

27 July 2017

Page # 11

FMCG rivalry

CCP slaps Rs10 million penalty on P&G

Directs company to inform public of 'false' claim in advertisement

ISLAMABAD

The Competition Commission of Pakistan (CCP) has imposed a penalty of Rs10 million on Procter & Gamble Pakistan (P&G) for falsely advertising its product Safeguard as Pakistan's No 1 rated anti-bacterial soap in violation of Section 10 of the Competition Act 2010.

The order was passed by a two-member CCP bench comprising chairperson Vadiyya Khalil and member Ikramul Haq Qureshi, according to a press release.

The CCP received a formal complaint from Reckitt Benckiser Pakistan in which it was alleged that P&G pub-

licised its product Safeguard as Pakistan's No 1 rated anti-bacterial soap despite lacking reasonable basis to substantiate the claim. An inquiry conducted by the CCP concluded that the overall impression of the advertisement was that Safeguard was Pakistan's No 1 anti-bacterial soap since the word "rated" was written in a significantly smaller font.

Moreover, without a clear and conspicuous disclosure, this advertisement campaign for Safeguard amounts to violation of Section 10 of the Competition Act.

On the recommendation of the inquiry report, a show-cause notice was issued to P&G. After hearing the complainant and the respondent, the CCP bench passed the order, stating the advertisement claims must be based

on "competent and reliable scientific evidence", particularly if the product involved health and safety claims.

The CCP order found P&G's reliance on studies and surveys to rank itself the top-rated soap irrelevant, materially false and misleading, thereby in violation of Section 10 of the Competition Act.

In addition to imposing the penalty, the CCP also directed the company to "inform the public at large of the falsity of its advertising claim through an appropriate clarification in all Urdu and English dailies and television channels over a period of one week from the date of the order."

The CCP further directed P&G to file a compliance report with the CCP registrar within 45 days from the date of issuance of the order. APP

27 July 2017

Page # 10

P&G penalised for deceptive marketing

By Our Staff Reporter

ISLAMABAD: The Competition Commission of Pakistan (CCP) imposed a penalty of Rs10 million on Proctor & Gamble for deceptively advertising its product, a statement said on Wednesday.

The CCP imposed the penalty for the advertisement that claimed Safeguard was Pakistan's number one-rated anti-bacterial soap, which was in violation of Section 10 of Competition Act 2010.

A two-member bench comprising CCP Chairperson Vadiyya Khalil and Member Ikram Ul Haq Qureshi passed the order.

The CCP received a formal complaint from Reckitt Benckiser, which alleged that the claim in the advertisement by Proctor & Gamble lacked a reasonable basis.

Reckitt Benckiser alleged that Proctor & Gamble ran an advertisement campaign for Safeguard that was not only misleading consumers but also harming the business interests of its competitors.

An enquiry conducted by the CCP concluded that the overall impression of the Safeguard advertisement is that "Safeguard is Pakistan's number one antibacterial soap" as the word 'rated' is written in a significantly smaller font and without a clear and conspicuous disclosure.

On the recommendation of the enquiry report, a show-cause notice was issued to Proctor & Gamble.

After hearing the complainant and respondent, the CCP's bench passed the order stating that the advertising claims must be based on "competent and reliable scientific evidence" particularly if the product involves health and safety claims.

Besides, products must carry clear and conspicuous disclaimer along with the claims, which consumers could easily notice and understand.

The CCP order found Proctor & Gamble's reliance on studies and surveys to rank itself as Pakistan's number one-rated antibacterial soap irrelevant, materially false and misleading and in violation of Section 10 of Competition Act 2010.

27 July 2017

Page # 09

CCP slaps Rs10m fine on P&G for deceptive marketing practices

N
OUR STAFF REPORTER
ISLAMABAD

The Competition Commission of Pakistan (CCP) has passed an order imposing a penalty of Rs10 million on Proctor & Gamble Pakistan Pvt Ltd for deceptively advertising its product 'Safeguard' as 'Pakistan's number one rated anti-bacterial soap' in violation of Section 10 of the Competition Act, 2010.

The order has been passed by a two-member CCP bench comprising CCP Chairperson Vadiyya Khalil and member Ikramul Haq Qureshi. The CCP received a formal complaint from Reckitt Benckiser Pakistan Ltd, wherein it was alleged that Proctor & Gamble publicised its product "Safeguard" as "Pakistan's number one rated anti-bacterial soap" in violation of Section 10 of the Competition Act as it lacked reasonable basis to substantiate the claim.

While referring to the CCP's public notice published in leading newspapers warning companies to comply with the provisions of Section 10 of the Competition Act when advertising their products, Reckitt Benckiser alleged that the Proctor & Gamble disregarded the CCP's warning by running an advertisement campaign for Safeguard, which was not only misleading consumers but also harming the business interests of its competitors.

After hearing the complainant and respondent, the CCP's bench passed the order stating the advertising claims must be based on competent and reliable scientific evidence particularly if the product involves health and safety claims. Besides, the products must carry clear and conspicuous disclaimer/disclosure along with the claims, which the consumers could easily notice and understand.

CCP order found Proctor & Gamble's reliance on studies and surveys to rank itself as Pakistan's number one rated antibacterial soap irrelevant, materially false and misleading, in violation of Section 10 of the Competition Act. In addition to imposing the penalty, CCP has also directed the company to inform the public at large the falsity of its advertising claim through appropriate clarification in all Urdu and English dailies and TV channels for a period of one week from the date of this order.

CCP calls foul, imposes Rs10m penalty on P&G Pakistan

KARACHI: The Competition Commission of Pakistan (CCP) has imposed a penalty of Rs 10 million on Proctor & Gamble Pakistan (Pvt) Limited for deceptive advertising of its product 'Safeguard' as 'Pakistan's No. 1 rated Anti-Bacterial Soap' in violation of Section 10 of the Competition Act, 2010. The order has been passed by a two-member CCP bench comprising of Chairperson Vadiyya Khalil and Member Ikram Ul Haq Qureshi. The CCP received a formal complaint from Reckitt Benckiser Pakistan Ltd, wherein it was alleged that Proctor & Gamble publicised its product "Safeguard" as "Pakistan's No. 1 rated Anti-bacterial Soap" in violation of Section 10 of the Competition Act as it lacked reasonable basis to substantiate the claim. While referring to the CCP's public notice published in leading newspapers, warning companies to comply with the provisions of Section 10 of the Competition Act when advertising their products, Reckitt Benckiser alleged that Proctor & Gamble disregarded CCP's warning by running an advertisement campaign for Safeguard, which was not only found misleading consumers, but also harming the business interests of its competitors. An inquiry conducted by CCP concluded that the overall net impression of the Safeguard advertisement is that "Safeguard is Pakistan's No. 1 Antibacterial Soap", as the word 'rated' is written in a significantly smaller font. Moreover, without a clear and conspicuous disclosure, the advertisement campaign for Safeguard as "Pakistan's No. 1 rated Anti-bacterial Soap" amounts to violation of Section 10 of the Competition Act. On recommendation of the inquiry report, a show cause notice was issued to Proctor & Gamble Pakistan. After hearing the complainant and respondent, the CCP's bench passed the order stating the advertising claims must be based on 'competent and reliable scientific evidence' particularly if the product involves health and safety claims. Besides, the products must carry clear and conspicuous disclaimer/disclosure along with the claims, which the consumers could easily notice and understand. The CCP order found Proctor & Gamble's reliance on studies and surveys to rank itself as Pakistan's No. 1 rated Antibacterial Soap irrelevant, materially false and misleading, in violation of Section 10 of the Competition Act. In addition to imposing the penalty, CCP has also directed the company to inform the public at large about the falsity of its advertising claim through appropriate clarification in all Urdu and English dailies and TV channels for a period of one week from the date of this order. CCP has further directed Proctor & Gamble to file a compliance report with the Registrar of the Commission within a period of forty-five (45) days from the date of issuance of this order. **STAFF REPORT**

27 July 2017

Page # 14

CCP imposes Rs10m penalty on P&G

STAFF REPORTER

ISLAMABAD

The Competition Commission of Pakistan (CCP) has passed an order imposing a penalty of Rs10 million on Proctor & Gamble Pakistan (Pvt.) Limited for deceptively advertising its product 'Safeguard' as 'Pakistan's No. 1 rated Anti-Bacterial Soap' in violation of Section 10 of the Competition Act, 2010.

The order has been passed by a two-Member CCP bench comprising of the Chairperson Vadiyya Khalil and Member Ikram Ul Haq Qureshi. The CCP received a formal complaint from Reckitt Benckiser Pakistan Ltd., wherein it was alleged that Proctor & Gamble publicised its product "Safeguard" as "Pakistan's No. 1 rated Anti-bacterial Soap" in violation of Section 10 of the Competition Act as it lacked reasonable basis to substantiate the claim. While referring to the

CCP's public notice published in leading newspapers warning companies to comply with the provisions of Section 10 of the Competition Act when advertising their products, Reckitt Benckiser alleged that the Proctor & Gamble disregarded the CCP's warning by running an advertisement campaign for Safeguard, which was not only misleading consumers but also harming the business interests of its competitors.

An inquiry conducted by CCP concluded that the overall net impression of the Safeguard advertisement is that "Safeguard is Pakistan's No. 1 Antibacterial Soap", as the word 'rated' is written in a significantly smaller font. Moreover, without a clear and conspicuous disclosure, the advertisement campaign for Safeguard as "Pakistan's No. 1 rated Anti-bacterial Soap" amounts to violation of Section 10 of the Competition Act. On recommendation of the inquiry report, a show cause notice was issued to Proctor & Gamble Pakistan.

27 July 2017

Page # 02

دھوکہ دہی پر مبنی تشہیر، پراکٹر اینڈ گیمبل کو 1 کروڑ جرمانہ

سی سی پی کو پراڈکٹ سیف گارڈ صابن کی دھوکہ دہی تشہیر کے خلاف شکایات موصول ہوئیں

قرمبی پر مشتمل بیچنے جاری کیا ہے سی سی پی کو ریٹ
 بینکا نزر پاکستان لینڈ کی جانب سے پراکٹر اینڈ گیمبل
 کے خلاف شکایت موصول ہوئی تھی جس میں یہ الزام
 عائد کیا گیا تھا کہ کسی معقول بنیاد کے بغیر پراکٹر اینڈ
 گیمبل اپنی پراڈکٹ سیف گارڈ صابن کی تشہیر بطور "
 پاکستان کا نمبر 1 ریٹ اینٹی بیکٹیریئل صابن" کر رہا
 ہے اور پراڈکٹ سیف گارڈ کے سیکشن 10 کی خلاف ورزی
 کا مرتکب ہو رہا ہے۔

اسلام آباد (جناح نیوز) سوشیشن لینڈ آف
 پاکستان نے آرڈر جاری کرتے ہوئے پراکٹر اینڈ گیمبل
 پہ 1 کروڑ روپے جرمانہ عائد کر دیا ہے۔ یہ جرمانہ پراکٹر
 اینڈ گیمبل کی جانب سے اس کی پراڈکٹ سیف گارڈ
 صابن کی دھوکہ دہی پر مبنی تشہیر بطور "پاکستان کا نمبر 1
 ریٹ اینٹی بیکٹیریئل صابن" کرنے اور پراڈکٹ سیف گارڈ
 کے سیکشن 10 کی خلاف ورزی کی بنا پر عائد کیا گیا ہے۔
 یہ آرڈر سی سی پی کی چیئر پرسن ودیو غلیل اور ممبر اکرام الحق