

# News Coverage for Website

## Daily Media Brief

Friday, May16, 2025

**CCP News**

### **Business Recorder**

#### Deceptive marketing practices: CAT upholds CCP's decision to penalise paint manufacturer

The Competition Appellate Tribunal (CAT) has upheld the Competition Commission of Pakistan's (CCP) decision to penalize a paint manufacture for deceptive marketing practices, which is a violation of Section 10 of the Competition Act, 2010. The original penalty of Rs5 million was halved to Rs2.5 million, in light of the company's compliance-oriented approach.

The tribunal's decision follows Diamond Paints' admission of guilt and a plea for leniency. Appreciating the company's willingness to comply with legal obligations, the CAT reduced the fine and disposed of the appeal.

The CCP's original order was issued by a bench comprising Chairman Dr Kabir Ahmed Sidhu and Member Salman Amin. It stemmed from a complaint filed by Nippon Paint Pakistan (Pvt) Ltd, alleging that Diamond Paints failed to disclose key details in its Television Commercials (TVCs), specifically the presence and value of redeemable tokens in its paint buckets.

CCP's investigation found that while the company included disclaimers on packaging and shade cards, it's TVCs — the first point of contact for many consumers — omitted this material information.

The Commission concluded that such selective disclosure misleads consumers and violates their right to make informed choices.

The order clarified that offering redeemable tokens without clearly stating their value in advertisements lacks a reasonable basis under Section 10(2)(b) of the Act. The CCP stressed that transparency in advertising is essential, particularly when promotional schemes like coupons or tokens can significantly influence purchasing decisions.

<https://www.brecorder.com/news/40363016>

**The Nation**

## CAT upholds CCP's decision to penalise Diamond Paints for deceptive marketing

The Competition Appellate Tribunal (CAT) has upheld the Competition Commission of Pakistan's decision to penalise Diamond Paints for deceptive marketing — a violation of Section 10 of the Competition Act, 2010. The original penalty of Rs5 million was halved to Rs2.5 million, in light of the company's compliance-oriented approach.

The tribunal's decision follows Diamond Paints' admission of guilt and a plea for leniency. Appreciating the company's willingness to comply with legal obligations, the CAT reduced the fine and disposed of the appeal. The CCP's original order was issued by a bench comprising Chairman Dr Kabir Ahmed Sidhu and Member Salman Amin. It stemmed from a complaint filed by Nippon Paint Pakistan (Pvt.) Ltd, alleging that Diamond Paints failed to disclose key details in its television commercials (TVCs), specifically the presence and value of redeemable tokens in its paint buckets.

CCP's investigation found that while the company included disclaimers on packaging and shade cards, its TVCs — the first point of contact for many consumers — omitted this material information. The Commission concluded that such selective disclosure misleads consumers and violates their right to make informed choices. The order clarified that offering redeemable tokens without clearly stating their value in advertisements lacks a reasonable basis under Section 10(2)(b) of the Act. The CCP stressed that transparency in advertising is essential, particularly when promotional schemes like coupons or tokens can significantly influence purchasing decisions.

<https://www.nation.com.pk/16-May-2025/cat-upholds-ccp-s-decision-to-penalise-diamond-paints-for-deceptive-marketing>

## Profit by Pakistan Today

### Diamond Paints penalised for misleading ads as tribunal upholds CCP's verdict

The Competition Appellate Tribunal (CAT) has upheld a ruling by the Competition Commission of Pakistan (CCP) against Diamond Paints, confirming the company's violation of Section 10 of the Competition Act, 2010 for deceptive marketing practices. However, the tribunal reduced the original Rs5 million fine to Rs2.5 million in light of the company's cooperative stance and admission of guilt.

In a press release issued Tuesday, the CCP stated that Diamond Paints had sought leniency after admitting to misleading consumers through its advertising practices and agreed to align with regulatory standards. Recognizing this compliance-oriented approach, the tribunal concluded the appeal with a reduced penalty.

The case was initiated on a complaint filed by Nippon Paint Pakistan (Pvt.) Ltd, which alleged that Diamond Paints failed to disclose critical information in its television commercials (TVCs) about redeemable tokens included in paint buckets. While disclaimers were present on product packaging and shade cards, the CCP's investigation found that the TVCs—often the first point of contact for consumers—did not mention the presence or value of the promotional tokens.

The CCP's original order was issued by a bench comprising Chairman Dr. Kabir Ahmed Sidhu and Member Mr. Salman Amin. The Commission found that omitting such material information from the TVCs misled consumers and denied them the right to make informed choices.

"Promoting redeemable tokens without disclosing their value in advertisements lacks a reasonable basis under Section 10(2)(b) of the Act," the CCP stated. It added that transparency in advertising is essential, especially when promotional offers have the potential to influence purchasing decisions.

With the tribunal's verdict now in place, the CCP reiterated its commitment to ensuring fair competition and protecting consumer rights in Pakistan's growing retail and advertising sectors.

<https://profit.pakistantoday.com.pk/2025/05/15/diamond-paints-penalised-for-misleading-ads-as-tribunal-upholds-ccps-verdict/>

## Pakistan Observer

### Diamond Paints admits deceptive marketing, gets reduced penalty

The Competition Appellate Tribunal (CAT) has upheld the Competition Commission of Pakistan's (CCP) decision to penalize Diamond Paints for deceptive marketing.

The original penalty of PKR 5 million was halved to PKR 2.5 million, in light of the company's compliance-oriented approach.

The tribunal's decision follows Diamond Paints' admission of guilt and a plea for leniency. Appreciating the company's willingness to comply with legal obligations, the CAT reduced the fine and disposed of the appeal.

The CCP's original order was issued by a bench comprising Chairman Dr. Kabir Ahmed Sidhu and Member Mr. Salman Amin. It stemmed from a complaint filed by Nippon Paint Pakistan (Pvt.) Ltd, alleging that Diamond Paints failed to disclose key details in its television commercials (TVCs), specifically the presence and value of redeemable tokens in its paint buckets.

CCP's investigation found that while the company included disclaimers on packaging and shade cards, its TVCs — the first point of contact for many consumers — omitted this material information. The Commission concluded that such selective disclosure misleads consumers and violates their right to make informed choices.

The order clarified that offering redeemable tokens without clearly stating their value in advertisements lacks a reasonable basis. The CCP stressed that transparency in advertising is essential, particularly when promotional schemes like coupons or tokens can significantly influence purchasing decisions.

<https://pakobserver.net/diamond-paints-admits-deceptive-marketing-gets-reduced-penalty/>

## Urdu Point

## CAT Upholds CCP's Order On Diamond Paints For Deceptive Advertising

The Competition Appellate Tribunal (CAT) has upheld the Competition Commission of Pakistan's (CCP) decision to penalize Diamond Paints for deceptive marketing — a violation of Section 10 of the Competition Act, 2010.

The original penalty of PKR 5 million was halved to PKR 2.5 million, in light of the company's compliance-oriented approach.

The tribunal's decision follows Diamond Paints' admission of guilt and a plea for leniency, said a press release issued here on Thursday.

Appreciating the company's willingness to comply with legal obligations, the CAT reduced the fine and disposed of the appeal.

The CCP's original order was issued by a bench comprising Chairman Dr. Kabir Ahmed Sidhu and Member Mr. Salman Amin. It stemmed from a complaint filed by Nippon Paint Pakistan (Pvt.) Ltd, alleging that Diamond Paints failed to disclose key details in its television commercials (TVCs), specifically the presence and value of redeemable tokens in its paint buckets.

The CCP's investigation found that while the company included disclaimers on packaging and shade cards, its TVCs — the first point of contact for many consumers — omitted this material information.

The Commission concluded that such selective disclosure misleads consumers and violates their right to make informed choices.

The order clarified that offering redeemable tokens without clearly stating their value in advertisements lacks a reasonable basis under Section 10(2)(b) of the Act.

The CCP stressed that transparency in advertising is essential, particularly when promotional schemes like coupons or tokens can significantly influence purchasing decisions.

<https://www.urdupoint.com/en/business/cat-upholds-ccps-order-on-diamond-paints-for-1979799.html>

## APP News

### CAT upholds CCP's order on diamond paints for deceptive advertising

The Competition Appellate Tribunal (CAT) has upheld the Competition Commission of Pakistan's (CCP) decision to penalize Diamond Paints for deceptive marketing — a violation of Section 10 of the Competition Act, 2010.

The original penalty of PKR 5 million was halved to PKR 2.5 million, in light of the company's compliance-oriented approach.

The tribunal's decision follows Diamond Paints' admission of guilt and a plea for leniency, said a press release issued here on Thursday.

Appreciating the company's willingness to comply with legal obligations, the CAT reduced the fine and disposed of the appeal.

The CCP's original order was issued by a bench comprising Chairman Dr. Kabir Ahmed Sidhu and Member Mr. Salman Amin. It stemmed from a complaint filed by Nippon Paint Pakistan (Pvt.) Ltd, alleging that Diamond Paints failed to disclose key details in its television commercials (TVCs), specifically the presence and value of redeemable tokens in its paint buckets.

The CCP's investigation found that while the company included disclaimers on packaging and shade cards, its TVCs — the first point of contact for many consumers — omitted this material information.

The Commission concluded that such selective disclosure misleads consumers and violates their right to make informed choices.

The order clarified that offering redeemable tokens without clearly stating their value in advertisements lacks a reasonable basis under Section 10(2)(b) of the Act.

The CCP stressed that transparency in advertising is essential, particularly when promotional schemes like coupons or tokens can significantly influence purchasing decisions

<https://www.app.com.pk/business/cat-upholds-ccps-order-on-diamond-paints-for-deceptive-advertising/>

## The AZB News

### CAT Upholds CCP's Order on Diamond Paints for Deceptive Advertising

The Competition Appellate Tribunal (CAT) has upheld the Competition Commission of Pakistan's (CCP) decision to penalize Diamond Paints for deceptive marketing — a violation of Section 10 of the Competition Act, 2010. The original penalty of PKR 5 million was halved to PKR 2.5 million, in light of the company's compliance-oriented approach.

The tribunal's decision follows Diamond Paints' admission of guilt and a plea for leniency. Appreciating the company's willingness to comply with legal obligations, the CAT reduced the fine and disposed of the appeal.

The CCP's original order was issued by a bench comprising Chairman Dr. Kabir Ahmed Sidhu and Member Mr. Salman Amin. It stemmed from a complaint filed by Nippon Paint Pakistan (Pvt.) Ltd, alleging that Diamond Paints failed to disclose key details in its television commercials (TVCs), specifically the presence and value of redeemable tokens in its paint buckets.

CCP's investigation found that while the company included disclaimers on packaging and shade cards, its TVCs — the first point of contact for many consumers — omitted this material information. The Commission concluded that such selective disclosure misleads consumers and violates their right to make informed choices.

The order clarified that offering redeemable tokens without clearly stating their value in advertisements lacks a reasonable basis under Section 10(2)(b) of the Act. The CCP stressed that transparency in advertising is essential, particularly when promotional schemes like coupons or tokens can significantly influence purchasing decisions.

<https://theazb.com/cat-upholds-ccps-order-on-diamond-paints-for-deceptive-advertising-2/>

# Pro Pakistani

## Diamond Paints to Pay Rs. 2.5 Million Fine for Deceptive Advertising

The Competition Appellate Tribunal (CAT) has upheld the Competition Commission of Pakistan's (CCP) decision to penalize Diamond Paints for deceptive marketing, a violation of Section 10 of the Competition Act, 2010.

The original penalty of Rs. 5 million was halved to Rs. 2.5 million, in light of the company's compliance-oriented approach.

The tribunal's decision follows Diamond Paints' admission of guilt and a plea for leniency. Appreciating the company's willingness to comply with legal obligations, the CAT reduced the fine and disposed of the appeal.

The CCP's original order was issued by a bench comprising Chairman Dr. Kabir Ahmed Sidhu and Member Salman Amin. It stemmed from a complaint filed by Nippon Paint Pakistan (Pvt.) Ltd, alleging that Diamond Paints failed to disclose key details in its television commercials (TVCs), specifically the presence and value of redeemable tokens in its paint buckets.

CCP's investigation found that while the company included disclaimers on packaging and shade cards, its TVCs — the first point of contact for many consumers — omitted this material information. The Commission concluded that such selective disclosure misleads consumers and violates their right to make informed choices.

The order clarified that offering redeemable tokens without clearly stating their value in advertisements lacks a reasonable basis under Section 10(2)(b) of the Act. The CCP stressed that transparency in advertising is essential, particularly when promotional schemes like coupons or tokens can significantly influence purchasing decisions.

<https://propakistani.pk/2025/05/15/diamond-paints-to-pay-rs-2-5-million-fine-for-deceptive-advertising/>

# Bloom Pakistan

## CCP's Order on Diamond Paints for Deceptive Advertising Remains Intact

The Competition Appellate Tribunal (CAT) has upheld the Competition Commission of Pakistan's (CCP) decision to penalize Diamond Paints for deceptive marketing campaign which is a violation of Section 10 of the Competition Act, 2010.

However, the original penalty of PKR 5 million is halved to PKR 2.5 million, in light of the company's compliance-oriented approach.

The court's decision follows Diamond Paints' acknowledged its wrongdoing and appealed to court for leniency. Thus, considering the company's willingness to meet the legal obligations, the CAT reduced the fine and dismissed of the appeal.

The CCP's original order was issued by a bench comprising Chairman Dr. Kabir Ahmed Sidhu and Member Mr. Salman Amin.

The court took the matter into consideration after Nippon Paint Pakistan (Pvt.) Ltd, filed a complaint alleging that Diamond Paints did not disclose key details in its television commercials (TVCs), specifically the presence and value of redeemable tokens in its paint buckets.

CCP's investigation found that though the company had included the disclaimers on packaging and shade cards, its TVCs omitted this material information.

The Commission then concluded that such selective disclosure misleads consumers and violates their right to make informed choices.

The CCP stressed that transparency in advertising is essential, particularly when promotional schemes like coupons or tokens can significantly influence purchasing decisions.

<https://bloompakistan.com/cat-upholds-ccps-order-on-diamond-paints-for-misleading-advertising/>

## Mettis Global

### CAT upholds CCP fine on diamond paints for misleading ads

The Competition Appellate Tribunal (CAT) has upheld the decision of the Competition Commission of Pakistan (CCP) to penalize Diamond Paints for deceptive marketing practices in violation of Section 10 of the Competition Act, 2010.

However, the original fine of Rs5 million has been reduced to Rs2.5m, considering the company's compliance-oriented conduct.

The tribunal's ruling comes after Diamond Paints admitted guilt and requested leniency, as per the press release issued today.

Recognizing the company's readiness to comply with regulatory requirements, the CAT reduced the penalty and concluded the appeal.

The CCP's initial order was delivered by a bench comprising Chairman Dr. Kabir Ahmed Sidhu and Member Mr. Salman Amin.

The case originated from a complaint lodged by Nippon Paint Pakistan (Pvt.) Ltd, which alleged that Diamond Paints did not disclose key information in its television commercials (TVCs), specifically regarding the presence and value of redeemable tokens in its paint buckets.

Following an investigation, the CCP found that while disclaimers were included on product packaging and shade cards, the TVCs often consumers' first point of contact failed to mention this critical information.

The Commission determined that such selective omission misleads consumers and infringes upon their right to informed decision-making.

The CCP's order stated that promoting redeemable tokens without disclosing their value in advertisements lacks a reasonable basis under Section 10(2)(b) of the Act.

The Commission emphasized that clarity in advertising is crucial, especially when promotional offers like coupons or tokens can significantly impact consumer choices.

<https://mettisglobal.news/cat-upholds-ccp-fine-on-diamond-paints-for-misleading-ads/>

## Customs Today

### CAT upholds CCP's order on diamond paints for deceptive advertising

The Competition Appellate Tribunal (CAT) has upheld the Competition Commission of Pakistan's (CCP) decision to penalize Diamond Paints for deceptive marketing — a violation of Section 10 of the Competition Act, 2010.

The original penalty of Rs5 million was halved to PKR 2.5 million, in light of the company's compliance-oriented approach.

The tribunal's decision follows Diamond Paints' admission of guilt and a plea for leniency, said a press release issued here on Thursday.

Appreciating the company's willingness to comply with legal obligations, the CAT reduced the fine and disposed of the appeal.

The CCP's original order was issued by a bench comprising Chairman Dr. Kabir Ahmed Sidhu and Member Mr. Salman Amin. It stemmed from a complaint filed by Nippon Paint Pakistan (Pvt.) Ltd, alleging that Diamond Paints failed to disclose key details in its television commercials (TVCs), specifically the presence and value of redeemable tokens in its paint buckets.

The CCP's investigation found that while the company included disclaimers on packaging and shade cards, its TVCs — the first point of contact for many consumers — omitted this material information.

The Commission concluded that such selective disclosure misleads consumers and violates their right to make informed choices.

The order clarified that offering redeemable tokens without clearly stating their value in advertisements lacks a reasonable basis under Section 10(2)(b) of the Act.

The CCP stressed that transparency in advertising is essential, particularly when promotional schemes like coupons or tokens can significantly influence purchasing decisions.

<https://customstoday.media/cat-upholds-ccps-order-on-diamond-paints-for-deceptive-advertising/>

## The Destination



## CAT Upholds CCP Ruling: Diamond Paints Fined for Misleading Ads

The Competition Appellate Tribunal (CAT) has upheld the Competition Commission of Pakistan's (CCP) decision to penalize Diamond Paints for deceptive marketing — a violation of Section 10 of the Competition Act, 2010. The original penalty of PKR 5 million was halved to PKR 2.5 million, in light of the company's compliance-oriented approach.

The tribunal's decision follows Diamond Paints' admission of guilt and a plea for leniency. Appreciating the company's willingness to comply with legal obligations, the CAT reduced the fine and disposed of the appeal.

The CCP's original order was issued by a bench comprising Chairman Dr. Kabir Ahmed Sidhu and Member Mr. Salman Amin. It stemmed from a complaint filed by Nippon Paint Pakistan (Pvt.) Ltd, alleging that Diamond Paints failed to disclose key details in its television commercials (TVCs), specifically the presence and value of redeemable tokens in its paint buckets.

CCP's investigation found that while the company included disclaimers on packaging and shade cards, its TVCs — the first point of contact for many consumers — omitted this material information. The Commission concluded that such selective disclosure misleads consumers and violates their right to make informed choices.

The order clarified that offering redeemable tokens without clearly stating their value in advertisements lacks a reasonable basis under Section 10(2)(b) of the Act. The CCP stressed that transparency in advertising is essential, particularly when promotional schemes like coupons or tokens can significantly influence purchasing decisions.

<https://dailythdestination.com/cat-upholds-ccp-ruling-diamond-paints-fined-for-misleading-ads/>

## Lead Pakistan

### CAT upholds CCP's order on Diamond Paints for deceptive advertising

The Competition Appellate Tribunal (CAT) has upheld the Competition Commission of Pakistan's (CCP) decision to penalize Diamond Paints for deceptive marketing — a violation of Section 10 of the Competition Act, 2010. The original penalty of PKR 5 million was halved to PKR 2.5 million, in light of the company's compliance-oriented approach. The tribunal's decision follows Diamond Paints' admission of guilt and a plea for leniency. Appreciating the company's willingness to comply with legal obligations, the CAT reduced the fine and disposed of the appeal. The CCP's original order was issued by a bench comprising Chairman Dr. Kabir Ahmed Sidhu and Member Mr. Salman Amin. It stemmed from a complaint filed by Nippon Paint Pakistan (Pvt.) Ltd, alleging that Diamond Paints failed to disclose key details in its television commercials (TVCs), specifically the presence and value of redeemable tokens in its paint buckets.

<https://leadpakistan.com.pk/news/cat-upholds-ccps-order-on-diamond-paints-for-deceptive-advertising-2/>

## Pk Revenue

## CCP triumphs as tribunal backs penalty on Diamond Paints

The Competition Appellate Tribunal (CAT) has affirmed the Competition Commission of Pakistan's (CCP) decision in a high-profile deceptive marketing case against Diamond Paints.

The Tribunal upheld the Commission's finding that the company violated Section 10 of the Competition Act, 2010, by misleading consumers through incomplete advertising.

The CCP had originally imposed a penalty of PKR 5 million on Diamond Paints. However, acknowledging the company's admission of guilt and its compliance-driven posture, the Tribunal reduced the fine to PKR 2.5 million. The final order followed Diamond Paints' appeal for leniency and recognition of its willingness to align with legal and ethical advertising standards.

In a press release issued Thursday, the Tribunal noted the company's proactive steps to ensure future compliance. The reduced fine reflects this approach, and the matter has now been officially concluded.

The case began with a complaint filed by Nippon Paint Pakistan (Pvt.) Ltd, which accused Diamond Paints of failing to disclose essential information in its television commercials (TVCs). The CCP launched a formal investigation and discovered that while some disclaimers were present on packaging and shade cards, the TVCs—critical marketing tools—did not mention the presence or value of redeemable tokens included in paint buckets.

A bench of the CCP, comprising Chairman Dr. Kabir Ahmed Sidhu and Member Mr. Salman Amin, ruled that such selective omission constituted deceptive marketing. It misled consumers and deprived them of the ability to make informed purchasing decisions, which is a clear breach under Section 10(2)(b) of the Act.

The CCP emphasized that transparency in advertising, especially when promotional schemes like tokens or coupons are involved, is not optional—it's essential. The Commission warned that any future violations involving misleading promotions would be met with strict enforcement action.

By reinforcing the CCP's authority, the Tribunal's decision sends a strong signal to businesses: consumer rights and truthful advertising must remain paramount in all marketing efforts.

<https://pkrevenue.com/ccp-triumphs-as-tribunal-backs-penalty-on-diamond-paints/>

**BUSINESS  
RECORDER**

Karachi, Friday 16 May 2025, 18 Ziqad 1446

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Deceptive marketing practices

## CAT upholds CCP's decision to penalise paint manufacturer

**RECORDER REPORT** ISLAMABAD: The Competition Appellate Tribunal (CAT) has upheld the Competition Commission of Pakistan's (CCP) decision to penalise a paint manufacturer for deceptive marketing practices, which is a violation of Section 10 of the Competition Act, 2010. The original penalty of Rs5 million was halved to Rs2.5 million, in light of the company's compliance-oriented approach. The tribunal's decision follows Diamond Paints' admission of guilt and a plea for leniency. Appreciating the company's willingness to comply with legal obligations, the CAT reduced the fine and disposed of the appeal. The CCP's original order was issued by a bench comprising Chairman Dr Kabir Ahmed Siddiqi and Member Salman Amin. It stemmed from a complaint filed by Nippon Paint Pakistan (Pvt) Ltd, alleging that Diamond Paints failed to disclose key details in its Television Commercials (TVCs), specifically the presence and value of redeemable tokens in its paint buckets. CCP's investigation found that while the company included disclaimers on packaging and shade cards, its TVCs — the first point of contact for many consumers — omitted this material information. The Commission concluded that such selective disclosure misleads consumers and violates their right to make informed choices. The order clarified that offering redeemable tokens without clearly stating their value in advertisements lacks a reasonable basis under Section 10(2)(b) of the Act. The CCP stressed that transparency in advertising is essential, particularly when promotional schemes like coupons or tokens can significantly influence purchasing decisions.

INTERNATIONAL

# THE NEWS

## CAT upholds ad ruling, slashes penalty for paint firm

By our correspondent

KARACHI: The Competition Appellate Tribunal (CAT) has upheld a ruling by the country's antitrust watchdog against a local paint manufacturer for deceptive advertising practices, while reducing the financial penalty by half.

The tribunal maintained that the company had violated Section 10 of the Competition Act, 2010, by failing to disclose key information in its television commercials regarding promotional tokens included in paint buckets. The initial fine of Rs5 million was lowered to Rs2.5 million, taking into account the company's admission of wrongdoing and its compliance-focused approach.

The order follows an investigation prompted by a competitor's complaint, which alleged that the company's advertisements did not clearly state the presence or redeemable value of tokens offered with certain products. The Competition Commission of Pakistan (CCP) found that, although the company provided disclaimers on packaging and printed materials, its TV commercials — often the first consumer touchpoint — omitted critical details.

The commission ruled that such omissions misled consumers and breached advertising standards by depriving buyers of the ability to make fully informed decisions. The use of promotional tokens without clear disclosure in mass media, it said, lacked a reasonable basis under Section 10(2)(b) of the Act. The CCP stressed that transparency in advertising is essential, particularly when promotional schemes like coupons or tokens can significantly influence purchasing decisions.

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The Nation

Friday, May 16, 2025 | Islamabad

# BUSINESS

## CAT upholds CCP's decision to penalise Diamond Paints for deceptive marketing

OUR STAFF REPORTER  
ISLAMABAD

The Competition Appellate Tribunal (CAT) has upheld the Competition Commission of Pakistan's decision to penalise Diamond Paints for deceptive marketing — a violation of Section 10 of the Competition Act, 2010. The original penalty of Rs5 million was halved to Rs2.5 million, in light of the company's compliance-oriented approach.

The tribunal's decision follows Diamond Paints' admission of guilt and a plea for leniency. Appreciating the company's willingness to comply with legal obligations, the CAT reduced the fine and disposed of the appeal. The CCP's original order was issued by a bench comprising Chairman Dr Kabir Ahmed Sidhu and Member Salman Amin. It stemmed from a complaint filed by Nippon Paint Pakistan (Pvt.) Ltd, alleging that

Diamond Paints failed to disclose key details in its television commercials (TVCs), specifically the presence and value of redeemable tokens in its paint buckets.

CCP's investigation found that while the company included disclaimers on packaging and shade cards, its TVCs — the first point of contact for many consumers — omitted this material information. The Commission concluded that such selective disclosure misleads consumers and violates their right to make informed choices. The order clarified that offering redeemable tokens without clearly stating their value in advertisements lacks a reasonable basis under Section 10(2)(b) of the Act. The CCP stressed that transparency in advertising is essential, particularly when promotional schemes like coupons or tokens can significantly influence purchasing decisions.



## مسابقتی کمیشن کا ڈائمنڈ پینٹس کے خلاف کا فیصلہ برقرار، غلطی کے اعتراف پر جرمانہ میں کمی

کمپنیشن

ایپلٹ ٹریبونل نے اشتہارات میں مکمل اور واضح معلومات فراہم نہ کرنے پر مسابقتی کمیشن کے ڈائمنڈ پینٹس گمراہ کن مارکیٹنگ کے فیصلہ کو برقرار رکھتے ہوئے کمپنی کی اپیل نمٹا دی ہے تاہم ڈائمنڈ پینٹس کی جانب سے آئندہ قانون پر مکمل عملدرآمد کے اقرار نامہ اور نرمی کی درخواست پر ٹریبونل نے کمیشن کے عائد کردہ 50 لاکھ روپے کے جرمانہ کو کم کر کے 25 لاکھ روپے کر دیا ہے، ٹریبونل نے کمپنی کے مثبت رویے کو سراہتے ہوئے اپیل نمٹا دی اور جرمانے میں کمی کر دی۔ مسابقتی کمیشن سے جاری پریس ریلیز کے مطابق مسابقتی کمیشن کو شکایت موصول ہوئی تھی کہ ڈائمنڈ پینٹس نے اپنی ٹی وی کمرشلز میں پینٹ کی بالٹیوں میں موجود ریڈیم ایبل ٹوکن کی موجودگی اور ان کی مالیت کے بارے میں مکمل معلومات فراہم نہیں کرتا۔

اس بارے میں انکوائری میں واضح ہوا کہ اگرچہ کمپنی نے اپنی پیکجنگ اور شیڈ کارڈز پر ٹوکن کو موجودگی کے ڈس کلیمرز دے رکھے تھے لیکن پینٹ کے ٹی وی اشتہارات میں یہ معلومات موجود نہیں تھیں۔

مسابقتی کمیشن نے قرار دیا کہ ایسی جزوی معلومات صارفین کو گمراہ کرتی ہیں اور ان کے باخبر فیصلے کے حق کی خلاف ورزی ہے۔ مسابقتی کمیشن نے اس اہم معلوماتی کو چھپانے پر کمپنی پر 50 لاکھ روپے جرمانہ عائد کیا تھا۔ مسابقتی کمیشن نے واضح کیا کہ اشتہارات میں شفافیت صارفین کے باخبر فیصلوں کے لئے انتہائی اہم ہے، خاص طور پر جب کسی پراڈکٹ میں پروموشن سکیمز یا کوپن جیسی پیشکش شامل ہوں جو خریداری کے فیصلے کو متاثر کر سکتی ہیں۔

<https://www.urdupoint.com/business/news-detail/live-news-4426522.html>