

21-12-2024

News Coverage of Press Release “**CCP imposes penalty of Rs. 170M for deceptive marketing**”

The Nation (Editorial)

Mislabeled Edibles

December 22, 2024 Newspaper, Opinions, Editorials

The Competition Commission of Pakistan’s decision to impose penalties of Rs 75 million on two manufacturers of frozen desserts for misleading consumers by advertising their products as ice cream is a commendable and overdue move. This action addresses a pervasive issue in the consumer market, where products are frequently misidentified, mislabeled, and sold to the public as edible food items, despite being made from substances prioritising cost-cutting over consumer health. Such practices are widespread, and the enforcement of accurate food labeling laws in Pakistan has long been inadequate, leaving consumers vulnerable to deception and health risks.

Over the years, reports have repeatedly highlighted the dangers posed by misrepresented products. From allegations that diet Pepsi contains carcinogens to revelations about margarine’s chemical composition rendering it an unhealthy butter substitute, the disregard for consumer welfare is alarming. While food labeling laws are well-established globally and exist in Pakistan, their enforcement remains a significant challenge. This is reminiscent of past practices by companies like Nestle, which marketed beverages as juices until regulatory intervention forced a rebranding—such as changing “orange juice” to “orange drink”—to clarify that these products were not pure fruit juices but rather a mixture of fruit elements and artificial flavorings.

Despite such adjustments, advertising continues to mislead consumers, portraying these drinks as healthy alternatives to carbonated beverages like Coca-Cola and Pepsi. This pattern of deception is not limited to frozen desserts or juices but is pervasive across various consumer product categories. Large multinational corporations, with their substantial financial resources, have often managed to influence regulatory processes, either delaying the passage of stricter laws or undermining their enforcement.

Pakistan’s decision to penalise these corporations is a welcome development and sets an important precedent. It is imperative that this vigilance extends to other sectors, ensuring that all consumer products are marketed transparently and truthfully. By prioritising consumer protection and holding companies accountable, Pakistan can take significant steps toward fostering a fairer and healthier market environment.

<https://www.nation.com.pk/22-Dec-2024/mislabeled-edibles>

Business Recorder

Deceptive marketing practices: CCP imposes Rs170m penalties on two frozen dessert makers

Sohail Sarfraz Published December 21, 2024

ISLAMABAD: The Competition Commission of Pakistan (CCP) has imposed significant penalties on two leading frozen dessert manufacturers for deceptive marketing practices.

The penalties, totaling Rs 170 million, were imposed on a leading multinational company, the manufacturer of “Walls,” and another company, the producer of “Omore.” Both companies were fined Rs 75 million each for misleading consumers by falsely advertising their frozen desserts as “ice cream.” An additional penalty of Rs 20 million was imposed on the said multinational company for running false comparisons in its advertisements, portraying its products as healthier than dairy-based ice creams.

The CCP’s action followed a complaint lodged by Pakistan Fruit Juice Company (Private) Limited, the makers of “Hico” ice cream. The complaint accused the companies of engaging in deceptive marketing practices by presenting their frozen dessert products as ice cream in televised advertisements and social media campaigns. These practices misled consumers about the nature of the products, creating unfair competition in the market.

In its order, the CCP referred to standards established by the Pakistan Standards and Quality Control Authority (PSQCA) PS 969-2010 and the Punjab Pure Food Regulations 2018. According to these regulations, ice cream must be made from milk, cream, or other dairy products, while frozen desserts are produced using a combination of milk, milk products, and edible vegetable oils. This distinction between the two categories formed the basis for the CCP’s ruling.

The order also drew on examples from international jurisdictions, including the USA, Australia, and India, where food regulatory authorities strictly regulate the labeling of ice cream. The CCP specifically referenced a case from the United States, where the Food and Drug Administration (FDA) penalized a company for misbranding frozen desserts as ice cream, citing it as an instance of adulteration and deceptive marketing.

As part of its directives, the CCP has ordered both companies to immediately cease deceptive marketing practices and refrain from labeling frozen desserts as ice cream in all forms of advertising. Both companies have been instructed to revise their marketing materials, ensuring that the true nature of their products is clearly disclosed with bold disclaimers. They must also remove misleading advertisements from all digital platforms and submit a compliance report to the CCP within 30 days of the order. Non-compliance will result in a daily penalty of Rs 100,000.

The penalties reflect the CCP’s commitment to deterring anti-competitive behavior and safeguarding consumer rights. By addressing these violations, the CCP aims to protect consumers, particularly children, who are the primary consumers of such products. This decision serves as a reminder to businesses to adhere to ethical marketing practices and maintain transparency in their advertising.

For detailed information, the CCP’s full order is accessible on its official website. This case highlights the importance of regulatory oversight in ensuring fair competition and protecting consumers from misleading marketing strategies in Pakistan’s food industry.

<https://www.brecorder.com/news/40338819>

Dawn

Frozen dessert makers fined for mislabelling ice cream

Kalbe Ali Published December 21, 2024

ISLAMABAD: The Competition Commission of Pakistan (CCP) has imposed penalties of Rs75 million each on two manufacturers of frozen desserts for misleading consumers by falsely advertising their products as “ice cream”.

The proceedings were initiated by the CCP following a complaint filed by Pakistan Fruit Juice Company (Pvt) Limited, the manufacturer of “Hico” ice cream.

The complaint alleged that the two companies were engaged in deceptive marketing practices by portraying their “frozen desserts” as ice cream through televised advertisements and social media campaigns.

In response, the commission ordered a formal inquiry into the matter and subsequently issued show-cause notices to Unilever Pakistan and Friesland Campina Engro, the manufacturers and distributors of frozen desserts under the brand names “Walls” and “Omore”, respectively.

The CCP bench, comprising members Salman Amin and Saeed Ahmed Nawaz, conducted the hearings. While imposing the penalties, the bench referred to the Pakistan Standards and Quality Control Authority (PSQCA) PS 969-2010 and the Punjab Pure Food Regulations 2018, which distinguish between “frozen dessert” and “ice cream” as separate products.

According to these standards, “ice cream” is made from milk, cream, or other dairy products, whereas “frozen desserts” are prepared from a pasteurised mix that includes a combination of milk, milk products, and edible vegetable oils.

<https://www.dawn.com/news/1880102>

The Nation

CCP imposes heavy penalties on 2 manufacturers of frozen desserts

Imran Ali Kundi December 21, 2024 Newspaper, Business

ISLAMABAD - The Competition Commission of Pakistan (CCP) has imposed penalties of Rs75 million each on two manufacturers of frozen desserts for misleading consumers by falsely advertising their products as “ice cream.” CCP initiated these proceedings on a complaint filed by M/s Pakistan Fruit Juice Company (Private) Limited, the manufacturers of “Hico” ice cream, alleging about two undertakings engaged in deceptive marketing by portraying their “frozen desserts” as ice cream through televised advertisements and social media campaigns.

The Commission directed a formal enquiry into the matter and later issued show cause notices to M/s Unilever Pakistan and M/s Friesland Campina Engro, manufacturers and distributors of frozen desserts under the brand names of “Walls” and “Omore,” respectively. The CCP bench, comprising the members Salman Amin and Saeed Ahmed Nawaz, conducted these hearings. The bench while imposing the

penalty in its order, inter-alia referred to the Pakistan Standards and Quality Control Authority (PSQCA) PS 969-2010 and the Punjab Pure Food Regulations 2018, which define “frozen dessert” and “ice cream” as two distinct products. Notably as per the standards, “ice cream” is made from milk, cream, or other dairy products, while “frozen desserts” are prepared from a pasteurized mix consisting of a combination of milk, milk products, and edible vegetable oils. Additionally, a penalty of Rs20 million was also imposed on M/s Unilever Pakistan for conducting and disseminating false comparisons of their products as healthier to the dairy ice cream in its advertisements, which constitutes a violation of Section 10(2)(c) of the Competition Act.

Trump threatens to retake control of Panama Canal unless deal reached

The order has also referenced international jurisdictions, including the USA, Australia, and India, wherein food quality standards authorities have specified the term “ice cream” exclusively for dairy-based products. Noticeably, the Food and Drug Administration (FDA) in USA had also penalized an undertaking for marketing and misbranding its frozen dessert products by labeling them as “ice cream.” CCP in the order has also directed the undertakings to desist from presenting frozen desserts as ice cream in their advertisements, as it leads to distribution of false and misleading information to the consumers, prohibited pursuant to section 10 of the Competition Act. Both companies are thus required to remove such advertisements from digital platforms also and make adequate disclosure about their products. A compliance report in this regard is to be submitted to the CCP within 30 days of the Order.

CCP under the law is mandated to ensure open competition in all spheres of commercial and economic activities and to protect consumers from any anticompetitive behaviours, including any deceptive marketing practices.

<https://www.nation.com.pk/21-Dec-2024/ccp-imposes-heavy-penalties-on-2-manufacturers-of-frozen-desserts>

Pakistan Today

Unilever and Friesland fined for marketing their “frozen dessert” as ice-cream, what is the difference?

Fines worth Rs 170 million imposed for misleading consumers, and engaging in deceptive marketing

The Competition Commission of Pakistan (CCP) has levied a hefty penalty of Rs. 170 million on two leading frozen dessert manufacturers for misleading marketing practices, including falsely advertising their products as “ice cream.”

The companies penalized include Unilever Pakistan, which markets the “Walls” brand, and Friesland Campina Engro, known for its “Omore” brand. Both companies were fined Rs. 75 million each for deceptive advertising practices.

One might think that both these companies, are arguably the largest market share holders of ice-cream with their brands “o’more” and “Walls”. However, that is where the confusion is.

According to the standards set by Pakistan Standards and Quality Control Authority (PSQCA), “ice cream” is a product made from dairy ingredients like milk and cream. Meanwhile “frozen desserts” are made with a combination of dairy products and vegetable oils. Both the brands due to their commercial manufacturing status are made with the ingredients of frozen dessert category hence marketing them as ice-cream is a violation.

The CCP's action stems from a complaint filed by M/s Pakistan Fruit Juice Company (Private) Limited, the makers of "Hico" ice cream, which alleged that the two companies had misrepresented their frozen desserts as ice cream through extensive advertising campaigns on television and social media. The complaint highlighted that such marketing misled consumers, distorting the understanding of what constitutes true ice cream.

Following a formal inquiry, the CCP issued show-cause notices to the two companies. In its investigation, the Commission referred to standards outlined by the PSQCA. The distinctions were emphasised in the ruling to clarify that the products marketed as "ice cream" by the defendants did not meet the necessary criteria under the regulations.

In addition to the penalties for misleading product labelling, the CCP also imposed a Rs. 20 million fine on Unilever Pakistan for making false claims in its advertisements, specifically marketing its frozen desserts as healthier than dairy-based ice cream. This practice, which was found to violate Section 10(2)(c) of the Competition Act, resulted in the imposition of the additional fine.

The CCP's decision also referenced international legal precedents, including actions taken by food regulatory bodies in the USA, Australia, and India, where similar misbranding cases have resulted in penalties for falsely marketing frozen desserts as "ice cream." The United States Food and Drug Administration (FDA) had previously penalised companies for misleading marketing related to frozen dessert products.

In its ruling, the CCP directed both companies to immediately cease referring to their frozen desserts as "ice cream" in their advertising campaigns. The companies were instructed to remove misleading advertisements from all platforms, including digital channels, and to make clear disclosures about their product contents to prevent further consumer confusion. A compliance report detailing these actions must be submitted to the CCP within 30 days of the order.

The CCP emphasised that its role is to protect consumers and ensure fair competition in the marketplace, taking a strong stance against deceptive practices.

<https://profit.pakistantoday.com.pk/2024/12/20/unilever-and-friesland-fined-for-marketing-their-frozen-dessert-as-ice-cream-what-is-the-difference/>

Daily Times

CCP imposes Rs170m penalty over deceptive marketing practices

December 21, 2024

The Competition Commission of Pakistan (CCP) has imposed penalties of Rs 75 million each on two manufacturers of frozen desserts for misleading consumers by falsely advertising their products as "ice cream."

The CCP initiated these proceedings on a complaint filed by M/s Pakistan Fruit Juice Company (Private) Limited, the manufacturers of "Hico" ice cream, alleging about two undertakings engaged in deceptive

marketing by portraying their “frozen desserts” as ice cream through televised advertisements and social media campaigns, said a press release issued here on Friday.

The Commission directed a formal enquiry into the matter and later issued show cause notices to M/s Unilever Pakistan and M/s Friesland Campina Engro, manufacturers and distributors of frozen desserts under the brand names of “Walls” and “Omore,” respectively.

The CCP bench, comprising the Members Mr. Salman Amin and Mr. Saeed Ahmed Nawaz conducted these hearings. The bench while imposing the penalty in its order, inter-alia referred to the Pakistan Standards and Quality Control Authority (PSQCA) PS 969-2010 and the Punjab Pure Food Regulations 2018, which define “frozen dessert” and “ice cream” as two distinct products.

Notably as per the standards, “ice cream” is made from milk, cream, or other dairy products, while “frozen desserts” are prepared from a pasteurized mix consisting of a combination of milk, milk products, and edible vegetable oils.

Additionally, a penalty of PKR 20 million was also imposed on M/s Unilever Pakistan for conducting and disseminating false comparisons of their products as healthier to the dairy ice cream in its advertisements, which constitutes a violation of Section 10(2)(c) of the Competition Act.

The order has also referenced international jurisdictions, including the USA, Australia, and India, wherein food quality standards authorities have specified the term “ice cream” exclusively for dairy-based products. Noticeably, the Food and Drug Administration (FDA) in USA had also penalized an undertaking for marketing and misbranding its frozen dessert products by labeling them as “ice cream.”

The CCP in the order has also directed the undertakings to desist from presenting frozen desserts as ice cream in their advertisements, as it leads to distribution of false and misleading information to the consumers, prohibited pursuant to section 10 of the Competition Act. Both companies are thus required to remove such advertisements from digital platforms also and make adequate disclosure about their products. A compliance report in this regard is to be submitted to the CCP within 30 days of the Order.

CCP under the law is mandated to ensure open competition in all spheres of commercial and economic activities and to protect consumers from any anti-competitive behaviours, including any deceptive marketing practices.

<https://dailytimes.com.pk/1249515/ccp-imposes-rs170m-penalty-over-deceptive-marketing-practices/>

Arab News

Scoop of deceit: Pakistan’s competition watchdog freezes multinationals’ misleading ice cream ads

NAIMAT KHAN

December 21, 2024

KARACHI: In a chilling blow to “deceptive marketing,” the Competition Commission of Pakistan (CCP) on Friday imposed a hefty fine of Rs75 million (\$269,530) each on two multinational companies, Unilever

Pakistan and Friesland Campina Engro, for misleading consumers by advertising their products as “ice cream.”

The CCP took action following a complaint by Pakistan Fruit Juice Company, the manufacturer of “Hico,” which objected to the marketing practices adopted by its rivals.

The CCP maintained that the two companies were selling “frozen desserts” while passing them off as ice cream, a distinct product category made from milk, cream or other dairy products.

“It is held that a false and misleading impression of ‘frozen dessert’ as ‘ice cream’ was created and continued by the Respondents through their advertisements, in order to make the consumers believe that ‘frozen dessert’ products are also ‘ice cream,’” the CCP said in its written order.

“The Respondents advertised, labelled and marketed their products without disclosing the true nature of their products as frozen desserts,” it continued, adding that the two companies “took economic advantage of their deceptive marketing practices to the detriment of consumers welfare.”

The CCP’s ruling referenced the Pakistan Standards and Quality Control Authority (PSQCA) and the Punjab Pure Food Regulations 2018, which define “frozen dessert” and “ice cream” as distinct products.

According to these standards, “ice cream” is made from milk, cream, or other dairy products, while “frozen desserts” are prepared from a pasteurized mix consisting of edible vegetable oils and other ingredients.

The CCP also noted that other countries, including the US, India and Australia, maintain the same standards, where the term “ice cream” can only be applied to dairy-based products.

The commission instructed the companies to stop their current marketing practices and remove advertisements presenting frozen desserts as ice cream.

It instructed them to provide clear disclosures about their products’ nature and ingredients, adding that failure to comply with the verdict within 30 days would result in additional fines.

<https://www.arabnews.pk/node/2583830/pakistan>

Mettis Global

CCP fines Unilever, Friesland Campina Rs75m for misleading ads

December 20, 2024 (MLN): The Competition Commission of Pakistan (CCP) has imposed a Rs75 million penalty on two manufacturers of frozen desserts, Unilever Pakistan and Friesland Campina Engro, for misleading consumers by advertising their products as “ice cream.”

This action follows a complaint by Pakistan Fruit Juice Company (Private) Limited, makers of “Hico” ice cream, who alleged deceptive marketing tactics through TV ads and social media campaigns.

After a formal enquiry, CCP issued show-cause notices to both companies, manufacturers of “Walls” and “Omore” frozen desserts, for violating advertising standards and misleading consumers.

The CCP bench, comprising Members Mr. Salman Amin and Mr. Saeed Ahmed Nawaz conducted these hearings.

The bench while imposing the penalty in its order, inter-alia referred to the Pakistan Standards and Quality Control Authority (PSQCA) PS 969-2010 and the Punjab Pure Food Regulations 2018, which define “frozen dessert” and “ice cream” as two distinct products.

Notably as per the standards, “ice cream” is made from milk, cream, or other dairy products, while “frozen desserts” are prepared from a pasteurized mix consisting of a combination of milk, milk products, and edible vegetable oils.

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The order has also referenced international jurisdictions, including the USA, Australia, and India, wherein food quality standards authorities have specified the term “ice cream” exclusively for dairy-based products.

Noticeably, the Food and Drug Administration (FDA) in USA had also penalized an undertaking for marketing and misbranding its frozen dessert products by labeling them as “ice cream.”

CCP in the order has also directed the undertakings to desist from presenting frozen desserts as ice cream in their advertisements, as it leads to the distribution of false and misleading information to the consumers, prohibited under section 10 of the Competition Act.

Both companies are thus required to remove such advertisements from digital platforms also and make adequate disclosure about their products. A compliance report in this regard is to be submitted to the CCP within 30 days of the Order.

CCP under the law is mandated to ensure open competition in all spheres of commercial and economic activities and to protect consumers from any anticompetitive behaviours, including any deceptive marketing practices.

<https://mettisglobal.news/ccp-fines-unilever-friesland-campina-rs75m-for-misleading-ads/>

24 News

Two ice cream companies slapped with fines for engaging in deceptive marketing

By: News DeskPublished: 01:13 PM, 21 Dec, 2024

Two companies, selling frozen desserts to consumers as ice creams, have drawn the ire of the Competition Commission of Pakistan (CCP), which has fined both of them Rs170 million, reported 24NewsHD TV channel on Saturday.

The CCP has said that a pasteurized mix, consisting of a combination of milk and milk products, and edible vegetable oils and fats are used in making a dessert, while an ice cream is prepared from milk and other dairy products.

CCP initiated these proceedings on a complaint filed by M/s Pakistan Fruit Juice Company (Private) Limited, the manufacturers of “Hico” ice cream, in which it was alleged that two firms were engaged in deceptive marketing by portraying their “frozen desserts” as ice creams through advertisements on television and social media campaigns.

The Commission directed a formal inquiry into the matter and later issued show cause notices to M/s Unilever Pakistan and M/s Friesland Campina Engro, manufacturers and distributors of frozen desserts under the brand names of “Walls” and “Omore,” respectively.

The CCP bench, comprising members Salman Amin and Saeed Ahmed Nawaz, in its order, inter-alia referred to the Pakistan Standards and Quality Control Authority (PSQCA) PS 969-2010 and the Punjab Pure Food Regulations 2018, which define “frozen dessert” and “ice cream” as two distinct products.

Additionally, a penalty of Rs20 million was also imposed on M/s Unilever Pakistan for conducting and disseminating false comparisons of their products.

The CCP, in the order, has also directed the undertakings to desist from presenting frozen desserts as ice cream in their advertisements, as it leads to a dissemination of a false and misleading information to the consumers, prohibited pursuant to section 10 of the Competition Act.

Both companies are thus required to remove such advertisements from digital platforms also and make adequate disclosure about their products.

A compliance report in this regard is to be submitted to the CCP within 30 days of the order.

<https://24newshd.tv/21-Dec-2024/two-ice-cream-companies-slapped-with-fines-for-engaging-in-deceptive-marketing>

AZB

CCP imposes penalty of Rs. 170M for deceptive marketing

ISLAMABAD, Dec 20: The Competition Commission of Pakistan (CCP) has imposed penalties of Rs 75 million each on two manufacturers of frozen desserts for misleading consumers by falsely advertising their products as “ice cream.”

CCP initiated these proceedings on a complaint filed by M/s Pakistan Fruit Juice Company (Private) Limited, the manufacturers of “Hico” ice cream, alleging about two undertakings engaged in deceptive marketing by portraying their “frozen desserts” as ice cream through televised advertisements and social media campaigns.

The Commission directed a formal enquiry into the matter and later issued show cause notices to M/s Unilever Pakistan and M/s Friesland Campina Engro, manufacturers and distributors of frozen desserts under the brand names of “Walls” and “Omore,” respectively. The CCP bench, comprising the Members Mr. Salman Amin and Mr. Saeed Ahmed Nawaz conducted these hearings. The bench while imposing the penalty in its order, inter-alia referred to the Pakistan Standards and Quality Control Authority (PSQCA) PS 969-2010 and the Punjab Pure Food Regulations 2018, which define “frozen dessert” and “ice cream” as two distinct products. Notably as per the standards, “ice cream” is made from milk,

cream, or other dairy products, while “frozen desserts” are prepared from a pasteurized mix consisting of a combination of milk, milk products, and edible vegetable oils.

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The order has also referenced international jurisdictions, including the USA, Australia, and India, wherein food quality standards authorities have specified the term “ice cream” exclusively for dairy-based products. Noticeably, the Food and Drug Administration (FDA) in USA had also penalized an undertaking for marketing and misbranding its frozen dessert products by labeling them as “ice cream.”

CCP in the order has also directed the undertakings to desist from presenting frozen desserts as ice cream in their advertisements, as it leads to distribution of false and misleading information to the consumers, prohibited pursuant to section 10 of the Competition Act. Both companies are thus required to remove such advertisements from digital platforms also and make adequate disclosure about their products. A compliance report in this regard is to be submitted to the CCP within 30 days of the Order.

CCP under the law is mandated to ensure open competition in all spheres of commercial and economic activities and to protect consumers from any anticompetitive behaviours, including any deceptive marketing practices.

<https://theazb.com/ccp-imposes-penalty-of-rs-170m-for-deceptive-marketing/>

Geo News

آئس کریم کے نام پر دھوکا دینے والی 2 کمپنیوں پر کروڑوں کا جرمانہ عائد

اسلام آباد: کمپٹیشن کمیشن نے فروزن ڈیزرٹ بنانے والی 2 بڑی کمپنیوں پر بھاری جرمانہ عائد کر دیا۔

کمپٹیشن کمیشن کی جانب سے جاری اعلامیے کے مطابق کمپنیاں اپنی فروزن ڈیزرٹ کو آئس کریم کے نام سے مارکیٹ کر رہی ہیں لہذا ایک کمپنی پر 95 ملین روپے اور دوسری کمپنی پر 75 ملین روپے جرمانہ عائد کیا گیا ہے۔

اعلامیے میں کہا گیا ہے کہ دونوں کمپنیاں اپنی پراڈکٹ پر فروزن ڈیزرٹ اور اجزا کا واضح ڈسکلیمردیں۔

فوڈ کوالٹی اسٹینڈرز کے مطابق آئس کریم صرف دودھ اور دیگر ڈیری پراڈکٹ سے تیار کی جاتی ہیں، فروزن ڈیزرٹ میں ویجیٹبل آئل اور فیٹ استعمال کیے جاتے ہیں۔

<https://urdu.geo.tv/latest/390797->

Pakistan

والز اور امور کوکو لاکھوں روپے جرمانہ ہو گیا مگر کیوں؟ یقین کرنا مشکل

Dec 22, 2024 | 03:21 PM

اسلام آباد (ویب ڈیسک) پاکستان میں معروف فوڈ برانڈز والز (Omor'e) اور امورے (walls)

کو جھوٹے اشتہارات پر بھاری جرمانے کا سامنا کرنا پڑا جن میں اپنے فروزن ڈیزرٹس کو آئس کریم کے طور پر پیش کیا گیا تھا، ہر ایک کو 75 ملین روپے جرمانہ کیا گیا اور انہیں مصنوعات کے لیبلز تبدیل کرنے کا حکم دیا گیا۔

کمپٹیشن کمیشن آف پاکستان
(CCP)

نے بیپکو آئس کریم کی جانب سے دائر کردہ شکایت پر جرمانہ عائد کیا، جس میں ایم/ایس یونی لیور پاکستان (والز کے بنانے والے) اور ایم/ایس فریسلینڈ کیمپینا اینگرو (امورے کے تقسیم کنندہ) پر ٹی وی اور سوشل پلیٹ فارمز پر جھوٹی مارکیٹنگ کے ذریعے صارفین کو گمراہ کرنے کا الزام لگایا گیا تھا۔

CCP

نے کہا کہ ان کے فروزن ڈیزرٹس پاکستان اسٹینڈرڈز اینڈ کوالٹی کنٹرول اتھارٹی
(PSQCA) کے PS 969-2010

کے معیارات پر پورا نہیں اترے، نہ ہی پنجاب پیور فوڈ ریگولیشنز 2018 کی ضروریات کو پورا کرتے ہیں۔

والز کو اپنی مصنوعات کو ڈیری آئس کریم سے "زیادہ صحت مند" قرار دینے کے جھوٹے دعوے پر جرمانہ عائد کیا گیا، کیونکہ یہ (c)(2) دعوے کی ایکٹ کی دفعہ 10 کی خلاف ورزی تھی۔

کمیشن کے فیصلے میں دیگر ممالک میں ہونے والے متعدد غلط برانڈنگ کے مقدمات کا بھی حوالہ دیا گیا، جن کے نتیجے میں بھاری جرمانے اور سزائیں عائد کی گئیں۔ فیصلے کے تحت کمیشن نے دونوں فوڈ کمپنیوں کو ہدایت دی کہ وہ ڈیجیٹل پلیٹ فارمز سے تمام گمراہ کن اشتہارات ہٹا دیں اور آئندہ کے لیے درست پروڈکٹ لیبلنگ کو یقینی بنائیں۔

یاد رہے کہ پی ایس کیو سی اے کے سٹینڈرڈز کے مطابق آئس کریم بنیادی طور پر ڈیری پروڈکٹس سے بنائی جاتی ہے جبکہ فروزن ڈیزرٹس میں ویجیٹیبیل آئل بھی شامل ہوتا ہے۔

<https://dailypakistan.com.pk/22-Dec-2024/1787359>

جسارت

آئس کریم بڑی کمپنیوں پر 17 کروڑ روپے جرمانہ کر دیا

ای کراچی (کامرس رپورٹر) کمپٹیشن کمیشن آف پاکستان (سی سی پی) نے صارفین کو گمراہ کرنے پر دو فروزن ڈیسرٹ بنانے والی کمپنیوں پر 75 ملین روپے فی کمپنی جرمانہ عائد کیا ہے، جنہوں نے فروزن ڈیسرٹ کو بطور "آئس کریم" کے طور پر غلط طریقے سے مارکیٹ کر کے صارفین کو گمراہ کیا۔ کمپٹیشن کمیشن نے پاکستان فروٹ جوس کمپنی (پرائیویٹ) لمیٹڈ، جو کہ "ہانکو" آئس کریم کے مینوفیکچررز ہیں، کی شکایت پر کارروائی کی۔ درخواست میں کہا گیا کہ میسرز یونی لیور پاکستان جو کہ والز کے نام سے آئس کریم بناتی ہے اور میسرز فریزلینڈ جو کہ 'امور' کے نام سے 'فروزن ڈیزرٹ' کی پراڈکٹ مینوفیکچر کرتی ہیں، اپنی پراڈکٹ کو آئس کریم کے طور پر مرکیٹ کر کے صارفین کو گمراہ کر رہی ہیں۔ مکمل قانونی کارروائی مکمل کرنے کے بعد، کمپٹیشن کمیشن کے سلمان امین اور سعید احمد نواز پر مشتمل بینچ دو دونوں کمپنیوں پر ساڑھے سات کروڑ روپے، الگ الگ جرمانہ عائد کیا۔ اس کے علاوہ یونیلیور پاکستان پر اشتہارات میں اپنی مصنوعات کو دودھ سے بنی مصنوعات کے مقابلے میں زیادہ صحت بخش ظاہر کرنے اور گمراہ کن موازنہ پیش کرنے پر اضافی دو کروڑ روپے جرمانہ عائد کیا گیا۔ کمیشن کے بینچ نے اپنے حکم میں، پاکستان اسٹینڈرڈز اینڈ کوالٹی کنٹرول اتھارٹی اور پنجاب پیور فوڈ ریگولیشنز 2018 کا حوالہ دیا، جن میں "فروزن ڈیسرٹ" اور "آئس کریم" کی دو الگ مصنوعات کے طور پر تشریح کی گئی ہے۔ ان معیارات کے مطابق، "آئس کریم" دودھ، کریم یا دیگر ڈیری مصنوعات سے تیار کی جاتی ہے، جبکہ "منجمد یا فروزن ڈیسرٹس" خوردنی ویجیٹیبیل آئلز کے ساتھ دیگر اجزا کے امتزاج سے بنی پیسٹوراٹڈ مکس سے تیار کی جاتی ہیں۔ کمیشن کے حکم میں بین الاقوامی قوانین کا بھی حوالہ دیا گیا، جن میں امریکہ، آسٹریلیا اور بھارت شامل ہیں، جہاں فوڈ کوالٹی اسٹینڈرڈز اتھارٹیز نے واضح کیا ہے کہ "آئس کریم" کی اصطلاح صرف ڈیری مصنوعات کے لیے استعمال ہوتی ہے۔

<https://www.jasarat.com/2024/12/21/241221-06-18/>

Asas



روزنامہ اساس

ایڈیٹر انچیف
شیخ نجف عادل

راولپنڈی

جلد 30 نمبر 299 ہفتہ 18 جمادی الثانی 1446ھ 21 دسمبر 08, 2024

آئس کریم کے نمائندہ نمائندگان، بڑی کمپنیوں کو 17 کروڑ جرمانے

کمپنیشن کمیشن آف پاکستان نے صارفین کو گمراہ کرنے پر دو فروزن ڈائریٹ بنانے والی کمپنیوں پر 75 ملین فی کمپنی جرمانہ کیا۔ عمل قانونی کارروائی مکمل کرنے کے بعد سلمان امین اور سعید احمد نواز پر مشتمل بیچنے والوں کمپنیوں کو جرمانے عائد کیے۔

بیتہ جرمانے 46

دس کے نام سے فروزن ڈائریٹ کی پراڈکٹ میٹرو پیٹر کر لی ہیں، اپنی پراڈکٹ کا آئس کریم کے طور پر پیش کر کے صارفین کو گمراہ کر رہی ہیں۔ عمل قانونی کارروائی مکمل کرنے کے بعد کمپنیشن کمیشن کے جناب سلمان امین اور سعید احمد نواز پر مشتمل بیچنے والوں کمپنیوں پر سزا سے سزا تہ کر دی ہے۔ ایک ایک جرمانہ عائد کیا گیا۔ اس کے علاوہ بیچنے والوں پاکستان پر اشتہارات میں اپنی مصنوعات کو فروز سے بنی مصنوعات کے متعلقہ میں زیادہ صحت بخش ٹھکانے اور گمراہ کن موازنہ پیش کرنے پر اضافی دو کروڑ روپے جرمانہ عائد کیا گیا۔ کمیشن کے فیصلے نے اپنے سبب میں، پاکستان اسٹینڈرڈز اینڈ کوائٹی کنٹرول اتھارٹی اور پنجاب بیورڈ ریگولیشنز 2018 کا حوالہ دیا، جن میں "فروزن ڈائریٹ" اور "آئس کریم" کی دو الگ مصنوعات کے طور پر تعریف کی گئی ہے۔ ان معیارات کے مطابق، "آئس کریم" اور "آئس کریم ڈائریٹ" دو الگ مصنوعات سے تیار کی جاتی ہے، جبکہ "ٹیڈی یا فروزن ڈائریٹس" خوردہ کی شکل میں یا ٹیکسٹ کے ساتھ دیگر ایجنٹوں کے حوالے سے بنی ہوئے ایجنٹوں سے تیار کی جاتی ہیں۔ کمیشن کے حکم میں بین الاقوامی قوانین کا بھی حوالہ دیا گیا، جن میں امریکہ، آسٹریلیا اور بھارت شامل ہیں، جہاں فروز کوائٹی اسٹینڈرڈز اور تعریفیں واضح کیا ہے کہ "آئس کریم" کی اصطلاح صرف ڈائریٹ مصنوعات کے لیے استعمال ہوتی ہے۔ ماس طور پر، امریکی فوڈ اینڈ ڈرگ ایڈمنسٹریشن (FDA) نے بھی ایک نئی کوآس کے فروزن ڈائریٹ مصنوعات کو "آئس کریم" کے طور پر پیش کر کے مارکیٹ کیا اور نفاذ کیا گیا ہے۔ اس پر سزا دی ہے۔ کمپنیشن کمیشن نے کمپنیوں کو جاہت کی ہے کہ وہ گمراہ کن مارکیٹ کے طریقوں کو فوری طور پر بند کریں اور گمراہ کن اشتہارات میں آئس کریم کے طور پر پیش کرنے سے باز رہیں۔ دونوں کمپنیوں کو جاہت کی گئی ہے کہ وہ اپنے اشتہارات اور پیشکشیں فوری طور سے فروز بنادیں اور اپنے اشتہارات میں واضح طور پر مصنوعات کی نوعیت اور 2018 کو ظاہر کریں اور اس معاملے سے مناسب پیشگی روٹی۔ کمپنیشن کو 30 دن کے اندر حکم کی تعمیل کی رپورٹ جمع کرنے کی ہدایت کی گئی ہے۔ عدم تعمیل کی صورت میں عدالت چلانی ہوئے پر جرمانے میں اضافہ کیا جائے گا۔

عوامي حقن جي ترجمان، ڪمپيوٽر تي پهرين مڪمل اخبار ABC

ڪراچي، حيدرآباد ۽ سکر مان هڪ ئي وقت شايع ٿيندڙ CERTIFIED

Daily AWAMI AWAZ

روزاني

عوامي آواز

روزاني عوامي آواز (6) ڇنڇر 21 ڊسمبر 2024 ع

سي سي بي طرفان ٻن فروزن ڊيسٽ ٺاهيندڙ ڪمپنين تي 17 ڪروڙ ڏنڊ

ڪمپنين آئيس ڪريو طور غلط طريقي سان مارڪيٽ ڪري صارفين کي گمراه ڪيو

ڪارروائي هاڻڪو نالي آئيس ڪريو ٺاهيندڙ ڪمپني جي درخواست تي ٿي

فيڪچرز آهي جي شڪايت تي ڪارروائي ڪئي، درخواست و چيو ويو آهي ته ميسرز يوني ليور پاڪستان جيڪا واٽز جي نالي سان آئيس ڪريو ٺاهيندي آهي، پنهنجي پراڊڪٽ کي آئيس ڪريو جي طور تي مارڪيٽ ڪري صارفين کي گمراه ڪري رهي آهي، ڪمپٽيشن ڪمپنين کي هدايت ڪئي ته هو گمراه ڪندڙ مارڪيٽنگ جي طريقن کي فوري طور بند ڪن

اسلام آباد (پار) ڪمپٽيشن ڪميشن آف پاڪستان (سي سي بي) صارفين کي گمراه ڪرڻ تي ٻن فروزن ڊيسٽ ٺاهيندڙ ڪمپنين تي 75 ملين رپيا جي ڪمپني ڏنڊ لڳو ڪيو آهي. جن فروزن ڊيسٽ جي نالي آئيس ڪريو طور غلط طريقي سان مارڪيٽ ڪري صارفين کي گمراه ڪيو ويو. ڪمپٽيشن ڪميشن پاڪستان فروٽ جوس ڪمپني (پرائيوٽ) لميٽيڊ جيڪا "هاڻڪو" آئيس ڪريو جي مينيو

CCP imposes penalty of Rs. 170M for deceptive marketing

Commerce Desk

ISLAMABAD: The Competition Commission of Pakistan (CCP) has imposed a penalty of Rs. 170 million on two manufacturers of frozen desserts for misleading consumers by falsely advertising their products as "ice cream".

CCP withdrew these penalties on a complaint filed by M/s Pakistan Fruit Juice Company (Private) Limited, the manufacturer of "Tilted Ice Cream", alleging that two other makers engaged in deceptive marketing by portraying their "Frozen Desserts" as ice cream through identical advertisements and social media campaigns.

The Commission directed a formal enquiry into the matter and later issued show cause notices to M/s Unifruit Pakistan and M/s Freshland Carpinus Fruits manufacturers and distributors of frozen desserts under the brand names of "Tilted" and "Kinnor", respectively. The CCP threatened imposing

the penalties on M/s Unifruit Pakistan and M/s Freshland Carpinus Fruits. The bench while imposing a penalty of Rs. 170 million referred to the Pakistan Standards and Quality Control Authority (PSQCA) PS (ice-cream) and the Punjab Pure Food Regulations, 1978, which define "Frozen Dessert" and "Ice Cream" as two distinct products. "Usually as per the standards, 'Ice Cream' is made from milk, cream, or other dairy products, while 'Frozen Desserts' are prepared from a combination of milk, milk products, and other vegetables.

Additionally, a penalty of PKR 20 million was also imposed on M/s Unifruit Pakistan for conducting and disseminating false comparisons of their products in favour of the Tilted Ice Cream in its advertisements, which constitutes a violation of Section 30(2)(c) of the Competition Act. The order is available at CCP website.