



BEFORE THE
COMPETITION COMMISSION OF PAKISTAN

IN THE MATTER OF COMPLAINT FILED BY M/S SERVICE INDUSTRIES
LIMITED AGAINST M/S PANTHER TYRES LIMITED FOR DECEPTIVE
MARKETING PRACTICES

(File No.455/PANTHERTYRES/OFT/CCP/2022/1068)

Date of Hearing:

20.04.2026

Bench:

Mr. Salman Amin
Member

Ms. Bushra Naz Malik
Member

Assisted by:

Mr. Hafiz Naeem
Senior Legal Advisor

Haider Afzal Khan
Legal Advisor

Fatima Zahra Khan
Assistant Director

Meher Jamy
Assistant Director

Present on behalf of
Complainant:

M/s Service Industries Limited

Ahmed Hassan Khan
Advocate Supreme Court

Mehr M. Iqbal
Advocate Supreme Court

Jabran Ahmad
Technical Manager

S. Naeem Bokhari
Advocate Supreme Court

Abbas Hussain Bokhari
Advocate

Present on behalf of
Respondent:

M/s Panther Tyres Limited



ORDER

1. This Order disposes of the proceedings initiated by the Competition Commission of Pakistan (the “Commission”) under Section 30 of the Competition Act, 2010 (the “Act”) vide Show Cause Notice No.32/2024 dated 13.12.2024 (the “SCN”), issued to M/s Panther Tyres Limited (hereinafter the “Respondent”) for *prima facie* violation of Section 10(1) read with Sections 10(2)(a) and 10(2)(b) of the Act, which prohibit deceptive marketing practices.

I. FACTUAL BACKGROUND

2. On 20.09.2022, the Commission received a complaint from M/s Service Industries Limited (hereinafter the “Complainant”) against the Respondent. As per the complaint, the Complainant is a public limited company established in the year 1953 which initially commenced its business in the manufacturing of shoes. Subsequently, in the 1970s, it pioneered the manufacturing of bicycle tyres and tubes in Pakistan. At present, the Complainant is engaged in the manufacturing of tyres for tractors, motorcycles, rickshaws and bicycles in Pakistan, along with other allied products. The Complainant also submitted that it holds a significant market share for tyres in Pakistan. In support thereof, the Complainant provided the quarterly reports for the quarter ended 31.03.2022 reflecting the Complainant’s tyre sales amounting to Rs.6.8 billion, in comparison to the Respondent’s sales of Rs.4.4 billion for the same period.
3. As per the complaint, the Respondent is a public limited company incorporated under the laws of Pakistan, established in the year 1983 and is engaged in the manufacturing of tyres for motorcycles, tractors and Earth Mover Tyres (OTR) trucks in Pakistan, along with other allied products. The Complainant alleged that the Respondent has resorted to deceptive marketing practices by making false and misleading claims regarding its products, namely tyres, through a widespread advertising campaign on television, print, outdoor and digital media, using the slogans “PAKISTAN’S NO.1 TYRE” and “PIONEERS IN TYRE

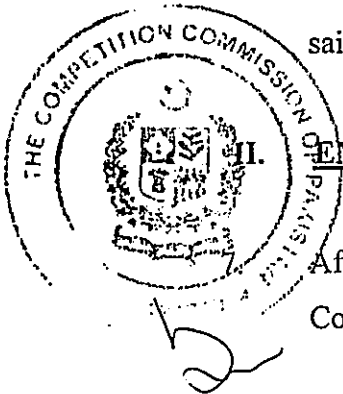


MANUFACTURING” (the “Marketing Campaign Slogans”) in contravention of Section 10 of the Act.

4. The Complainant further asserted that such claims were made without any independent study, research, report or verifiable data to substantiate them, and were likely to mislead ordinary consumers regarding the quality, character, properties, suitability for use, place of production and manufacturing experience of the Respondent’s tyres, thereby harming the business interests of the Complainant and other undertakings in the tyre industry. Therefore, the actions of the Respondent, particularly the use of the Marketing Campaign Slogans, constitute violations of Section 10(2)(a), (b) and (c) of the Act, amounting to deceptive marketing practices.
5. The Complainant’s relevant official, through its email dated 26.08.2022, requested the Respondent to cease dissemination of the allegedly false and misleading information contained in the Marketing Campaign Slogans. However, the Chief Operating Officer of the Respondent, vide its reply dated 26.08.2022 to the Complainant, refused to comply with the request on the grounds that it considers itself to be “No.1” in Pakistan and a pioneer in tyre manufacturing.
6. In such circumstances, the Complainant filed the complaint under Section 37(2) of the Act with the Commission and requested for initiation of proceedings against the Respondent for violation of Section 10 of the Act and to impose penalties in accordance with the law. Moreover, the Complainant requested the Commission to permanently restrain the Respondent from using its Marketing Campaign Slogans, namely, “PAKISTAN’S NO.1 TYRE” and “PIONEERS IN TYRE MANUFACTURING,” and/or direct the Respondent to modify or withdraw the said slogans.

ENQUIRY PROCEEDINGS

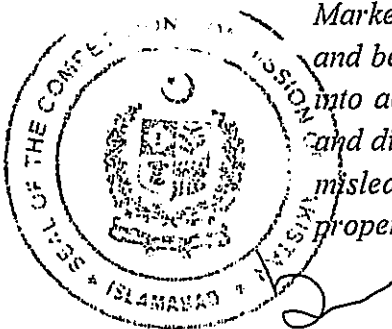
After the receipt of the complaint and on obtaining the preliminary facts, the Commission authorized an enquiry into the matter on 19.10.2022 under Section



37(2) of the Act. The duly constituted Enquiry Committee was directed to conduct an enquiry into the matters raised in the complaint and to submit an Enquiry Report with its findings on those matters.

8. During the enquiry proceedings, the Enquiry Committee forwarded the complaint to the Respondent for comments. The Respondent submitted its reply, stating that since its incorporation the Respondent is renowned for its superior quality products and the regular introduction of new product lines. Therefore, the Respondent has a "reasonable basis" to make the impugned claims. The range of products manufactured by the Respondent makes it a No.1 brand in Pakistan in terms of diversification of the product portfolio, as it has established its presence in all segments by gaining market share from the "import segment" where big companies of the world having vast experience, lead the market.
9. The reply of the Respondent was shared with the Complainant. In its rejoinder, the Complainant asserted that the Respondent's advertising campaign gave no impression that its Marketing Campaign Slogans were made on the basis of diversification of product portfolio or due to gaining market share in the import segment. In any event, the Complainant has a greater range of diverse product portfolio and the Respondent has not placed on record any independent data portraying a gain in market share from the "import segment". Resultantly, the Respondent had no "reasonable basis" to make the claims of being "PAKISTAN'S NO.1 TYRE" and "PIONEERS IN TYRE MANUFACTURING".
10. After examining the complaint, the reply of the Respondent, the rejoinder and the available material on record, the Enquiry Committee finalized the Enquiry Report on 12.04.2023 with the following findings and recommendations:

"6.37 Therefore, when the overall net general impression of the Marketing Campaign Slogan i.e., PAKISTAN'S NO. 1 TYRE" and being "PIONEERS IN TYRE MANUFACTURING is taken into account and considered along with the submissions made and discussed above, it appears that the said claim is false and misleading and lacks a reasonable basis regarding character, properties, suitability for use and quality of goods and hence is



in, prima facie, violation of Section 10(1) of the Act in terms of Section 10(2)(b) of the Act.

...

6.42 Keeping in view the above, we are of the view that, prima facie, the conduct of the Respondent i.e., making the claim "PAKISTAN'S NO. 1 TYRE" and being "PIONEERS IN TYRE MANUFACTURING" in its advertisement/ marketing campaign, without any reasonable basis, is capable of harming the business interest of the Complainant, in violation of Section 10(1) of the Act, in terms of Section 10(2)(a) of the Act.

...

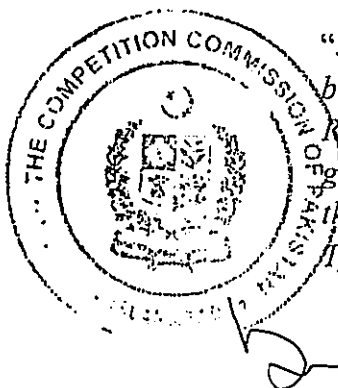
6.48 However, no evidence has come to light pertaining to the Respondent explicitly or impliedly comparing its product to that of the others, either falsely or misleadingly. In light of this, the presence of a, prima facie, false or misleading claim by the Respondent, does not appear to be amounting to engaging in false or misleading comparison of its product to that of the others.

...

7.5 ...Prima facie, violations under the Act in terms of the conclusions of this enquiry report warrant initiation of proceedings under Section 30 of the Act against the Respondent i.e., M/s. Panther Tyres Limited in accordance with the law."

III. SHOW CAUSE NOTICE

11. Pursuant to the Enquiry Report, the Commission initiated proceedings under Section 30 of the Act against the Respondent and on 13.12.2024 issued a SCN to it for *prima facie* violations of Section 10(1) of the Act read with Section 10(2)(a) and (b) *ibid*. The relevant portions from the SCN are reproduced below:



"5. WHEREAS, based on the enquiry report it has been concluded vide Paras 6.2 to 6.13 that material used by the Respondent for the marketing campaign, prima facie, has a general impression on the perspective of ordinary consumer that the Respondent is Pakistan's No.1 Tyre and also the Pioneers of Tyre Manufacturing; and

6. *WHEREAS, in terms of the Enquiry Report in general and paragraphs 6.2 to 6.37 in particular, it appears that the Respondent's claim PAKISTAN'S NO.1 TYRE and being PIONEERS IN TYRE MANUFACTURING regarding its products disseminated through advertisements/marketing campaign, therefore the Respondent is prima facie involved in the distribution of false and misleading information to the consumers with respect to the Products that lacks a reasonable basis regarding character, properties, suitability for use and quality of goods in violation of Section 10(1) read with Section (2)(b) of the Act;*

7. *WHEREAS, in terms of the Enquiry Report in general and paragraphs 6.38 to 6.42 in particular, it appears that the conduct of the Respondent's making the claim PAKISTAN'S NO.1 TYRE and being PIONEER IN TYRE MANUFACTURING regarding its products tyres in its marketing campaign, prima facie, is capable of harming the business interest of other undertakings, which inter alia include the Complainant, and is in violation of Section 10(1) read with Section 2(a) of the Act;"*

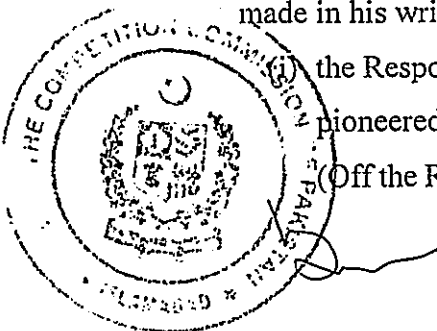
12. The Respondent was also called upon to file its reply to the SCN as well as to avail the opportunity of hearing before the Commission through its duly authorized representative. A copy of the Enquiry Report was enclosed with the SCN.

IV. SUBMISSIONS OF THE PARTIES

13. After the receipt of the Respondent's written response, the Commission fixed the matter for hearing on 20.04.2026 to give both the Complainant and the Respondent an opportunity of hearing to present their stance.

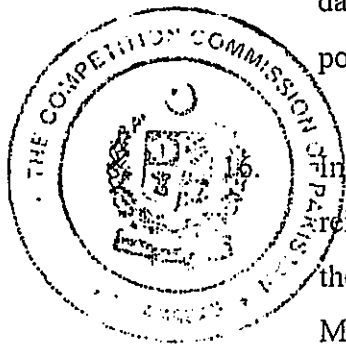
14. The Complainant and Respondent appeared before the Bench on the date fixed for hearing. The learned counsel for the Respondent relied extensively on the points made in his written reply which were as follows:

the Respondent has never claimed that it has invented any tyre, rather it has pioneered the manufacturing of Motorcycle Tyres, Rickshaw Tyres, OTR (Off the Road) Tyres and Motorcycle Tube, Truck Tube, Tractor tyre Tubes,



- (ii) the term “pioneer” has to be interpreted by the Bench in its wisdom. A pioneer is not necessarily a person who has invented a product. Instead, it can also refer to a person who has developed new ideas or techniques;
- (iii) the Post ATL Campaign Evaluation Study prepared by M/s Aftab Associates (Pvt.) Limited, relied on by the Complainant, conclusively holds that the Respondent’s motor cycle tyres are superior in 9 different attributes, namely, good road grip, less punctures, no wobbling in tyre, fair tyre thickness, good tread design, fair pricing, easily available brand, tyre colour and retailer opinion;
- (iv) the abrasion tests conducted by SGS on the Respondent’s tyres establishes their superiority;
- (v) the Marketing Campaign Slogans were only advertised by the Respondent for a period of 18 days i.e., from 25.08.2022 to 11.09.2022; and
- (vi) owing to the Respondent’s discontinuance of the Marketing Campaign Slogans, the Commission following its approach In the Matter of Show Cause Notice issued to Messrs Berger Paints Pakistan Ltd. (2023 CLD 114), should take a compliance-oriented approach and dispose of the case by issuing a direction to the Respondent to not engage in similar conduct in the future.

15. On being questioned by the Bench, learned counsel for the Respondent conceded that the advertisement of the Marketing Campaign Slogans coincided with the 2022 Asia Cup cricket tournament dates of 27.08.2022 to 11.09.2022. On query about the two posts still available on its official Facebook page containing the same slogans, learned counsel for the Respondent assured that the same will be removed shortly. Later, two days after the hearing, the Respondent vide its letter dated 22.04.2026 informed the Commission that it has removed the referred two posts from its official Facebook page. This was later confirmed.



In his submissions before the Bench, learned counsel for the Complainant reiterated the contents of the complaint. It was submitted that the claims made by the Respondent that it is “Pakistan's No.1 Tyre” and a “Pioneer in Tyre Manufacturing” had no reasonable basis and recognizable substantiation. Moreso, when as per testing conducted by M/s Aftab Associates (Pvt.) Limited, SGS and

the 37th Global Tyre Report the Complainant's tyres were proven to be superior compared to the Respondent's tyres. Further, learned counsel objected to any leniency given to the Respondent on account of its compliance-oriented approach arguing that the same may create a harmful precedent, encouraging other undertakings to violate the Act and later avoid liability by stopping their anti-competitive practices.

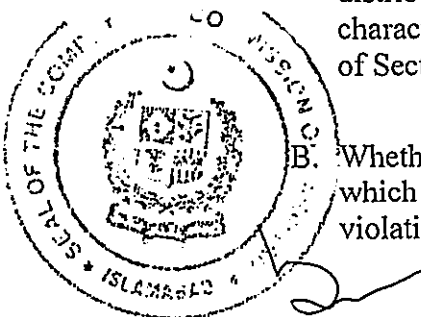
17. On being questioned by the Bench as to the extent of harm suffered by the Complainant due to the Marketing Campaign Slogans of the Respondent, specifically in the context of Section 10(2)(a) of the Act, learned counsel submitted that the information that could quantify the losses caused to the Complainant is not readily available but will be provided shortly. Subsequently, on 14.05.2026 the Complainant wrote to the Commission that based on its market research it had suffered reduced growth margins after the airing of the Marketing Campaign Slogans, however, the data could not be provided as the Complainant's Board of Directors were of the opinion that the figures emanate from sensitive market information which if made public could be detrimental to the Complainant's business objectives. Further, in the same letter the Complainant highlighted the social media platforms, along with the relevant printouts, on which the Respondent was continuing to make the Marketing Campaign Slogans.

V. ISSUES

18. Based on the allegations contained in the SCN, the reply of the Respondent and the pleadings and arguments of both parties during and after the hearing, the following issues are considered relevant for decision of this matter:

A. Whether the Respondent has engaged in Deceptive Marketing Practices by distributing false or misleading information to consumers related to character, properties, suitability for use and quality of goods, in violation of Section 10(1) read with Section 10(2)(b) of the Act?

B. Whether the Respondent has engaged in Deceptive Marketing Practices which are capable of harming the business interests of the Complainant in violation of Section 10(1) read with Section 10(2)(a) of the Act?



VI. ANALYSIS

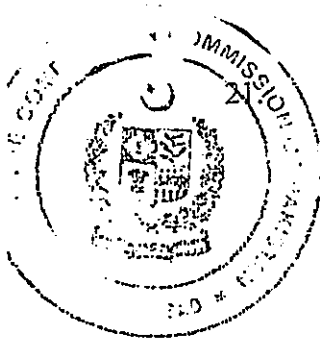
ISSUE A: Whether the Respondent has engaged in Deceptive Marketing Practices by distributing false or misleading information to consumers related to character, properties, suitability for use and quality of goods, in violation of Section 10(1) read with Section 10(2)(b) of the Act?

19. The Respondent's advertising campaign across television, print, outdoor and digital media, using the slogans "PAKISTAN'S NO.1 TYRE" and "PIONEERS IN TYRE MANUFACTURING" must be evaluated in the light of relevant statutory provisions as well as the principles of competition law established by the Superior Courts. Accordingly, it is appropriate to reproduce Section 10 of the Act:

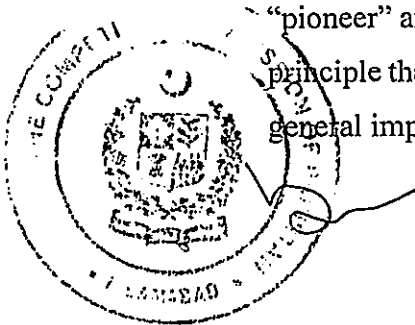
*"10. Deceptive marketing practices.— (1) No undertaking shall enter into deceptive marketing practices.
(2) The deceptive marketing practices shall be deemed to have been resorted to or continued if an Undertaking resorts to—
(a) the distribution of false or misleading information that is capable of harming the business interests of another undertaking;
(b) the distribution of false or misleading information to consumers, including the distribution of information lacking a reasonable basis, related to the price, character, method or place of production, properties, suitability for use, or quality of goods;
(c) false or misleading comparison of goods in the process of advertising; or
(d) fraudulent use of another's trademark, firm name, or product labeling or packaging."*

20. The statutory language of Section 10(2)(b) is unequivocal: any information disseminated to consumers regarding the character, properties, or quality of goods must be truthful and not deceptive. Where such information is false or misleading, its dissemination constitutes a deceptive marketing practice and, consequently, a violation of Section 10 of the Act.

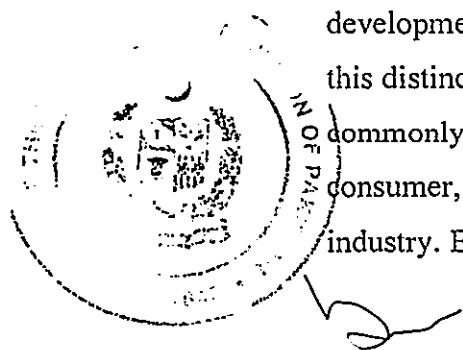
The Complainant alleged that the Respondent's advertisement campaign, which featured the Marketing Campaign Slogans "PAKISTAN'S NO.1 TYRE" and "PIONEERS IN TYRE MANUFACTURING", across various forms of print and electronic media is dissemination of false and misleading information to consumers.



22. At the outset, the Bench will determine whether such advertising claims/slogans convey any meaningful information, impression, or message regarding the character, properties, or quality of the goods. If so, such claims must be supported by recognizable substantiation. In the absence of supporting evidence or a reasonable basis, the dissemination of such information constitutes false and misleading communication to consumers and, therefore, amounts to a deceptive marketing practice.
23. The claims “PAKISTAN’S NO.1 TYRE” and “PIONEERS IN TYRE MANUFACTURING” are absolute and inherently verifiable in nature, as they purport to describe identifiable characteristics and market positioning while conveying a clear and meaningful impression to consumers. Such claims are not vague or purely promotional puffery, rather they are capable of objective verification. Consequently, they must be supported by credible and reasonable substantiation, derived from an independent and recognizable source. Furthermore, where necessary, such absolute claims ought to be qualified by clear and conspicuous disclaimers to prevent any likelihood of consumer deception or misunderstanding. In the absence of such substantiation or qualification, the claims risk creating a false perception in the minds of ordinary consumers and may fall within the ambit of misleading representations.
24. Under competition law, the overall net general impression conveyed by a marketing campaign must be assessed. An ordinary consumer cannot reasonably be expected to scrutinize every minute detail of an advertisement or independently verify the claims made by undertakings. Nor it is expected that such a consumer will conduct any form of detailed study to assess the accuracy of marketing assertions. Rather, consumers are entitled to rely on the representations made in such marketing campaigns that may include attention-grabbing phrases such as “pioneer” and “No.1”, to attract consumers at first glance. It is, therefore, a settled principle that the advertisement has to be, *inter alia*, evaluated based on the overall general impression it conveys or causes.



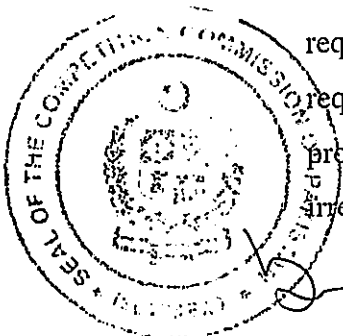
25. The overall and net general impression conveyed by the Marketing Campaign Slogans "PAKISTAN'S NO.1 TYRE" and "PIONEERS IN TYRE MANUFACTURING" to an ordinary consumer would be that the Respondent is a "pioneer" i.e., an originator or inventor in the tyre manufacturing industry. This view also finds support in the submissions put forth by both the Complainant and the Respondent. As per the Complainant, the Merriam-Webster Dictionary defines the term "pioneer" as "*a person that originates or helps open up a new line of thought or activity or a new method or technical development*", while the Cambridge Dictionary defines the term "pioneer" as "*a person who is one of the first people to do something*". On its part, the Respondent relied on the Oxford Dictionary to elaborate upon the term "pioneer" in the following manner "*as a person who develops new ideas or techniques*". Similarly, the claim "No.1" would not ordinarily be perceived as mere exaggeration, rather it would reasonably be understood as a definitive assertion of market leadership, whether in terms of quality, performance, reliability, sales volume, or consumer preference, suggesting a degree of superiority and authority over competitors. Such a claim conveys to ordinary consumers that the Respondent's product is a leader in the tyre manufacturing industry and is unmatched by competing products in the market. In the absence of clear qualifiers or substantiating evidence, these representations are likely to influence consumer decision-making and may mislead consumers into believing that the Respondent's products enjoy a level of superiority, in the technical development of a product, that may not, in fact, exist.
26. The Respondent was given the opportunity to explain the basis for its Marketing Campaign Slogans. In response, the Respondent's counsel first addressed the interpretation of the term "pioneer," contending that the Complainant had misconstrued its meaning. According to the Respondent, the term does not necessarily denote the invention of an entirely new product, it may also encompass contributions or advancements to an existing product through improvements or developments. The counsel submitted that the Complainant failed to appreciate this distinction. However, as noted above, the Bench reiterates that the plain and commonly understood meaning of the term "pioneer", as conveyed to an ordinary consumer, would be that of an originator or inventor in the tyre manufacturing industry. Even if the Respondent may have intended a different or more nuanced



meaning in its advertisement, it cannot be expected that an ordinary consumer would perceive such an interpretation. Rather, consumers are likely to rely on the simple and natural meaning conveyed, as well as the overall impression of the marketing.

27. Further, it was contended by the counsel that the Respondent maintains a diversified product portfolio, manufacturing a wide range of tyres in Pakistan, including motorcycle tyres, rickshaw tyres, OTR tyres, jointless tubes, butyl tubes, and other related products. However, the Bench finds it difficult to accept that the mere existence of a broad product portfolio constitutes recognizable or sufficient substantiation for the claims of being a “pioneer” or “Pakistan’s No.1 tyre.” The scope or diversity of products, in itself, does not establish superiority, leadership, or primacy in the market as a “pioneer”. Nor does it necessarily reflect the quality, performance, or consumer preference associated with such claim for its products. Consequently, the argument advanced by the Respondent fails to provide a rational or evidentiary basis for the claims in question. In particular, the act of manufacturing a wide variety of tyres cannot reasonably be equated with the assertion of producing the highest-quality tyres, which is the natural and likely inference to be drawn by consumers from the claim “PAKISTAN’S NO. 1 TYRE.”

28. Finally, the Respondent contended that its advertising campaign caused no harm to consumers and, therefore, should not attract liability. This argument is legally untenable, misconceived, and devoid of any statutory foundation. A plain and purposive reading of Section 10(2) of the Act clearly delineates the legislative intent behind the two sub-clauses. Section 10(2)(a) expressly incorporates a “capability of harm” test, requiring an assessment of whether the conduct in question is likely to harm the business interests of another undertaking. In contrast, Section 10(2)(b) is framed more broadly and categorically prohibits the dissemination of false or misleading information to consumers, without any requirement to establish harm or likelihood thereof. The omission of a harm requirement under Section 10(2)(b) reflects a conscious legislative choice to protect consumers from deceptive marketing practices at the threshold, irrespective of the fact whether actual damage can be quantified or demonstrated.



To accept the Respondent's contention would effectively amount to reading into Section 10(2)(b) an additional element that the legislature has consciously excluded, which is impermissible as a matter of statutory interpretation. It is a settled principle that where the language of a statute is clear and unambiguous, it must be given its plain meaning, and no words may be added or implied by interpretation. Reliance is placed on the decision of the Supreme Court of Pakistan in Abdul Haq Khan vs. Ameerzada (PLD 2017 SC 105) at para 11. Imposing a requirement of actual or potential harm under Section 10(2)(b) would not only distort the legislative scheme but also undermine the efficacy of the provision. Accordingly, the Bench holds that there is no prerequisite of proving actual, likely, or perceived harm to consumers under Section 10(2)(b). The mere act of disseminating a false or misleading advertisement is sufficient, in and of itself, to constitute a contravention of the law.

29. Accordingly, the Bench concludes that the Respondent's Marketing Campaign Slogans are devoid of any credible basis. No recognizable or independent substantiation has been provided in support of the claims "PAKISTAN'S NO.1 TYRE" and "PIONEERS IN TYRE MANUFACTURING." In these circumstances, the Bench is satisfied that the specific and quantifiable representations advanced by the Respondent lack any logical, scientific, or corroborative foundation.

30. Consequently, such claims possess the inherent tendency and capacity to mislead and deceive consumers, thereby falling within the mischief of Section 10(2)(b) of the Act. The Respondent has, therefore, engaged in deceptive marketing practices by disseminating false or misleading information relating to the character, properties, suitability for use, and quality of its goods, in contravention of Section 10(1) read with Section 10(2)(b) of the Act. Accordingly, Issue A is decided in the affirmative.



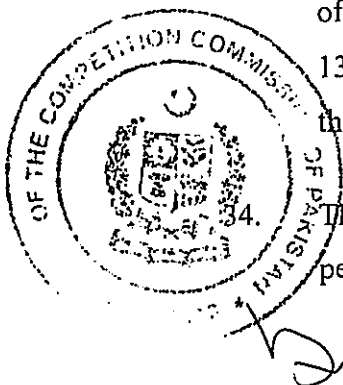
ISSUE B: Whether the Respondent has engaged in Deceptive Marketing Practices which are capable of harming the business interests of the Complainant in violation of Section 10(1) read with Section 10(2)(a) of the Act?

31. The Complainant alleged that the Respondent violated Section 10(2)(a) of the Act by engaging in deceptive marketing practices that purportedly have the capability of causing harm to the Complainant. However, this allegation remained unsubstantiated as no evidence or quantifiable supporting material was placed on record. During the course of the proceedings, the Bench specifically directed the Complainant to furnish details or evidence in support of the allegation. Despite such directions, the Complainant failed to produce any material demonstrating that the impugned conduct had the capability of causing quantifiable harm to its business interests. Although in its letter dated 14.05.2026, the Complainant stated that it had suffered reduced growth margins due to the Marketing Campaign Slogans, it refused to provide any proof of such reduced growth citing sensitivity concerns. Consequently, owing to the Complainant's failure to establish the harm caused to its business interests because of the Respondent's actions, no finding of liability under Section 10(2)(a) of the Act can be given against the Respondent. Accordingly, Issue B is decided in the negative.

VII. PENALTY/DIRECTIONS

32. The Commission's Guidelines on the imposition of financial penalties (Fining Guidelines) stipulate that the primary objective of financial penalties is to deter undertakings from engaging in anti-competitive practices and to reflect the severity of the infringement. Additionally, the amount of the penalty is determined based on factors such as the gravity of the violation, its duration, and any aggravating or mitigating circumstances.
33. The Bench is inclined to take a lenient view in the instant case due to various reasons. Firstly, the Marketing Campaign Slogans took place for a limited time – for a period of 18 days i.e., from 25.08.2022 to 11.09.2022 – and has been taken off air since then. Secondly, with regard to the posts dated 08.06.2022 and 13.07.2022, the counsel for the Respondent informed vide letter dated 22.04.2026 that the same had been removed also.

Therefore, considering the above factors, the Commission hereby imposes a penalty of PKR 20,000,000/- (Rupees Twenty Million only) upon the Respondent.



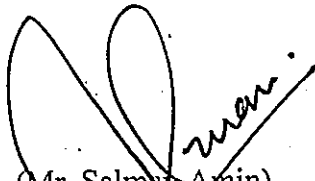
for disseminating false and misleading information to consumers related to the characteristics, quality etc. of its products within the meaning of Section 10(1) read with Section 10(2)(b) of the Act. The said penalty is to be deposited within a period of sixty (60) days from the date of this order.


35. The Respondent is further directed to:

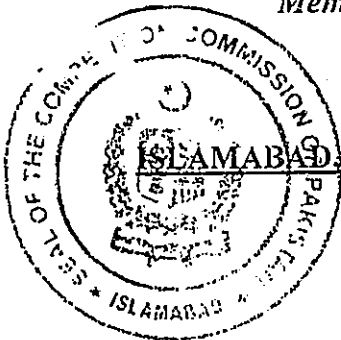
- (i) cease and desist from carrying out deceptive marketing practices by stating that its products are "PAKISTAN'S NO.1 TYRE" and it is a "PIONEER IN TYRE MANUFACTURING;
- (ii) remove the Marketing Campaign Slogans from all its social media platforms, including but not limited to its official website (English and Urdu versions), official Facebook page, official YouTube channel, official Instagram page and official Twitter account; and
- (iii) file a Compliance Report not later than sixty (60) days from the date of this Order, failing which it shall be liable to pay an additional penalty of PKR 50,000/- (Rupees Fifty Thousand only) per day from the date of this Order and may also be subjected to criminal proceedings pursuant to Section 38 of the Act before the court of competent jurisdiction.

36. In the above terms, SCN No. 32/2024 dated 13.12.2024 is disposed of.

37. It is so ordered.


(Mr. Salman Amin)
Member


(Ms. Bushra Naz Malik)
Member



THE

12th DAY OF JUNE, 2026