Board of Directors.

An inquiry was initiated following public complaints. The CCP investigation confirmed that the claims were unverified and misleading, violating Section 10 of the Competition Act, 2010.

As a result, the Commission levied a PKR 3 million fine under Section 10(2)(b) for misleading consumers, and an additional PKR 2 million under Section 10(2)(a) for potentially harming other businesses.

The investigation also revealed that British Lyceum submitted unsigned and improper financial statements. Furthermore, the Securities and Exchange Commission of Pakistan (SECP) had flagged the company for suspected unauthorized activities — factors that were considered aggravating during the penalty assessment.

However, British Lyceum removed the advertisement following the launch of the inquiry, which the Commission acknowledged as a mitigating action.

The CCP reaffirmed its commitment to ensuring fair competition and protecting consumers from deceptive marketing. Citizens are encouraged to report misleading advertisements or anti-competitive practices by contacting CCP at 0304-0875255 or via email at miu@cc.gov.pk.

<https://dailythdestination.com/ccp-fines-british-lyceum-pkr-5-million-for-misleading-advertisement-claims/>

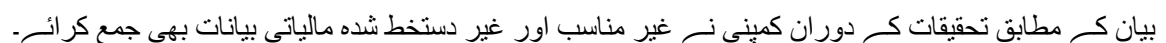


CCP imposes Rs5m penalty on British Lyceum

OUR STAFF REPORTER
ISLAMABAD

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گمراہ کن اشتہار پر برٹش لائسیم پر 50 لاکھ روپے جرمانہ عائد

ٹیوشن کمپنی نے دعویٰ کیا بلکہ رچسٹر ہوکر ماہانہ حالی لاکھ نکال سکتے ہیں، سابق کمیٹی

اسلام آباد (دنیا بھرت) کمیٹی ٹیوشن آف پاکستان نے آئن لائن ٹیوشن کمپنی، رچسٹر برٹش لائسیم (پرائیویٹ) لمیٹڈ پر گمراہ کن اشتہار شائع کرنے پر پکاس لاکھ روپے جرمانہ عائد کیا ہے۔ اشتہار میں دعویٰ کیا گیا تھا کہ اس آئن لائن پلیٹ فارم پر بطور ٹیچر رچسٹر ہوکر ماہانہ 2 لاکھ 50 ہزار روپے تک کما سکتے ہیں۔ اشتہار میں "کمیشن فوٹل بے کے" کے ساتھ الحاق کا دعویٰ بھی کیا گیا، جو کہ ایک غیر فعال ادارہ ہے۔ مزید برآں، یہ بھی کہا گیا کہ معروف ماہرین تعلیم اور ٹیکنالوجی پورڈ آف ڈائریکٹرز کمپنی کے ساتھ کام کر رہے ہیں۔ ان دعوئوں سے متعلق شکایات موصول ہونے پر کمیٹی ٹیوشن نے تحقیقات کا آغاز کیا۔ تحقیق میں ان تمام دعوئوں کو جھوٹا، غیر مصدقہ اور گمراہ کن قرار دیا گیا۔ کمیٹی ٹیوشن نے اشتہار ایکٹ کی دفعہ 10(2) ب کے تحت صارفین کو گمراہ کرنے پر 30 لاکھ روپے اور دفعہ 10(2) کے تحت دیگر کاروباری اداروں کو نقصان پہنچانے پر 20 لاکھ روپے جرمانہ عائد کیا ہے۔

چیف ایڈیٹر: مسرور خان نیازی

اسلام آباد

پاکستان

روزنامہ

THE DAILY PAKISTAN ISLAMABAD

Thursday 22 MAY 2025

جلد: 34

جمعرات 22 مئی 2025ء، 24 اپریل 1446ھ، 9 مئی 2082 ب۔ صفحات 8 قیمت 30 روپے

شمارہ: 21

کمیٹی ٹیوشن، برٹش لائسیم پر 50 لاکھ روپے جرمانہ عائد

تحقیق میں ان تمام دعوئوں کو جھوٹا، غیر مصدقہ اور گمراہ کن قرار دیا گیا، کمیٹی ٹیوشن

اسلام آباد (دنیا بھرت) کمیٹی ٹیوشن آف پاکستان نے آئن لائن ٹیوشن کمپنی، رچسٹر برٹش لائسیم (پرائیویٹ) لمیٹڈ پر گمراہ کن اشتہار شائع کرنے پر پکاس لاکھ روپے جرمانہ عائد کیا ہے۔ اشتہار میں "کمیشن فوٹل بے کے" کے ساتھ الحاق کا دعویٰ بھی کیا گیا، جو کہ ایک غیر فعال ادارہ ہے۔ مزید برآں، یہ بھی کہا گیا کہ معروف ماہرین تعلیم اور ٹیکنالوجی پورڈ آف ڈائریکٹرز کمپنی کے ساتھ کام کر رہے ہیں۔ ان دعوئوں سے متعلق شکایات موصول ہونے پر کمیٹی ٹیوشن نے تحقیقات کا آغاز کیا۔ تحقیق میں ان تمام دعوئوں کو جھوٹا، غیر مصدقہ اور گمراہ کن قرار دیا گیا۔ کمیٹی ٹیوشن نے اشتہار ایکٹ کی دفعہ 10(2) ب کے تحت صارفین کو گمراہ کرنے پر 30 لاکھ روپے اور دفعہ 10(2) کے تحت دیگر کاروباری اداروں کو نقصان پہنچانے پر 20 لاکھ روپے جرمانہ عائد کیا ہے۔

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بقیہ

میں "کمیشن فوٹل بے کے" کے ساتھ الحاق کا دعویٰ بھی کیا گیا، جو کہ ایک غیر فعال ادارہ ہے۔ مزید برآں، یہ بھی کہا گیا کہ معروف ماہرین تعلیم اور ٹیکنالوجی پورڈ آف ڈائریکٹرز کمپنی کے ساتھ کام کر رہے ہیں۔ ان دعوئوں سے متعلق شکایات موصول ہونے پر کمیٹی ٹیوشن نے تحقیقات کا آغاز کیا۔ تحقیق میں ان تمام دعوئوں کو جھوٹا، غیر مصدقہ اور گمراہ کن قرار دیا گیا۔ کمیٹی ٹیوشن نے اشتہار ایکٹ کی دفعہ 10(2) ب کے تحت صارفین کو گمراہ کرنے پر 30 لاکھ روپے اور دفعہ 10(2) کے تحت دیگر کاروباری اداروں کو نقصان پہنچانے پر 20 لاکھ روپے جرمانہ عائد کیا ہے۔ تحقیقات شروع ہونے کے بعد برٹش لائسیم نے ویب سائٹ سے اشتہار ہٹا دیا۔ تاہم، کمپنی نے غلط اور غیر متعلقہ شواہد فراہم کیے اور اسے چھپا کر اسے ان کے علاوہ، سیکورٹیز اینڈ ایکسچینج کمیشن آف پاکستان نے بھی کمپنی کو مٹھوک اور غیر مجاز سرگرمیوں میں ملوث اداروں کی فہرست میں شامل کر رکھا ہے۔ یہ تمام باتیں سخت کارروائی کے حوالے کے طور پر جرمائے کے جھین میں شامل کی گئیں۔

