

September 23, 2024

## CCP Scrutinizes Misleading Discount Advertisements

Dawn

### [20 brands issued notices for deceptive discount ads](#)

The Competition Commission of Pakistan (CCP) has issued notices to 20 brands for alleged deceptive marketing, and the scope of action against unrealistic but lucrative sale offers will also be expanded to other brands.

The commission has acted against retailers advertising discounts as “up to a percentage” during the “end of season sales” and issued notices to 20 brands, seeking clarification on their potentially misleading discount practices. The CCP has said that such unspecified discount offers are akin to ‘bait and switch advertising’ and the commission has defined it as a tactic to mislead buyers.

Under these conditions, a seller advertises an appealing but spurious offer to sell a product or service that the seller does not intend to sell.

The initial CCP inquiry indicated that the seller offers an unwanted alternative, which is prohibited under Section 10 of the Competition Act 2010 as deceptive marketing practices. Market Intelligence Unit of Fair Trade of the CCP conducted a random survey in the twin cities and identified various brands offering discounts “up to some percentage” on their products..

The survey revealed that a maximum (upper limit) discount was offered on a small collection of least attractive articles, and the most popular and frequently purchased items were available with minimal or no discount.

Consequently, a clear gap was observed between the advertised discounts and the actual offers, compelling the customers to ask multiple questions to determine discounts on their chosen items.

However, some of the brands were offering flat discounts or concessions (discounts up to some upper limit) with adequate disclosures and disclaimers identifying the discounts if they were on the entire or specified stock. The CCP appreciated the clear approach.

The commission advises various consumer brands offering discounts to preclude distributing any misleading information and ensure clear and adequate disclosures regarding actual and discounted prices with the stock details on offer with flat or differential discounts.

Undertakings, brands and outlets violating this directive may face enforcement action by the CCP under Section 10 of the Competition Act, 2010.

<https://www.dawn.com/news/1860345>

## **Business Recorder**

### 20 brands receive notices from CCP over misleading 'End of Season Sales' discounts

A notice was issued by the Competition Commission of Pakistan (CCP) to 20 brands in response to retailers advertising discounts as "up to a percentage" during the "End of Season Sales".

Such unspecified discount offers are akin to 'Bait and Switch Advertising' defined as a tactic to mislead buyers, whereby a seller advertises an appealing but spurious offer to sell a product or service that the seller does not intend to sell. Instead, the seller offers an unwanted alternative which is prohibited under Section 10 of the Act as Deceptive Marketing Practices.

Market Intelligence Unit/Office of Fair Trade of the CCP conducted a random survey in the twin cities and identified various brands offering discounts "Up to Some Percentage" on their products.

The survey revealed that maximum (upper limit) discount was being offered on a small collection of least attractive articles and the most popular and frequently purchased items were available with minimal or no discount.

Consequently, a clear gap was observed between the advertised discounts and the real offers, compelling the customers to ask multiple questions to determine the actual discounts available on their chosen items. Some of the brands were, however, offering flat discounts or concessions (discounts up to some upper limit) with adequate disclosures/disclaimers i.e. on the entire/limited or specified stock which is highly appreciated by the CCP.

The Commission advises various consumer brands offering discounts to preclude distributing any misleading information and ensure clear and adequate disclosures regarding actual and discounted prices with the details of the stock on offer with flat or differential discounts. Undertakings, Brands, and outlets violating this directive may face enforcement action by the CCP under Section 10 of the Competition Act,

2010. Similarly, consumers are also advised to exercise vigilance while availing of discounts and sales offers to avoid falling victim to deceptive marketing practices.

“The CCP remains committed to its mandate under the Competition Act, 2010 continuously striving to ensure free competition, enhance economic efficiency, and protect consumers from anti-competitive behavior,” said the CCP in a statement released to the media.

<https://www.brecorder.com/news/40323366/20-brands-receive-notice-from-ccp-over-misleading-end-of-season-sales-discounts>

## The Nation

### CCP cracks down on misleading ‘season-end sales’ by local brands

The Competition Commission of Pakistan (CCP) has taken action against local brands accused of deceiving customers with misleading "season-end sales" advertisements.

After conducting surveys in Rawalpindi and Islamabad markets, the CCP found that the advertised discounts on popular products were either minimal or non-existent.

In response, the commission issued notices to 20 brands, demanding clarification on their sales and savings promotions.

The CCP noted that banners advertising discounts of “up to 50%” and “30%” were prominently displayed, but the actual savings were far less, misleading consumers and driving unfair profits.

The commission warned that brands failing to comply with their guidelines could face enforcement action under Section 10 of the Competition Act, 2010.

<https://www.nation.com.pk/21-Sep-2024/ccp-cracks-down-on-misleading-season-end-sales-by-local-brands>

## Profit

### CCP issues notices to 20 brands over misleading discount claims

The Competition Commission of Pakistan (CCP), while taking action against retailers advertising discounts as “up to a percentage” during the “End of Season Sales” issued notices to 20 brands, seeking clarification on their potentially misleading discount practices.

Such unspecified discount offers are akin to ‘Bait and Switch Advertising’ defined as a tactic to mislead buyers, whereby a seller advertises an appealing but spurious offer to sell a product or service that the seller does not intend to sell. Instead, the seller offers an unwanted alternative prohibited under Section 10 of the Act as Deceptive Marketing Practices.

The Market Intelligence Unit of the Fair Trade of the CCP conducted a random survey in the twin cities. It identified various brands offering discounts “up to some percentage” on their products.

The survey revealed that maximum (upper limit) discount was being offered on a small collection of least attractive articles and the most popular and frequently purchased items were available with minimal or no discount.

Consequently, a clear gap was observed between the advertised discounts and the real offers, compelling the customers to ask multiple questions to determine the actual discounts available on their chosen items.

Some of the brands were, however, offering flat discounts or concessions (discounts up to some upper limit) with adequate disclosures/disclaimers i.e. on the entire/limited or specified stock which is highly appreciated by the CCP.

The commission advises various consumer brands offering discounts to preclude distributing any misleading information and ensure clear and adequate disclosures regarding actual and discounted prices with the details of the stock on offer with flat or differential discounts. Brands and outlets violating this directive may face enforcement action by the CCP under Section 10 of the Competition Act, 2010.

Similarly, consumers are also advised to exercise vigilance while availing discounts and sales offers to avoid falling victim to deceptive marketing practices.

CCP said it remains committed to its mandate under the Competition Act, 2010 continuously striving to ensure free competition, enhance economic efficiency, and protect consumers from anti-competitive behavior.

<https://profit.pakistantoday.com.pk/2024/09/23/ccp-issues-notice-to-20-brands-over-misleading-discount-claims/>

## Daily Times

### 20 Pakistani brands slapped with fines for misleading ‘End-of-Season sales’

Misleading Sale Campaigns by 20 Pakistani brands face fines by Competition Commission of Pakistan (CCP) over false advertising.

These brands faced action for deceptive advertising practices during their end-of-season sales while commission flagged these tactics as misleading, particularly in relation to promotions that advertise discounts as “up to a certain percentage.”

CCP termed these vague discount akin to ‘bait advertising,’ which misleads consumers about the products available.

A recent inquiry by Market Intelligence Unit of Fair Trade found that many retailers were promoting attractive discounts on items they did not intend to sell, instead pushing less desirable alternatives, and it attracted action under Section 10 of the Deceptive Marketing Practices Act.

The survey conducted in the twin cities revealed that substantial discounts were often applied only to a limited range of less popular products, while popular items were frequently offered with minimal or no discounts. This discrepancy has left consumers confused about the actual savings on their desired products.

Some brands were noted for providing clear flat discounts with adequate disclosures regarding the stock available, earning praise from the CCP.

The commission urged all consumer brands to avoid misleading information and to ensure transparency regarding actual prices, discounts, and stock availability. Brands that fail to comply may face enforcement actions under the Competition Act, 2010.

<https://en.dailypakistan.com.pk/22-Sep-2024/20-pakistani-brands-slapped-with-fines-for-misleading-end-of-season-sales>

## Hum. English News

### CCP issues notices to 20 brands for misleading sales advertisements

The Competition Commission of Pakistan (CCP) has taken notice of local brands profiting by deceiving customers through misleading 'season-end sales' advertisements.

The commission conducted surveys in various markets of Rawalpindi and Islamabad and discovered that discounts on popular products are either minimal or entirely absent.

CCP has acted against misleading savings advertisements, issuing notices to 20 brands.

The notices require clarification from the brands regarding their sales and savings announcements. According to the CCP, banners advertising discounts of "up to 50 per cent" and "30 per cent" are displayed in various markets.

The CCP stated that consumers are being misled by these discount announcements to generate unfair profits.

According to CCP, misleading announcements about sales and discounts cause confusion and frustration among consumers.

Entities, brands, and outlets that fail to comply with this guidance may face enforcement action from the CCP under Section 10 of the Competition Act, 2010.

<https://humenglish.com/latest/ccp-issues-notices-to-20-brands-for-misleading-sales-advertisements/>

# Pakistan observer

## Notices issued to 20 brands for misleading 'End of Season Sales' discounts

The Competition Commission of Pakistan (CCP) has issued notices to 20 brands for misleading advertisement of "up to a percentage discounts" during the "End of Season Sales".

Per the press release issued by the CCP on Saturday, the Market Intelligence Unit/Office of Fair Trade of the CCP conducted a random survey in the twin cities and identified various brands offering discounts "Up to Some Percentage" on their products.

The survey revealed that maximum (upper limit) discount was being offered on a small collection of least attractive articles and the most popular and frequently purchased items were available with minimal or no discount.

Consequently, a clear gap was observed between the advertised discounts and the real offers, compelling the customers to ask multiple questions to determine the actual discounts available on their chosen items.

Some of the brands were, however, offering flat discounts or concessions (discounts up to some upper limit) with adequate disclosures/disclaimers i.e. on the entire/limited or specified stock which is highly appreciated by the CCP.

The Commission advises various consumer brands offering discounts to preclude distributing any misleading information and ensure clear and adequate disclosures regarding actual and discounted prices with the details of the stock on offer with flat or differential discounts.

Undertakings, Brands and outlets violating this directive may face enforcement action by the CCP under Section 10 of the Competition Act, 2010. Similarly, consumers are also advised to exercise vigilance while availing of discounts and sales offers to avoid falling victim to deceptive marketing practices.

<https://pakobserver.net/notices-issued-to-20-brands-for-misleading-end-of-season-sales-discounts/>

# Pro Pakistani

## CCP Issues Notices to 20 Brands for Misleading Discounts

The Competition Commission of Pakistan (CCP), while taking action against retailers advertising discounts as "up to a percentage" during the "End of Season Sales" issued notices to 20 brands, seeking clarification on their potentially misleading discount practices.

Such unspecified discount offers are akin to 'Bait and Switch Advertising' defined as a tactic to mislead buyers, whereby a seller advertises an appealing but spurious offer to sell a product or service that the

seller does not actually intend to sell. Instead, the seller offers an unwanted alternative which is prohibited under Section 10 of the Act as Deceptive Marketing Practices.

Market Intelligence Unit/Office of Fair Trade of the CCP conducted a random survey in the twin cities and identified various brands offering discounts “Up to Some Percentage” on their products. The survey revealed that maximum (upper limit) discount was being offered on a small collection of least attractive articles and the most popular and frequently purchased items were available with minimal or no discount.

Consequently, a clear gap was observed between the advertised discounts and the real offers, compelling the customers to ask multiple questions to determine the actual discounts available on their chosen items. Some of the brands were, however, offering flat discounts or concessions (discounts up to some upper limit) with adequate disclosures/disclaimers i.e. on the entire/limited or specified stock which is highly appreciated by the CCP.

The Commission advises various consumer brands offering discounts to preclude distributing any misleading information and ensure clear and adequate disclosures regarding actual and discounted prices with the details of the stock on offer with flat or differential discounts. Undertakings, Brands, and outlets violating this directive may face enforcement action by the CCP under Section 10 of the Competition Act, 2010.

Similarly, consumers are also advised to exercise vigilance while availing of discounts and sales offers to avoid falling victim to deceptive marketing practices.

CCP remains committed to its mandate under the Competition Act, 2010 continuously striving to ensure free competition, enhance economic efficiency, and protect consumers from anti-competitive behavior.

<https://propakistani.pk/2024/09/22/ccp-issues-notices-to-20-brands-for-misleading-advertisements/>

## AZB News

### CCP Investigates Misleading Discount Ads.

The Competition Commission of Pakistan (CCP) is looking into retailers who advertise misleading discounts during their “End of Season Sales.” Notices have been sent to 20 brands asking them to explain their discount practices.

These vague discount offers are seen as similar to ‘Bait and Switch Advertising,’ where sellers promote attractive deals that they don’t really intend to honor. This practice is against the law under Section 10 of the Competition Act.

A recent survey by the CCP found that many brands advertised big discounts, but these were usually only on less popular items. In contrast, popular products often had little to no discounts, which confused customers.

While some brands clearly listed their discounts, others did not, prompting the CCP to urge all brands to provide honest information about prices and stock availability.

Brands that fail to comply may face legal action. The CCP also advises consumers to be careful when considering discounts to avoid falling for misleading ads. The Commission is committed to promoting fair competition and protecting consumers.

<https://theazb.com/ccp-investigates-misleading-discount-ads/>

**Pkrevenu.com**

## CCP Takes Action Against Misleading Retailer Discounts

The Competition Commission of Pakistan (CCP) has taken steps to address deceptive discount advertising practices among retailers, issuing notices to 20 brands involved in misleading “up to a percentage” discount offers during their “End of Season Sales.”

These brands have been asked to provide explanations for their potentially misleading promotions, which may violate consumer protection standards.

The CCP highlighted that such ambiguous discount schemes resemble “Bait and Switch Advertising,” a tactic used to deceive buyers by promoting an attractive but largely unattainable offer. Instead of providing the promised discount, retailers direct customers to less desirable alternatives. This practice is prohibited under Section 10 of the Competition Act, which outlines deceptive marketing as a violation of consumer rights.

As part of its investigation, the CCP’s Market Intelligence Unit/Office of Fair Trade conducted a survey across the twin cities of Islamabad and Rawalpindi. The survey found that many brands advertising “up to” discounts applied the maximum percentage to a small selection of less popular items, while high-demand products either had minimal discounts or none at all. This created confusion for consumers, who were often forced to inquire about the actual discounts available on items they wished to purchase.

Despite these concerns, the CCP also noted that some brands were transparent in their discounting practices, offering flat-rate discounts or clear disclosures about which items were eligible for specific deals. The Commission praised these brands for their adherence to ethical marketing practices.

The CCP advises all retailers to avoid misleading customers with vague promotions and to ensure transparency in their advertising. Brands are urged to clearly disclose actual and discounted prices, as well as the specific stock to which these discounts apply. Failure to comply with these guidelines could lead to enforcement actions under the Competition Act, 2010.

Additionally, the CCP encouraged consumers to be vigilant when taking advantage of sales and discount offers, urging them to carefully review the terms of such promotions to avoid falling victim to deceptive marketing practices.

The CCP remains committed to its mandate of promoting fair competition, enhancing economic efficiency, and safeguarding consumers from anti-competitive behaviors under the Competition Act, 2010.



<https://pkrevenue.com/ccp-takes-action-against-misleading-retailer-discounts/>

## Minute Mirror

### CCP targets miss-leading discounts issues notices to 20 Brands

Competition Commission of Pakistan (CCP) while taking action against retailers advertising discounts as “up to a percentage” during the “End of Season Sales” issued notices to 20 brands seeking clarification on their potentially misleading discount practices.

Such unspecified discount offers are akin to ‘Bait and Switch Advertising’ a tactic used to mislead buyers where a seller advertises an appealing but false offer for a product or service that they do not actually intend to sell.

Instead the seller offers an unwanted alternative which is prohibited under Section 10 of the Act as Deceptive Marketing Practices.

The Market Intelligence Unit Office of Fair Trade of the CCP conducted a random survey in the twin cities and identified various brands offering “Up to a Percentage” discounts on their products.

The survey revealed that the maximum (upper limit) discount was being offered on a small collection of less attractive items while the most popular and frequently purchased items were either minimally discounted or not discounted at all.

As a result a clear gap was observed between the advertised discounts and the actual offers forcing customers to ask multiple questions to determine the real discounts available on their chosen items.

However some brands were offering flat discounts or concessions (up to a percentage) with adequate disclosures disclaimers i.e on the entire limited or specified stock which is highly appreciated by the CCP.

The Commission advises various consumer brands offering discounts to refrain from distributing any misleading information and to ensure clear and adequate disclosures regarding actual and discounted prices along with the details of the stock on offer with flat or differential discounts.

Brands and outlets violating this directive may face enforcement action by the CCP under Section 10 of the Competition Act, 2010.

Similarly consumers are also advised to exercise caution while availing discounts and sales offers to avoid falling victim to deceptive marketing practices.

The CCP remains committed to its mandate under the Competition Act 2010 continuously striving to ensure free competition enhance economic efficiency and protect consumers from anti-competitive behavior.

<https://minutemirror.com.pk/ccp-targets-miss-leading-discounts-issues-notices-to-20-brands-273593/>

# 24 News

## CCP warns 20 brands for dubious 'End Season Sales'

Competition Commission of Pakistan (CCP) has taken notice of fake "End Season Sale" announced by different brands and issued notices to them, reported 24NewsHD TV channel on Saturday.

According to details, the CCP conducted thorough survey in different markets of Islamabad and Rawalpindi and found that 20 brands offered 30 to 50 percent discount and displayed banners highlighting this concession.

Actually, the discount was offered on low-quality and less popular products, the CCP said, adding the situation is totally different on original products which carry less discount or nothing.

This kind of situation brought confusion among customers and they feel uncomfortable to buy any product, the CCP ruled.

After observing the situation, the CCP issued several notices to different brands in which these brands asked to clarify their position.

<https://www.24newshtv.com/21-Sep-2024/ccp-warns-20-brands-for-dubious-end-season-sales/>

# Republic Policy

## CCP Issues Notices to Brands for Misleading Discount Advertising

The Competition Commission of Pakistan (CCP) has issued notices to 20 brands in response to retailers advertising discounts as "up to a percentage" during the "End of Season Sales". The CCP considers such unspecified discount offers as a form of 'Bait and Switch Advertising', which is misleading to buyers and violates Section 10 of the Act as Deceptive Marketing Practices.

The Market Intelligence Unit/Office of Fair Trade of the CCP conducted a survey in the twin cities, revealing that the maximum discount was being offered on a small collection of least attractive articles, while the most popular items had minimal or no discount. This discrepancy between advertised and actual discounts forces customers to inquire extensively about the real offers.

The CCP advises brands to provide clear and adequate disclosures regarding actual and discounted prices, specifying the stock on offer with flat or differential discounts. Brands and outlets that violate this directive may face enforcement action by the CCP under Section 10 of the Competition Act, 2010. Consumers are also advised to be vigilant while availing of discounts and sales offers to avoid falling victim to deceptive marketing practices.

<https://republicpolicy.com/ccp-issues-notices-to-brands-for-misleading-discount-advertising/>

## CCP Scrutinizes Misleading Discount Advertisements

The Competition Commission of Pakistan (CCP), while taking action against retailers advertising discounts as “up to a percentage” during the “End of Season Sales” issued notices to 20 brands, seeking clarification on their potentially misleading discount practices.

Such unspecified discount offers are akin to ‘Bait and Switch Advertising’ defined as a tactic to mislead buyers, whereby a seller advertises an appealing but spurious offer to sell a product or service that the seller does not actually intend to sell. Instead, the seller offers an unwanted alternative which is prohibited under Section 10 of the Act as Deceptive Marketing Practices.

Market Intelligence Unit/Office of Fair Trade of the CCP conducted a random survey in the twin cities and identified various brands offering discounts “Up to Some Percentage” on their products. The survey revealed that maximum (upper limit) discount was being offered on a small collection of least attractive articles and the most popular and frequently purchased items were available with minimal or no discount.

Consequently, a clear gap was observed between the advertised discounts and the real offers, compelling the customers to ask multiple questions to determine the actual discounts available on their chosen items. Some of the brands were, however, offering flat discounts or concessions (discounts up to some upper limit) with adequate disclosures/disclaimers i.e. on the entire/limited or specified stock which is highly appreciated by the CCP.

The Commission advises various consumer brands offering discounts to preclude distributing any misleading information and ensure clear and adequate disclosures regarding actual and discounted prices with the details of the stock on offer with flat or differential discounts. Undertakings, Brands and outlets violating this directive may face enforcement action by the CCP under Section 10 of the Competition Act, 2010. Similarly, consumers are also advised to exercise vigilance while availing discounts and sales offers to avoid falling victim to deceptive marketing practices.

CCP remains committed to its mandate under the Competition Act, 2010 continuously striving to ensure free competition, enhance economic efficiency, and protect consumers from anti-competitive behavior.

<https://customnews.pk/2024/09/22/ccp-scrutinizes-misleading-discount-advertisements/>

The Competition Commission of Pakistan (CCP), while taking action against retailers advertising discounts as “up to a percentage” during the “End of Season Sales” issued notices to 20 brands, seeking clarification on their potentially misleading discount practices.

Such unspecified discount offers are akin to 'Bait and Switch Advertising' defined as a tactic to mislead buyers, whereby a seller advertises an appealing but spurious offer to sell a product or service that the seller does not actually intend to sell, said a news release.

Instead, the seller offers an unwanted alternative which is prohibited under Section 10 of the Act as Deceptive Marketing Practices.

Market Intelligence Unit/Office of Fair Trade of the CCP conducted a random survey in the twin cities and identified various brands offering discounts “Up to Some Percentage” on their products. The survey revealed that maximum (upper limit) discount was being offered on a small collection of least attractive articles and the most popular and frequently purchased items were available with minimal or no discount.

Consequently, a clear gap was observed between the advertised discounts and the real offers, compelling the customers to ask multiple questions to determine the actual discounts available on their chosen items.

Some of the brands were, however, offering flat discounts or concessions (discounts up to some upper limit) with adequate disclosures/disclaimers i.e. on the entire/limited or specified stock which is highly appreciated by the CCP.

The Commission advises various consumer brands offering discounts to preclude distributing any misleading information and ensure clear and adequate disclosures regarding actual and discounted prices with the details of the stock on offer with flat or differential discounts.

Undertakings, Brands and outlets violating this directive may face enforcement action by the CCP under Section 10 of the Competition Act, 2010. Similarly, consumers are also advised to exercise vigilance while availing discounts and sales offers to avoid falling victim to deceptive marketing practices.

CCP remains committed to its mandate under the Competition Act, 2010 continuously striving to ensure free competition, enhance economic efficiency, and protect consumers from anti-competitive behavior.

<https://www.urdupoint.com/en/business/ccp-scrutinizes-misleading-discount-advertise-1864848.html>

## **Brandsynario**

### CCP Takes Action Against 20 Pakistani Brands For Fake Discounts

Everyone enjoys a good sale offer, but what do you do when you walk into a store and learn that it is a phony, and instead of a flat 70% you see a small 20% off rack? End-of-season sales just ended, and it turns out too many stores played the same strategy this year. Hence, CCP has decided to take action against this clickbait marketing strategy.

The CCP's Market Intelligence Unit conducted a random survey in Islamabad and Rawalpindi. The survey revealed that the highest discounts were only on a small selection of less popular items, while popular

products had little to no discount. This gap between advertised and actual discounts caused confusion among customers.

Though most were false, some brands were offering genuine flat discounts with clear disclaimers. The commission appreciated that, and has advised all brands to be honest in their advertising, clearly disclosing real discounts and the specific items on sale.

Read more: [Mass Crowd vs Massive Sales: Preventing Security Failures](#)

Brands violating these guidelines could face enforcement under Section 10 of the Competition Act, 2010. Consumers are encouraged to stay alert and carefully check sales offers to avoid falling for these tactics.

The Competition Commission of Pakistan (CCP) has taken action against misleading discount practices during “End of Season Sales.” 20 stores have been asked to clarify their ‘up to X percent off’ offers. These offers are often false, and deceptive. They show large sums of discounts being offered, when in reality most popular products are at full price. Most stores divide their stock into new arrivals and old pieces, and the new arrivals are always at full price.

This tactic, known as ‘Bait and Switch Advertising,’ is a way to lure customers in with promises of great deals. Unfortunately, in reality, the discounts are often disappointing.

The CCP remains committed to promoting fair competition, improving economic efficiency, and protecting consumers from unfair marketing.

<https://www.brandsynario.com/ccp-takes-action-against-20-pakistani-brands-for-fake-discounts/>

## Treasure Magazine

### CCP scrutinizes misleading discount advertisements

Taking action against retailers advertising discounts as “up to a percentage” during the “End of Season Sales”, the Competition Commission of Pakistan (CCP) has issued notices to 20 brands, seeking clarification on their potentially misleading discount practices.

Such unspecified discount offers are akin to ‘Bait and Switch Advertising’ defined as a tactic to mislead buyers, whereby a seller advertises an appealing but spurious offer to sell a product or service that the seller does not actually intend to sell. Instead, the seller offers an unwanted alternative which is prohibited under Section 10 of the Act as Deceptive Marketing Practices.

Market Intelligence Unit/Office of Fair Trade of the CCP conducted a random survey in the twin cities and identified various brands offering discounts “Up to Some Percentage” on their products. The survey revealed that maximum (upper limit) discount was being offered on a small collection of least attractive articles and the most popular and frequently purchased items were available with minimal or no discount.

Consequently, a clear gap was observed between the advertised discounts and the real offers, compelling the customers to ask multiple questions to determine the actual discounts available on their chosen items.

Some of the brands were, however, offering flat discounts or concessions (discounts up to some upper limit) with adequate disclosures/disclaimers i.e. on the entire/limited or specified stock which is highly appreciated by the CCP.

The Commission advises various consumer brands offering discounts to preclude distributing any misleading information and ensure clear and adequate disclosures regarding actual and discounted prices with the details of the stock on offer with flat or differential discounts. Undertakings, Brands and outlets violating this directive may face enforcement action by the CCP under Section 10 of the Competition Act, 2010.

Similarly, consumers are also advised to exercise vigilance while availing discounts and sales offers to avoid falling victim to deceptive marketing practices. CCP remains committed to its mandate under the Competition Act, 2010 continuously striving to ensure free competition, enhance economic efficiency, and protect consumers from anti-competitive behavior.

<https://treasure.com.pk/ccp-scrutinizes-misleading-discount-advertisements/>

## **Lead Pakistan.com**

### CCP Scrutinizes Misleading Discount Advertisements

The Competition Commission of Pakistan (CCP), while taking action against retailers advertising discounts as “up to a percentage” during the “End of Season Sales” issued notices to 20 brands, seeking clarification on their potentially misleading discount practices.

Such unspecified discount offers are akin to ‘Bait and Switch Advertising’ defined as a tactic to mislead buyers, whereby a seller advertises an appealing but spurious offer to sell a product or service that the seller does not actually intend to sell. Instead, the seller offers an unwanted alternative which is prohibited under Section 10 of the Act as Deceptive Marketing Practices.

Market Intelligence Unit/Office of Fair Trade of the CCP conducted a random survey in the twin cities and identified various brands offering discounts “Up to Some Percentage” on their products.

The survey revealed that maximum (upper limit) discount was being offered on a small collection of least attractive articles and the most popular and frequently purchased items were available with minimal or no discount.

Consequently, a clear gap was observed between the advertised discounts and the real offers, compelling the customers to ask multiple questions to determine the actual discounts available on their chosen items.

Some of the brands were, however, offering flat discounts or concessions (discounts up to some upper limit) with adequate disclosures/disclaimers i.e. on the entire/limited or specified stock which is highly appreciated by the CCP.

The Commission advises various consumer brands offering discounts to preclude distributing any misleading information and ensure clear and adequate disclosures regarding actual and discounted prices with the details of the stock on offer with flat or differential discounts.

Undertakings, Brands and outlets violating this directive may face enforcement action by the CCP under Section 10 of the Competition Act, 2010. Similarly, consumers are also advised to exercise vigilance while availing discounts and sales offers to avoid falling victim to deceptive marketing practices.

CCP remains committed to its mandate under the Competition Act, 2010 continuously striving to ensure free competition, enhance economic efficiency, and protect consumers from anti-competitive behavior.

<https://leadpakistan.com.pk/news/ccp-scrutinizes-misleading-discount-advertisements/>



## سیل اور ڈسکاونٹ کے گمراہ کن اعلانات پر مختلف برانڈز کو نوٹس جاری، وضاحت طلب

سی سی پی کی برانڈز سے ڈسکاونٹ کے مبہم اعلانات اور سیل آفرز پر وضاحت طلب

سیل اور ڈسکاونٹ کے گمراہ کن اعلانات پر کمیٹیشن کیشن نے نوٹس لیتے ہوئے مختلف برانڈز کو نوٹس جاری کر دیا۔

کمیٹیشن کمیشن آف پاکستان (سی سی پی) نے مختلف ریٹیلر اسٹورز کی جانب سے "سیزن کی اختتامی سیل" کے نام پر ڈسکاونٹ کے نام پر گمراہ کن اشتہارات اور اعلانات پر بیس مختلف برانڈز کو نوٹس جاری کر دئے ہیں۔ کمیشن نے ڈسکاونٹ کے مبہم اعلانات اور سیل آفرز پر وضاحت طلب کر لی ہے۔

کمیٹیشن کمیشن نے روالپنڈی اور اسلام آباد کے جڑواں شہروں میں مختلف ماکیٹوں کا سروے کیا۔ سروے کے دوران مشاہدہ کیا گیا کہ مختلف برانڈز کی جانب سے اپنی مصنوعات کی اینڈ سیزن سیل پر ایک متاثر کن شرح جیسے کہ 'پچاس فیصد تک ڈسکاونٹ' اور تیس فیصد تک کے اعلانات آویزاں کر رکھے ہیں۔

تاہم اسٹور میں جانے پر معلوم ہوتا ہے کہ یہ سب سے زیادہ ڈسکاونٹ، جس بارے اعلان کیا گیا، وہ کسی بھی کم مقبول پراڈکٹ پر آفر کیا گیا ہے، جب کہ مقبول پراڈکٹ پر ڈسکاونٹ کی پیشکش بہت ہی کم یا نہ ہونے کے برابر تھی۔ یہ ریٹیلر اسٹور، ڈسکاونٹ کے گمراہ کن اعلان اور اشتہارات صرف صارفین کو راغب کرنے کے لئے کئے جاتے ہیں، جن سے خریداری کرتے وقت صارفین کو الجھن اور پریشانی کا باعث بنتے ہیں۔

ایسے اشتہارات اور اعلانات، ایڈورٹائزنگ کی ایک ایسی سرگرمی ہے جس میں ایک کمپنی اپنی پراڈکٹ کی ناقابل یقین حد تک کم قیمت کی تشہیر کرتی ہے جس کا مقصد صارفین کو راغب کر کے، لیکن اصل میں تشہیر کردہ اشیاء کے بجائے اپنی کمتر یا متبادل سٹاک کا خاتمہ ہوتا ہے کسی اشیاء یا پراڈکٹ کی۔

تاہم سی سی پی کے سروے میں یہ مشاہدہ بھی کیا گیا کہ کچھ برانڈز تمام یا مخصوص اشیاء پر ڈسکاؤنٹ کی واضح اور درست معلومات فراہم کر رہے تھے، جس کو کمیشن کی جانب سے سراہا گیا۔ کمپنیشن کمیشن نما رٹیل برانڈز کو تنبیہ کرتا ہے کہ وہ ڈسکاؤنٹ کی پیشکش کے دوران اشیاء کی اصل قیمت میں کمی اور دستیاب سٹاک بارے میں درست معلومات فراہم کریں اور اگر ڈسکاؤنٹ کی شرح بتایا مقصود ہے کہ واضح اعلانات کریں۔ مبہم اور غیر واضح اعلانات پر کمیشن ایکٹ کے تحت قانونی کارروائی عمل میں لائی جا سکتی ہے۔

کمیشن نے صارفین کو بھی محتاط رہنے اور ڈسکاؤنٹ سے متعلق تمام معلومات کی تصدیق کرنے کی ہدایت کرتا ہے تا کہ وہ گمراہ گُن مارکیٹنگ کا نشانہ نہ بنیں۔

<https://urdu.samaa.tv/2087321673>



## سیل اور ڈسکاؤنٹ کے گمراہ کن اعلانات پر کمیشن کیشن کا نوٹس مختلف برانڈز کو نوٹس جاری

اسلام آباد (نمائندہ خصوصی) کمپنیشن کمیشن اف پاکستان (سی سی پی) نے مختلف رٹیلز اسٹورز کی جانب سے "سیزن کی اختتامی سیل" کے نام پر ڈسکاؤنٹ کے نام پر گمراہ گُن اشتہارات اور اعلانات پر بیس مختلف برانڈز کو نوٹس جاری کردئے ہیں۔ کمیشن نے ڈسکاؤنٹ کے مبہم اعلانات اور سیل افرز پر وضاحت طلب کر لی ہے۔ کمپنیشن کمیشن نے روالپنڈی اور اسلام آباد کے جڑواں شہروں میں مختلف ماکیٹوں کا سروے کیا۔ سروے کے دوران مشاہدہ کیا گیا کہ مختلف برانڈز کی جانب سے اپنی مصنوعات کی اینڈ سیزن سیل پر ایک متاثر کن شرح جیسے کہ 'پچاس فیصد تک ڈسکاؤنٹ' اور تیس فیصد تک، کے اعلانات اویزاں کر رکھے ہیں۔ تاہم اسٹور میں جانے پر معلوم ہوتا ہے کہ یہ سب سے زیادہ ڈسکاؤنٹ، جس بارے اعلان کیا گیا، وہ کسی بھی ہی کم مقبول پراڈکٹ پر افر کیا گیا ہے۔

<https://www.nawaiwaqt.com.pk/22-Sep-2024/1827189>





# سیل کے نام پر گمراہ کن اشتہارات پر برانڈز کو نوٹسز جاری

ہفتہ 21 ستمبر 2024 ارشاد انصاری

مقبول پراڈکٹ پر ڈسکاونٹ کی پیشکش بہت ہی کم یا نہ ہونے کے برابر تھی۔

کمپنیشن کمیشن آف پاکستان (سی سی پی) نے مختلف ریٹیلز اسٹورز کی جانب سے: اسلام آباد “سیزن کی اختتامی سیل” کے نام پر ڈسکاونٹ کے نام پر گمراہ کن اشتہارات اور اعلانات پر بیس مختلف برانڈز کو نوٹس جاری کر دیے ہیں۔

تفصیلات کے مطابق کمیشن نے ڈسکاونٹ کے مبہم اعلانات اور سیل آفرز پر وضاحت طلب کر لی ہے کمپنیشن کمیشن نے راولپنڈی اور اسلام آباد کے جڑواں شہروں میں مختلف مارکیٹوں کا سروے کیا۔

سروے کے دوران مشاہدہ کیا گیا کہ مختلف برانڈز کی جانب سے اپنی مصنوعات کی اینڈ سیزن سیل پر ایک متاثر کن شرح جیسے کہ ’پچاس فیصد تک ڈسکاونٹ‘ اور تیس فیصد تک کے اعلانات آویزاں کر رکھے ہیں تاہم اسٹور میں جانے پر معلوم ہوتا ہے کہ یہ سب سے زیادہ ڈسکاونٹ، جس کا اعلان کیا گیا، وہ کسی بھی کم مقبول پراڈکٹ پر آفر کیا گیا ہے جبکہ مقبول پراڈکٹ پر ڈسکاونٹ کی پیشکش بہت ہی کم یا نہ ہونے کے برابر تھی۔

یہ ریٹیلر اسٹور، ڈسکاونٹ کے گمراہ کن اعلان اور اشتہارات صرف صارفین کو راغب کرنے کے لئے کئے جاتے ہیں، جن سے خریداری کرتے وقت صارفین کو الجھن اور پریشانی کا باعث بنتے ہیں ایسے اشتہارات اور اعلانات، ایڈورٹائزنگ کی ایک ایسی سرگرمی ہے جس میں ایک کمپنی اپنی پراڈکٹ کی ناقابل یقین حد تک کم قیمت کی تشہیر کرتی ہے جس کا مقصد صارفین کو راغب کر کے، لیکن اصل میں تشہیر کردہ اشیاء کے بجائے اپنی کمتر یا متبادل سٹاک کا خاتمہ ہوتا ہے۔

کسی اشیاء یا پراڈکٹ کی تاہم سی سی پی کے سروے میں یہ مشاہدہ بھی کیا گیا کہ کچھ برانڈز تمام یا مخصوص اشیاء پر ڈسکاونٹ کی واضح اور درست معلومات فراہم کر رہے تھے، جس کو کمیشن کی جانب سے سراہا گیا کمپنیشن کمیشن تما ریٹیل برانڈز کو تنبیہ کرتا ہے کہ وہ ڈسکاونٹ کی پیشکش کے دوران اشیاء کی اصل قیمت میں کمی اور دستیاب سٹاک بارے میں درست معلومات فراہم کریں اور اگر ڈسکاونٹ کی شرح بتایا مقصود ہے کہ واضح اعلانات کریں۔

مبہم اور غیر واضح اعلانات پر کمپنیشن ایکٹ کے تحت قانونی کارروائی عمل میں لائی جا سکتی ہے کمیشن نے صارفین کو بھی محتاط رہنے اور ڈسکاونٹ سے متعلق تمام معلومات کی تصدیق کرنے کی ہدایت کرتا ہے تا کہ وہ گمراہ کن مارکیٹنگ کا نشانہ نہ بنیں۔

<https://www.express.pk/story/2709428/6/>



مسابقتی کمیشن آف پاکستان نے سیل اور ڈسکاؤنٹ کے گمراہ کن اعلانات پر نوٹس لیتے ہوئے 20 مختلف برانڈز کو نوٹسز جاری کر دیے ہیں۔

کمیشن اعلامیے کے مطابق مختلف ریٹیلز اسٹورز کی جانب سے "سیزن کی اختتامی سیل" کے نام پر ڈسکاؤنٹ کے نام پر گمراہ کن اشتہارات اور اعلانات پر 20 مختلف برانڈز کو نوٹس جاری کیے گئے ہیں۔

مسابقتی کمیشن نے ڈسکاؤنٹ کے مبہم اعلانات اور سیل آفرز پر وضاحت طلب کر لی ہے۔

گمراہ کن مارکیٹنگ کیخلاف کارروائی مسابقتی کمیشن کا دائرہ اختیار ہے، سی سی پی بی بیج

مختلف شعبوں میں کارٹیلائزیشن پر 74 ارب جرمانے کئے، چیئرمین مسابقتی کمیشن

کمیشن نے راولپنڈی اور اسلام آباد کے جڑواں شہروں میں مختلف مارکیٹوں کا سروے کیا اور مشاہدہ کیا گیا کہ مختلف برانڈز نے اپنی مصنوعات کی اینڈ سیزن سیل پر ایک متاثر کن شرح جیسے کہ 30 فیصد، 50 فیصد تک ڈسکاؤنٹ، کے اعلانات آویزاں کر رکھے ہیں تاہم اسٹور میں جانے پر معلوم سکاؤنٹ، کم مقبول پراڈکٹ پر ہیں جبکہ 7 ہوتا ہے کہ یہ سب سے زیادہ ڈ مقبول پراڈکٹ پر ڈسکاؤنٹ کی پیشکش بہت ہی کم یا نہ ہونے کے برابر تھی۔

مسابقتی کمیشن نے صارفین کو بھی محتاط رہنے اور ڈسکاؤنٹ سے متعلق تمام معلومات کی تصدیق کرنے کی ہدایت کی ہے۔

<https://jang.com.pk/news/1392957>

سیل اور ڈسکاؤنٹ کے گمراہ کن اعلانات پر 20 مختلف برانڈز کو نوٹس جاری

اسلام آباد (اے این پی) مسابقتی کمیشن آف پاکستان (سی سی پی) نے سیل اور ڈسکاؤنٹ کے گمراہ کن اعلانات پر مختلف برانڈز کو نوٹس جاری کر دیے جبکہ صارفین کو بھی محتاط رہنے اور ڈسکاؤنٹ سے متعلق تمام معلومات کی تصدیق کرنے کی ہدایت کی گئی ہے۔ مسابقتی کمیشن کی جانب سے جاری اعلامیہ کے مطابق مختلف ریٹیلرز کی جانب سے ”سیزن کی اختتامی سیل“ کے نام پر ڈسکاؤنٹ کے حوالے سے گمراہ کن اشتہارات اور اعلانات پر 20 مختلف برانڈز کو نوٹس جاری کر دیے ہیں۔ کمیشن نے ڈسکاؤنٹ کے مبہم اعلانات اور سیل آفرز پر وضاحت طلب کر لی ہے۔ اعلامیہ کے مطابق کمیشن نے راولپنڈی اور اسلام آباد کے جڑواں شہروں میں مختلف مارکیٹوں کا سروے کیا اور مشاہدہ کیا گیا کہ مختلف برانڈز نے اپنی مصنوعات کی اینڈ سیزن سیل پر ایک متاثر کن شرح جیسے کہ 30 فیصد اور 50 فیصد تک ڈسکاؤنٹ کے اعلانات آویزاں کر رکھے ہیں، تاہم سٹور میں جانے پر معلوم ہوتا ہے کہ یہ سب سے زیادہ ڈسکاؤنٹ، کم مقبول پراڈکٹ پر ہے، جبکہ مقبول پراڈکٹ پر ڈسکاؤنٹ کی پیشکش بہت ہی کم یا نہ ہونے کے برابر تھی۔ کمیشن نے صارفین کو بھی محتاط رہنے اور ڈسکاؤنٹ سے متعلق تمام معلومات کی تصدیق کرنے کی ہدایت کی ہے۔

<https://dailypakistan.com.pk/22-Sep-2024/17570>

جیونیوز

مسابقتی کمیشن نے سیل اور ڈسکاؤنٹ کے گمراہ کن اعلانات پر مختلف برانڈز کو نوٹس جاری کر دیے

مسابقتی کمیشن نے سیل اور ڈسکاؤنٹ کے گمراہ کن اعلانات پر مختلف برانڈز کو نوٹس جاری کر دیے

کمیشن نے صارفین کو بھی محتاط رہنے اور ڈسکاؤنٹ سے متعلق تمام معلومات کی تصدیق کرنے کی ہدایت کی ہے، فوٹو: فائل

اسلام آباد: مسابقتی کمیشن آف پاکستان (سی سی پی) نے سیل اور ڈسکاونٹ کے گمراہ کن اعلانات پر مختلف برانڈز کو نوٹس جاری کر دیے۔

مسابقتی کمیشن کی جانب سے جاری اعلامیے کے مطابق مختلف ریٹیلز اسٹورز کی جانب سے 'سیزن کی اختتامی سیل' کے نام پر ڈسکاونٹ کے حوالے سے گمراہ کن اشتہارات اور اعلانات پر 20 مختلف برانڈز کو نوٹس جاری کر دیے ہیں۔

کمیشن نے ڈسکاونٹ کے مبہم اعلانات اور سیل آفرز پر وضاحت طلب کر لی ہے۔

اعلامیے کے مطابق کمیشن نے راولپنڈی اور اسلام آباد کے جڑواں شہروں میں مختلف مارکیٹوں کا سروے کیا اور مشاہدہ کیا گیا کہ مختلف برانڈز نے اپنی مصنوعات کی اینڈ سیزن سیل پر ایک متاثر کن شرح جیسے کہ 30 فیصد اور 50 فیصد تک ڈسکاونٹ کے اعلانات آویزاں کر رکھے ہیں، تاہم اسٹور میں جانے پر معلوم ہوتا ہے کہ یہ سب سے زیادہ ڈسکاونٹ، کم مقبول پراڈکٹ پر ہے، جب کہ مقبول پراڈکٹ پر ڈسکاونٹ کی پیشکش بہت ہی کم یا نہ ہونے کے برابر تھی۔

کمیشن نے صارفین کو بھی محتاط رہنے اور ڈسکاونٹ سے متعلق تمام معلومات کی تصدیق کرنے کی ہدایت کی ہے۔

<https://urdu.geo.tv/latest/380479->



**مسابقتی کمیشن آف پاکستان کے سیل اور ڈسکاونٹ کے گمراہ کن اعلانات پر**

**مختلف برانڈز کو نوٹس جاری**

14:34 2024 ستمبر 21 ہفتہ

پاکستان (سی سی پی) اسلام آباد (اردو پوائنٹ اخبار تازہ ترین - اے پی پی۔ 21 ستمبر 2024ء) مسابقتی کمیشن آف

پی) نے مختلف ریٹیلز اسٹورز کی جانب سے "سیزن کی اختتامی سیل" اور ڈسکاونٹ کے نام پر گمراہ کن

اشتہارات اور اعلانات پر 20 مختلف برانڈز کو نوٹسز جاری کرتے ہوئے ڈسکاونٹ کے مبہم اعلانات اور اسلام آباد کے جڑواں شہروں میں مختلف سیل آفرز پر وضاحت طلب کر لی ہے۔ کمیشن نے راولپنڈی اور مارکیٹوں کا سروے کیا۔

سروے کے دوران مشاہدہ کیا گیا کہ مختلف برانڈز کی جانب سے اپنی مصنوعات کی انڈسٹریل سیزن پر ایک متاثر کن شرح جیسے کہ '50 فیصد تک ڈسکاونٹ' اور '30 فیصد تک' کے اعلانات آویزاں کر رکھے ہیں۔ تاہم سٹور میں جانے پر معلوم ہوتا ہے کہ یہ سب سے زیادہ ڈسکاونٹ جس کے بارے میں اعلان کیا جاتا ہے وہ کسی بھی کم مقبول پراڈکٹ پر آفر کیا جاتا ہے، جب کہ مقبول پراڈکٹ پر ڈسکاونٹ کی پیشکش بہت ہی کم یا نہ ہونے کے برابر تھی۔

یہ ریٹیلر سٹور، ڈسکاونٹ کے گنمران کن اعلان اور اشتہارات صرف صارفین کو راغب کرنے کے لئے کئے جاتے ہیں، جو خریداری کرتے وقت صارفین کیلئے الجھن اور پریشانی کا باعث بنتے ہیں۔ ایسے اشتہارات کمپنی اپنی پراڈکٹ کی ناقابل یقین حد اور اعلانات، ایڈورٹائزنگ کی ایک ایسی سرگرمی ہے جس میں ایک تک کم قیمت کی تشہیر کرتی ہے جس کا مقصد صارفین کو راغب کر کے اصل میں تشہیر کردہ اشیاء کے بجائے اپنی کمتر یا متبادل سٹاک کا خاتمہ ہوتا ہے۔

سی سی پی کے سروے میں یہ مشاہدہ بھی کیا گیا کہ کچھ برانڈز تمام یا مخصوص اشیاء پر ڈسکاونٹ کی واضح اور درست معلومات فراہم کر رہے تھے جس کو کمیشن کی جانب سے سراہا گیا۔ مسابقتی کمیشن نے تمام ریٹیل برانڈز کو تنبیہ کی ہے کہ وہ ڈسکاونٹ کی پیشکش کے دوران اشیاء کی اصل قیمت میں کمی اور دستیاب سٹاک بارے میں درست معلومات فراہم کریں اور ڈسکاونٹ کی شرح کے بارے میں واضح اعلانات کریں۔ مبہم اور غیر واضح اعلانات پر کمیشن ایکٹ کے تحت قانونی کارروائی عمل میں لائی جا سکتی ہے۔ کمیشن نے صارفین کو بھی محتاط رہنے اور ڈسکاونٹ سے متعلق تمام معلومات کی تصدیق کرنے کی ہدایت کی ہے کہ وہ گمراہ کن مارکیٹنگ کا نشانہ نہ بنیں۔

<https://www.urdupoint.com/daily/livenews/2024-09-21/news-4163401.html>

## Business Recorder

## Misleading discount practices

# CCP issues notices to 20 brands

**RECORDER REPORT**  
**ISLAMABAD:** The Competition Commission of Pakistan (CCP), while taking action against retailers advertising discounts-as "up to a percentage" during the "End of Season Sales" issued notices to 20 brands, seeking clarification on their potentially misleading discount practices.

Such unspecified discount offers are akin to 'Bait and Switch Advertising' defined as a tactic to mislead buyers, whereby a seller advertises an appealing but spurious offer to sell a product or service that the seller does not actually intend to sell. Instead, the seller offers an unwanted

alternative which is prohibited under Section 10 of the Act as Deceptive Marketing Practices.

Market Intelligence Unit/Office of Fair Trade of the CCP conducted a random survey in the twin cities and identified various brands offering discounts "Up to Some Percentage" on their products. The survey revealed that maximum (upper limit) discount was being offered on a small collection of least attractive articles and the most popular and frequently purchased items were available with minimal or no discount.

Consequently, a clear gap was observed between the

advertised discounts and the real offers, compelling the customers to ask multiple questions to determine the actual discounts available on their chosen items. Some of the brands were, however, offering flat discounts or concessions (discounts up to some upper limit) with adequate disclosures/disclaimers i.e. on the entire/limited or specified stock which is highly appreciated by the CCP.

The Commission advises various consumer brands offering discounts to preclude distributing any misleading information and ensure clear and adequate disclosures regarding actual and discounted prices with the

details of the stock on offer with flat or differential discounts. Undertakings, Brands and outlets violating this directive may face enforcement action by the CCP under Section 10 of the Competition Act, 2010. Similarly, consumers are also advised to exercise vigilance while availing discounts and sales offers to avoid falling victim to deceptive marketing practices.

CCP remains committed to its mandate under the Competition Act, 2010 continuously striving to ensure free competition, enhance economic efficiency, and protect consumers from anti-competitive behaviour.

**The Nation**

**Business Page**

# 20 brands receive notices from CCP over misleading 'End of Season Sales' discounts

IMRAN ALI KUNDI  
ISLAMABAD

The Competition Commission of Pakistan (CCP), while taking action against retailers advertising discounts as "up to a percentage" during the "End of Season Sales" issued notices to 20 brands, seeking clarification on their potentially misleading discount practices. Such unspecified discount offers are akin to 'Bait and Switch Advertising' defined as a tactic to mislead buyers, whereby a seller advertises an appealing but spurious offer to sell a product or service that the seller does not actually intend to sell. Instead, the seller offers an unwanted alternative which is prohibited under Section 10 of the Act as deceptive marketing practices.

Market Intelligence Unit/Office of Fair Trade of the CCP conducted a random survey in the twin cities and identified various brands offering discounts "Up to Some Percentage" on their products. The survey revealed that maximum (upper limit) discount was being offered on a small collection of least attractive articles and the most popular and frequently purchased items were available with minimal or no discount.

Consequently, a clear gap was observed between the advertised discounts and the real offers, compelling the customers to ask multiple questions to determine the actual discounts available on their chosen items. Some of the brands were, however, offering flat discounts or concessions (dis-

counts up to some upper limit) with adequate disclosures/disclaimers i.e.

CCP striving to ensure free competition, enhance economic efficiency, and protect consumers from anti-competitive behavior

on the entire/limited or specified stock which is highly appreciated by the CCP. The Commission advises various con-

sumer brands offering discounts to preclude distributing any misleading information and ensure clear and adequate disclosures regarding actual and discounted prices with the details of the stock on offer with flat or differential discounts. Undertakings, Brands and outlets violating this directive may face enforcement action by the CCP under Section 10 of the Competition Act, 2010. Similarly, consumers are also advised to exercise vigilance while availing discounts and sales offers to avoid falling victim to deceptive marketing practices. CCP remains committed to its mandate under the Competition Act, 2010 continuously striving to ensure free competition, enhance economic efficiency, and protect consumers from anti-competitive behavior.

## The Daily Times

### Business Page

#### END OF SEASON SALES

## CCP issues notices to 20 brands over misleading discounts advertisements

The Competition Commission of Pakistan (CCP), while taking action against retailers advertising discounts as "up to a percentage" during the "End of Season Sales" issued notices to 20 brands, seeking clarification on their potentially misleading discount practices.

Such unspecified discount offers are akin to 'Bait and Switch Advertising' defined as a tactic to mislead buyers, whereby a seller advertises an appealing but spurious offer to sell a product or service that the seller does not actually intend to sell, said a news release.

Instead, the seller offers an unwanted alternative which is prohibited under Section 10 of the Act as Deceptive Marketing Practices.

Market Intelligence Unit/Office of Fair Trade of the CCP conducted a random survey in the twin cities and identified various brands offering discounts "Up to Some Percentage" on their products. The survey revealed that maximum (upper limit) discount was



being offered on a small collection of least attractive articles and the most popular and frequently purchased items were available with minimal or no discount.

Consequently, a clear gap was

observed between the advertised discounts and the real offers, compelling the customers to ask multiple questions to determine the actual discounts available on their chosen items.

Some of the brands were, however,

offering flat discounts or concessions (discounts up to some upper limit) with adequate disclosures/disclaimers i.e. on the entire/limited or specified stock which is highly appreciated by the CCP.

The Commission advises various consumer brands offering discounts to preclude distributing any misleading information and ensure clear and adequate disclosures regarding actual and discounted prices with the details of the stock on offer with flat or differential discounts.

Undertakings, Brands and outlets violating this directive may face enforcement action by the CCP under Section 10 of the Competition Act, 2010. Similarly, consumers are also advised to exercise vigilance while availing discounts and sales offers to avoid falling victim to deceptive marketing practices.

CCP remains committed to its mandate under the Competition Act, 2010 continuously striving to ensure free competition, enhance economic efficiency, and protect consumers from anti-competitive behavior. APP

## Auction for debt-stricken PIA set for October 1 with six bidders

The Privatization Commission of Pakistan has announced that the auction for Pakistan International Airlines (PIA) will take place on October 1. This decision follows a recent meeting focused on the airline's privatization process.

Six bidders have been pre-qualified for the auction, including Fly Jinnah, a consortium led by YB Holdings, Air Blue Corporation, and Blue World City. To facilitate the auction, the commission plans to adjust the bidding rules.

PIA is currently burdened with a debt of approximately Rs800 billion (\$2.9 billion) and has received multiple government bailout packages in recent years.

The privatisation process was initially intended to conclude by August 14 but was delayed as bidders requested updated financial information and details regarding aircraft lease agreements, especially concerning flights to Europe that have been suspended for nearly four years.

This move towards privatisation aligns with recommendations from the International Monetary Fund (IMF) to sell loss-making state-owned enterprises to bolster the economy. Officials are also exploring the possibility of resuming PIA's flights to Europe, which were halted following a tragic plane crash in Karachi in 2020 that raised safety concerns. APP

DAWN ISLAMABAD, SUNDAY SEPTEMBER 22, 2024

# DAWN

MAKE YOUR BUSINESS GROW  
ADVERTISE IN  
**DAWN INDUSTRY  
SUPPLEMENTS**  
Call Manager Supplements in  
Karachi Lahore or Islamabad  
on UAN: 111-444-777

### 20 brands issued notices for deceptive discount ads

By Kalbe Ali

**ISLAMABAD:** The Competition Commission of Pakistan (CCP) has issued notices to 20 brands for alleged deceptive marketing, and the scope of action against unrealistic but lucrative sale offers will also be expanded to other brands.

The commission has acted against retailers advertising discounts as "up to a percentage" during the "end of season sales" and issued notices to 20 brands, seeking clarification on their potentially misleading discount practices. The CCP has said that such unspecified discount offers are akin to "bait and switch advertising" and the commission has defined it as a tactic to mislead buyers.

**Under these conditions,** a seller advertises an appealing but spurious offer to sell a product or service that the seller does not intend to sell.

The initial CCP inquiry indicated that the seller offers an unwanted alternative, which is prohibited under Section 10 of the Competition Act 2010 as deceptive marketing practices. Market Intelligence Unit of Fair Trade of the CCP conducted a random survey in the twin cities and identified various brands offering discounts "up to some percentage" on their products.

The survey revealed that a maximum (upper limit) discount was offered on a small collection of least attractive articles, and the most popular and frequently purchased items were available with minimal or no discount.

Consequently, a clear gap was observed between the advertised discounts and the actual offers, compelling the customers to ask multiple questions to determine discounts on their chosen items.

However, some of the brands were offering flat discounts or concessions (discounts up to some upper limit) with adequate disclosures and disclaimers identifying the discounts if they were on the entire or specified stock. The CCP appreciated the clear approach.

The commission advises various consumer brands offering discounts to preclude distributing any misleading information and ensure clear and adequate disclosures regarding actual and discounted prices with the stock details on offer with flat or differential discounts.

Undertakings, brands and outlets violating this directive may face enforcement action by the CCP under Section 10 of the Competition Act, 2010.



روزنامہ  
کنیا  
اسلام آباد

جلد نمبر 30 اتوار 17 ربیع الاول 1446ھ 22 ستمبر 2024ء 18 سونچ 2081 پ شمارہ 202

فون نمبر: 051-2891830 فیکس نمبر 051-2891814 صفحات 24 قیمت 45 روپے

SUNDAY, SEPTEMBER 22, 2024

## سیل، ڈسکاؤنٹ کے گمراہ کن اعلانات پر 20 برانڈز کو نوٹس جاری

مسابقتی کمیشن کی صارفین کو محتاط رہنے اور ڈسکاؤنٹ سے متعلق معلومات کی تصدیق کی ہدایت

اسلام آباد (آئی این پی) مسابقتی کمیشن | کر دیے جبکہ صارفین کو بھی محتاط رہنے اور آف پاکستان (سی سی پی) نے سیل اور ڈسکاؤنٹ | ڈسکاؤنٹ سے متعلق تمام معلومات کی تصدیق کے گمراہ کن اعلانات پر مختلف برانڈز کو نوٹس جاری | کرنے کی ہدایت کی گئی (باقی صفحہ 7 بقیہ 9)

### بقیہ نمبر 9 ڈسکاؤنٹ، نوٹس

ہے۔ مسابقتی کمیشن کی جانب سے جاری اعلامیہ کے مطابق مختلف ریٹیلرسٹورز کی جانب سے 'میزن کی اختتامی سیل' کے نام پر ڈسکاؤنٹ کے حوالے سے گمراہ کن اشتہارات اور اعلانات پر 20 مختلف برانڈز کو نوٹس جاری کر دیے گئے ہیں۔ کمیشن نے ڈسکاؤنٹ کے بہم اعلانات اور سیل آفرز پر وضاحت طلب کر لی۔ اعلامیہ کے مطابق کمیشن نے راولپنڈی اور اسلام آباد میں مختلف مارکیٹوں کا سروے کیا اور مشاہدہ کیا کہ مختلف برانڈز نے اپنی مصنوعات کی اینڈ میزین سیل پر ایک منٹاؤن شرح 30 فیصد اور 50 فیصد تک ڈسکاؤنٹ کے اعلانات آویزاں کر رکھے ہیں، تاہم سٹور میں جانے پر معلوم ہوتا ہے کہ یہ سب سے زیادہ ڈسکاؤنٹ، کم مقبول پروڈکٹ پر ہے، جب کہ مقبول پروڈکٹ پر ڈسکاؤنٹ کی پیشکش بہت ہی کم یا نہ ہونے کے برابر ہے۔

# Nawa-i- Waqat

## Back Page

مسلسل اشاعت کے 84 سال

editor@nawaiwaqt.com.pk @nawaiwaqt

nawaiwaqt.com.pk fb.com/nawaiwaqt

DAILY NAWA-I-WAQF  
RAWALPINDI  
ISLAMABAD

روزنامہ  
نوائے وقت  
پبلیشر جنرل  
ایڈیٹر جنرل  
راولپنڈی  
اسلام آباد

ایڈیٹر کالجی راولپنڈی / اسلام آباد / پاکستان کو تیز اور گورڈریکٹ شائع ہوتا ہے

جلد آوار، 17 سبک اول، 1446ھ، 22 ستمبر 2024ء، 18 ستمبر 2081 ب صفحات 35 نمبر ڈیڑھی پامی شمارہ

70 قیمت 35 روپے UAN 111-222-007 22 003 085

فون: 352678-77، 352678-77، 352678-77

SUNDAY 22 SEPTEMBER 2024

سیلز اور ڈسٹری بیوٹن کے گروہ کن  
اعلانات پر کمیٹیشن کیشن کالوئس  
مختلف برانڈز کالوئس جاری

اسلام آباد (نامہ نگار خصوصی) کمیٹیشن کیشن آف  
پاکستان (سی ای پی) نے مختلف برانڈز اسٹور کی  
جانب سے "سیزن کی انٹائیٹل" کے نام پر ڈسکا  
ونٹ کے نام پر گروہ کن سٹورز برانڈز 43

بقیہ 43 نوٹس جاری

انتہائی اہم اعلانات پر بھی مختلف برانڈز کالوئس  
جاری کرتے ہیں۔ کمیٹیشن نے اعلانات کے ہم  
امانات اور سٹیٹس ہارڈ پر وضاحت طلب کر لی  
ہے۔ کمیٹیشن نے راولپنڈی اور اسلام آباد کے  
بڑے پیمانے پر مختلف ایجنٹوں کا سرگرم