

# News Coverage for Website

## Daily Media Brief

Thursday May 29, 2025

**CCP News**

### **Business Recorder**

#### Misleading advertisements: CCP imposes Rs150m penalty on housing society

In a significant move to curb deceptive marketing practices, the Competition Commission of Pakistan (CCP) has imposed a penalty of Rs150 million on Kingdom Valley (Pvt) Limited for misleading advertisements concerning its housing project.

Acting on a suo motu notice, CCP's Office of Fair Trade initiated an investigation and found that the company:

- 1- Falsely advertised its project as "Kingdom Valley Islamabad", despite it being located in Mouza Chooria, Tehsil & District Rawalpindi;
- 2- Misrepresented affiliations with the Naya Pakistan Housing Program (NPHP) and Naya Pakistan Housing and Development Authority (NAPHDA);
- 3- Publicized the project as "NOC Approved" without accurate or complete disclosure regarding its approval status.

The Commission bench, comprising Saeed Ahmed Nawaz and Abdul Rashid Sheikh, concluded that the company had violated Sections 10(2)(a) and 10(2)(b) of the Competition Act, 2010, which prohibit dissemination of false or misleading information to consumers. Consequently, Rs75 million was levied for each violation, amounting to a total fine of Rs150 million.

In addition, the Commission noted serious non-compliance, including the company's failure to submit audited financial statements and non-compliance with CCP's directives. The company has also not filed financials with the SECP for several years, raising concerns about its governance and transparency.

The CCP reiterates its commitment to protecting consumers from deceptive marketing practices and ensuring fair competition in the housing and real estate sector.

Consumers and stakeholders are encouraged to report deceptive advertisements or anti-competitive behaviour to CCP via WhatsApp at 0304-0875255 or email at [miu@cc.gov.pk](mailto:miu@cc.gov.pk).  
<https://www.brecorder.com/news/40365212>



## Competition Commission fines housing society Rs150m for misleading advertising

In a significant move to curb deceptive marketing practices, the Competition Commission of Pakistan (CCP) imposed a hefty fine on a housing society for false and misleading advertisements.

“The commission imposed a penalty of Rs150 million on Kingdom Valley Pvt Ltd for misleading advertisements concerning its housing project,” read a statement by the CCP.

The CCP’s Office of Fair Trade initiated an investigation after taking notice and found that the company “falsely advertised its project as Kingdom Valley Islamabad, despite it being located in Mouza Choor, tehsil and district Rawalpindi”.

It added that the company misrepresented affiliations with the Naya Pakistan Housing Program (NPHP) and Naya Pakistan Housing and Development Authority (NAPHDA).

Furthermore, it was noted that the company publicised the project as ‘NOC [no-objection certificate] Approved’ without accurate or complete disclosure regarding its approval status.

The commission’s bench, comprising Saeed Ahmed Nawaz and Abdul Rashid Sheikh, concluded that the company violated Sections 10(2)(a) and 10(2)(b) of the Competition Act, 2010, which prohibits dissemination of false or misleading information to consumers.

Consequently, the commission imposed a fine of Rs75 million for each violation, amounting to a total fine of Rs150 million.

In addition, the commission noted serious non-compliance on behalf of the company, including its failure to submit audited financial statements.

The company has not filed financials with the Securities and Exchange Commission of Pakistan for several years, raising concerns about its governance and transparency.

In the statement, the CCP reiterated its commitment to protecting consumers from “deceptive marketing practices and ensuring fair competition in the housing and real estate sector”.

It urged buyers and stakeholders to report deceptive advertisements or anti-competitive behaviour to the commission.

<https://www.dawn.com/news/1913853/competition-commission-fines-housing-society-rs150m-for-misleading-advertising#:~:text=In%20a%20significant%20move%20to,for%20false%20and%20misleading%20advertisements.>

## The Nation

### Housing Society Fraud

The Competition Commission of Pakistan's (CCP) imposition of a hefty Rs150 million fine on Kingdom Valley Private Limited for misleading advertisements is a welcome and necessary step—one that must become more routine. The company falsely claimed affiliations with two different housing authorities and falsely advertised that it possessed a no-objection certificate (NOC). These are not mere lapses in judgment—they are calculated deceptions, and the fine reflects the severity of the offence.

But while financial penalties make headlines, they often fall short in impact. In many of these cases, the individuals behind such fraudulent schemes have long since vanished. The money has been siphoned off into personal accounts, the companies reduced to legal shells. Across Pakistan, one can find countless housing societies that exist only in name—marked by a single gate or an abandoned billboard—while the people who paid for plots wait in vain, wondering if their homes will ever materialise. This is why financial penalties alone are not enough. The next step must be to pursue criminal liability against the individuals who orchestrate or knowingly participate in such fraud. If these actions are met with jail time—not just corporate fines—the deterrent effect becomes far stronger. It sends a clear message: those who deceive the public will pay not just in rupees, but with their freedom.

In addition, authorities must explore the legal framework for confiscating the personal assets of such individuals, even those assets obtained through seemingly legitimate means. Only then will the cost of fraud outweigh its short-term gains.

Millions of Pakistanis have fallen victim to housing society scams. Many have waited over a decade—even after court decisions—to receive plots they paid for, dreaming of a home that never came. It is high time that provincial and federal regulators move beyond warnings and adopt a much stricter, punitive approach. Only then can the housing sector regain public trust—and only then can these scams be stopped at the root.

<https://www.nation.com.pk/29-May-2025/housing-society-fraud>

## Profit by Pakistan Today

### Kingdom Valley fined Rs150m for misleading claims about housing project

In a decisive crackdown on deceptive real estate advertising, the Competition Commission of Pakistan (CCP) has imposed a fine of Rs150 million on Kingdom Valley (Pvt.) Limited for disseminating misleading information about its housing project.

The penalty follows a suo motu investigation launched by the CCP's Office of Fair Trade, which found that the company:

Falsely marketed its project as "Kingdom Valley Islamabad" despite the site being located in Mouza Choor, Tehsil and District Rawalpindi;

Misrepresented affiliations with the Naya Pakistan Housing Program (NPHP) and the Naya Pakistan Housing and Development Authority (NAPHDA); and

Publicised the project as "NOC Approved" without providing accurate or complete information regarding the status of its regulatory approvals.

The CCP's adjudicating bench, comprising Saeed Ahmed Nawaz and Abdul Rashid Sheikh, ruled that the company violated Sections 10(2)(a) and 10(2)(b) of the Competition Act, 2010, which prohibit the dissemination of false or misleading information likely to mislead consumers.

As a result, the Commission imposed a penalty of Rs75 million for each violation, totalling Rs150 million.

Beyond the misleading advertisements, the CCP also cited serious governance and compliance failures. Kingdom Valley reportedly failed to submit audited financial statements and did not comply with CCP directives. Additionally, the company has not filed financial records with the Securities and Exchange Commission of Pakistan (SECP) for several years.

<https://profit.pakistantoday.com.pk/2025/05/28/kingdom-valley-fined-rs150m-for-misleading-claims-about-housing-project/>

## Daily Times

### CCP fines Kingdom Valley Rs150mn for 'misleading advertising'

In order to curb deceptive marketing practices, the Competition Commission of Pakistan (CCP) has imposed a penalty of Rs150 million on Kingdom Valley (Pvt.) Limited, CCP said in a statement on Wednesday. The company has been penalised for "misleading advertisements" concerning its housing project. In its statement, the CCP said its office of Fair Trade initiated an investigation as per a suo motu notice and found that Kingdom Valley (Pvt.) Limited falsely advertised its project as "Kingdom Valley Islamabad", despite it being located in Mouza Choor, Tehsil & District Rawalpindi. The CCP also found that the company misrepresented affiliations with the Naya Pakistan Housing Program (NPHP) and Naya Pakistan Housing and Development Authority (NAPHDA) and publicized the project as "NOC Approved" without accurate or complete disclosure regarding its approval status. "The Commission bench, comprising Saeed Ahmed Nawaz and Abdul Rashid Sheikh, concluded that the company had violated Sections 10(2)(a) and 10(2)(b) of the Competition Act, 2010, which prohibit dissemination of false or misleading information to consumers.

<https://dailytimes.com.pk/1308060/ccp-fines-kingdom-valley-rs150mn-for-misleading-advertising/>

# Pro Pakistani

## Rs. 15 Crore Fine Imposed on Famous Housing Society for Misleading Advertising

In a significant move to curb deceptive marketing practices, the Competition Commission of Pakistan (CCP) has imposed a penalty of Rs. 150 million on Kingdom Valley (Pvt.) Limited for misleading advertisements concerning its housing project.

Acting on a suo motu notice, CCP's Office of Fair Trade initiated an investigation and found that the company:

Falsely advertised its project as "Kingdom Valley Islamabad", despite it being located in Mouza Chooria, Tehsil & District Rawalpindi;

Misrepresented affiliations with the Naya Pakistan Housing Program (NPHP) and Naya Pakistan Housing and Development Authority (NAPHDA);

Publicized the project as "NOC Approved" without accurate or complete disclosure regarding its approval status.

CCP Fines British Lyceum Rs. 5 Million for Misleading Ad Claims on Salaries, Affiliations

The Commission bench, comprising Saeed Ahmed Nawaz and Abdul Rashid Sheikh, concluded that the company had violated Sections 10(2)(a) and 10(2)(b) of the Competition Act, 2010, which prohibit dissemination of false or misleading information to consumers. Consequently, Rs. 75 million was levied for each violation, amounting to a total fine of Rs. 150 million.

In addition, the Commission noted serious non-compliance, including the company's failure to submit audited financial statements and non-compliance with CCP's directives. The company has also not filed financials with the SECP for several years, raising concerns about its governance and transparency.

The CCP reiterates its commitment to protecting consumers from deceptive marketing practices and ensuring fair competition in the housing and real estate sector.

Consumers and stakeholders are encouraged to report deceptive advertisements or anti-competitive behaviour to CCP via WhatsApp at 0304-0875255 or email at [miu@cc.gov.pk](mailto:miu@cc.gov.pk).

<https://propakistani.pk/2025/05/28/rs-15-crore-fine-imposed-on-famous-housing-society-for-misleading-advertising/>

### CCP Fines Housing Society PKR 150 Million for Misleading Advertising

In a significant move to curb deceptive marketing practices, the Competition Commission of Pakistan (CCP) has imposed a penalty of Rs. 150 million on Kingdom Valley (Pvt.) Limited for misleading advertisements concerning its housing project.

Acting on a suo motu notice, CCP's Office of Fair Trade initiated an investigation and found that the company:

- Falsely advertised its project as "Kingdom Valley Islamabad", despite it being located in Mouza Chooria, Tehsil & District Rawalpindi;
- Misrepresented affiliations with the Naya Pakistan Housing Program (NPHP) and Naya Pakistan Housing and Development Authority (NAPHDA);
- Publicized the project as "NOC Approved" without accurate or complete disclosure regarding its approval status.

The Commission bench, comprising Mr. Saeed Ahmed Nawaz and Mr. Abdul Rashid Sheikh, concluded that the company had violated Sections 10(2)(a) and 10(2)(b) of the Competition Act, 2010, which prohibit dissemination of false or misleading information to consumers. Consequently, Rs. 75 million was levied for each violation, amounting to a total fine of Rs. 150 million.

In addition, the Commission noted serious non-compliance, including the company's failure to submit audited financial statements and non-compliance with CCP's directives. The company has also not filed financials with the SECP for several years, raising concerns about its governance and transparency.

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<https://theazb.com/ccp-fines-housing-society-pkr-150-million-for-misleading-advertising/>

## The Public Tribune

### Housing society, Kingdom Valley fined Rs 150 million for misleading ads

In a major crackdown on deceptive marketing in the real estate sector, the Competition Commission of Pakistan (CCP) has fined Kingdom Valley (Pvt.) Limited PKR 150 million for spreading false and misleading claims about its housing project.

An investigation initiated through a suo motu notice by CCP's Office of Fair Trade found that Kingdom Valley had falsely advertised its project as "Kingdom Valley Islamabad," despite being located in Mouza

Chooria, Tehsil and District Rawalpindi. The company also misrepresented its affiliation with the Naya Pakistan Housing Program (NPHP) and the Naya Pakistan Housing and Development Authority (NAPHDA), and promoted its project as “NOC Approved” without accurate or complete disclosure.

The CCP bench, comprising Mr. Saeed Ahmed Nawaz and Mr. Abdul Rashid Sheikh, concluded that these actions violated Sections 10(2)(a) and 10(2)(b) of the Competition Act, 2010, which prohibit false or misleading marketing. A fine of PKR 75 million was imposed for each violation, amounting to a total of PKR 150 million.

Further concerns were raised over the company’s failure to submit audited financial statements, repeated non-compliance with CCP directives, and the absence of financial filings with the Securities and Exchange Commission of Pakistan (SECP) for several years—raising questions about the company’s transparency and governance.

The CCP urged consumers to remain vigilant and report any deceptive advertising or anti-competitive conduct. Complaints can be submitted via WhatsApp at 0304-0875255 or emailed to [miu@cc.gov.pk](mailto:miu@cc.gov.pk).

<https://thepublictribune.com/housing-society-kingdom-valley-fined-rs-150-million-for-misleading-ads/>

**NewzShewz**

## CCP Fines Housing Society PKR 150 Million for Misleading Advertising

In a significant move to curb deceptive marketing practices, the Competition Commission of Pakistan (CCP) has imposed a penalty of Rs. 150 million on Kingdom Valley (Pvt.) Limited for misleading advertisements concerning its housing project.

Acting on a suo motu notice, CCP’s Office of Fair Trade initiated an investigation and found that the company:

- Falsely advertised its project as “Kingdom Valley Islamabad”, despite it being located in Mouza Chooria, Tehsil & District Rawalpindi;

- Misrepresented affiliations with the Naya Pakistan Housing Program (NPHP) and Naya Pakistan Housing and Development Authority (NAPHDA);

- Publicized the project as “NOC Approved” without accurate or complete disclosure regarding its approval status.

The Commission bench, comprising Mr. Saeed Ahmed Nawaz and Mr. Abdul Rashid Sheikh, concluded that the company had violated Sections 10(2)(a) and 10(2)(b) of the Competition Act, 2010, which prohibit dissemination of false or misleading information to consumers. Consequently, Rs. 75 million was levied for each violation, amounting to a total fine of Rs. 150 million.

In addition, the Commission noted serious non-compliance, including the company’s failure to submit audited financial statements and non-compliance with CCP’s directives. The company has also not filed financials with the SECP for several years, raising concerns about its governance and transparency.

The CCP reiterates its commitment to protecting consumers from deceptive marketing practices and ensuring fair competition in the housing and real estate sector.

Consumers and stakeholders are encouraged to report deceptive advertisements or anti-competitive behaviour to CCP via WhatsApp at 0304-0875255 or email at [miu@cc.gov.pk](mailto:miu@cc.gov.pk).  
<https://newztodays.net/fines-housing-society/>

# BUSINESS RECORDER

Karachi, Thursday 29 May 2025, 1 Zilhij 1446

## Misleading advertisements CCP imposes Rs150m penalty on housing society

### RECORDER REPORT

ISLAMABAD: In a significant move to curb deceptive marketing practices, the Competition Commission of Pakistan (CCP) has imposed a penalty of Rs150 million on Kingdom Valley (Pvt) Limited for misleading advertisements concerning its housing project.

Acting on a suo motu notice, CCP's Office of Fair Trade initiated an investigation and found that the company:

1. Falsely advertised its project as "Kingdom Valley Islamabad", despite it being located in Mouza Choora, Tehsil & District Rawalpindi;

2. Misrepresented affiliation with the Naya Pakistan Housing Program (NPHP) and Naya Pakistan Housing and Development Authority (NAPHDA);

3. Publicized the project as "NOC Approved" without accurate or complete disclosure regarding its approval status.

The Commission bench, comprising Saeed Ahmed Nawaz and Abdul Rashid Sheikh, concluded that the company had violated Sections 10(2)(a) and 10(2)(b) of the Competition Act, 2010, which prohibit dissemination of false or misleading information to consumers. Consequently, Rs75 million was levied for each violation, amounting to a total fine of Rs150 million.



Commission noted serious non-compliance, including the company's failure to submit audited financial statements and non-compliance with CCP's directives. The company has also not filed financials with the SEC for several years, raising concerns about its governance and transparency.

The CCP reiterates its commitment to protecting consumers from deceptive marketing practices and ensuring fair competition in the housing and real estate sector.

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INTERNATIONAL

# THE NEWS

**Thursday**

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May 29, 2025

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# CCP fines housing developer Rs150m over misleading claims

By our correspondent

KARACHI: Pakistan's antitrust authority has fined a real estate developer Rs150 million for misleading advertisements related to a housing project.

The Competition Commission of Pakistan (CCP) found that the project, contrary to its claims that it was in Islamabad, is located in Mouza Chooria, in Rawalpindi. The company was also found to have falsely claimed affiliations with the government's Naya Pakistan Housing Programme and its associated authority, NAPHDA.

The penalty follows a suo motu investigation by the CCP's Office of Fair Trade, which concluded that the company disseminated misleading information in violation of Sections 10(2)(a) and 10(2)(b) of the Competition Act, 2010. The Commission levied Rs75 million for each infraction.

The CCP further noted the developer's persistent non-compliance, including failure to submit audited financial statements, disregard for regulatory directives and absence of filings with the Securities and Exchange Commission of Pakistan (SECP) for multiple years -- issues that raise red flags over the company's governance and transparency.

In a statement, the CCP reaffirmed its commitment to safeguarding consumers and promoting fair competition in the country's housing and real estate sector.

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Thursday, May 29, 2025 | Karachi

## BUSINESS

## CCP imposes Rs150m penalty on Kingdom Valley

IMRAN ALI KUNDI  
ISLAMABAD

In a significant move to curb deceptive marketing practices, the Competition Commission of Pakistan (CCP) has imposed a penalty of Rs150 million on Kingdom Valley (Pvt.) Limited for misleading advertisements concerning its housing project. Acting on a suo motu notice, CCP's Office of Fair Trade initiated an investigation and found that the company had falsely advertised its project as "Kingdom Valley Islamabad", despite it being located in Mouza Chooria, Tehsil & District Rawalpindi; misrepresented affiliations with the Naya Pakistan Housing Program (NPHP) and Naya Pakistan Housing and Development Authority (NAPHDA); and publicized project as "NOC Approved" without accurate or complete disclosure regarding its approval status.

The Commission bench, comprising Saeed Ahmed Nawaz and Abdul Rashid Sheikh, concluded that the company had violated Sections 10(2)(a) and 10(2)(b) of the Competition Act, 2010, which prohibit dissemination of false or misleading information to consumers. Consequently, Rs75 million was levied for each violation, amounting to a total fine of Rs150 million. In addition, the Commissioner noted serious non-compliance, including the company's failure to submit audited financial statements and non-compliance with CCP's directives. The company has also not filed financials with the SECP for several years, raising concerns about its governance and transparency. The CCP reiterated its commitment to protecting consumers from deceptive marketing practices and ensuring fair competition in the housing and real estate sector. Consumers and stakeholders are encouraged to report deceptive advertisements or anti-competitive behaviour to CCP via WhatsApp at 0304-0875255 or email at [info@cc.gov.pk](mailto:info@cc.gov.pk).

 [dailytimes.com.pk](http://dailytimes.com.pk)

Daily Times

Thursday, May 29, 2025

# BUSINESS

### CCP fines Kingdom Valley Rs150mn for 'misleading advertising'

**I**n order to curb deceptive marketing practices, the Competition Commission of Pakistan (CCP) has imposed a penalty of Rs150 million on Kingdom Valley (Pvt.) Limited, CCP said in a statement on Wednesday. The company has been penalised for "misleading advertisements" concerning its housing project. In its statement, the CCP said its office of Fair Trade initiated an investigation as per a suo motu notice and found that Kingdom Valley (Pvt.) Limited falsely advertised its project as "Kingdom Valley Islamabad", despite it being located in Mouza Chooria, Tehsil & District Rawalpindi. The CCP also found that the company misrepresented affiliations with the Naya Pakistan Housing Program (NPHP) and Naya Pakistan Housing and Development Authority (NAPHDA) and publicized the project as "NOC Approved" without accurate or complete disclosure regarding its approval status. "The Commission bench, comprising Saeed Ahmed Nawaz and Abdul Rashid Sheikh, concluded that the company had violated Sections 10(2)(a) and 10(2)(b) of the Competition Act, 2010, which prohibit dissemination of false or misleading information to consumers. **NEWS DESK**



## گمراہ کن مارکیٹنگ، ہاؤسنگ سوسائٹی پر 15 کروڑ روپے جرمانہ

مسابقتی کمیشن آف پاکستان (سی سی پی) نے گمراہ کن مارکیٹنگ پر ہاؤسنگ سوسائٹی کو 15 کروڑ روپے جرمانہ کر دیا کمپنیشن کمیشن کے مشاہدہ میں آیا تھا کہ صارفین کو گمراہ کرنے کے لیے نجی ہاؤسنگ سوسائٹی نے اشتہارات میں حکومت سے منظور شدہ اور نیا پاکستان ہاؤسنگ پروگرام میں رجسٹرڈ ہونے کا غلط دعویٰ کیا۔ کیس کا جائزہ لینے کے بعد، کمیشن کے ممبران سعید احمد نواز اور عبدالرشید شیخ پر مشتمل بینچ نے قرار دیا کہ کمپنی نے مسابقتی ایکٹ کی خلاف ورزی کرتے ہوئے صارفین کو جھوٹی یا گمراہ کن معلومات کی فراہم کیں اور انہیں گمراہ کیا۔

<https://jang.com.pk/news/1475697>

**BUSINESS  
RECORDER**  
Founded by M.A. Zuberi

## کمپنیشن کمیشن نے گمراہ کن اشتہار پر کنگ ڈم ویلی لمیٹڈ پر 15 کروڑ روپے جرمانہ کر دیا

غلط اور گمراہ کن مارکیٹنگ کے خلاف کارروائی کرتے ہوئے، کمپنیشن کمیشن آف پاکستان (سی سی پی) نے کنگ ڈم ویلی (پرائیویٹ) لمیٹڈ پر 15 کروڑ روپے کا جرمانہ عائد کیا ہے۔ یہ اقدام کمپنی کی جانب سے اپنے ہاؤسنگ منصوبے کے بارے میں گمراہ کن اشتہارات شائع کرنے پر اٹھایا گیا ہے۔

سی سی پی کے جاری کردہ بیان کے مطابق، فئیر ٹریڈ آفس نے از خود نوٹس پر تحقیقات کا آغاز کیا جس میں معلوم ہوا کہ کنگ ڈم ویلی (پرائیویٹ) لمیٹڈ نے اپنے منصوبے کو کنگ ڈم ویلی اسلام آباد کے طور پر اشتہار دیا، حالانکہ یہ منصوبہ موضع چورہ، تحصیل و ضلع راولپنڈی میں واقع ہے۔

مزید تحقیقات میں یہ بھی پایا گیا کہ کمپنی نے نیا پاکستان ہاؤسنگ پروگرام (این پی ایچ پی) اور نیا پاکستان ہاؤسنگ اینڈ ڈویلپمنٹ اتھارٹی سے منسوب جھوٹے دعوے کیے، اور منصوبے کو ”این او سی اپرووڈ“ ظاہر کیا جبکہ اس کی منظوری کی حیثیت واضح یا مکمل طور پر بیان نہیں کی گئی۔

سی سی پی کے دو رکنی بینچ—جن میں سعید احمد نواز اور عبدالرشید شیخ شامل تھے—نے فیصلہ سناتے ہوئے قرار دیا کہ کی خلاف ورزی کی، جو صارفین کو جھوٹی یا گمراہ کن (b)(2) اور (a)(2) کمپنی نے مقابلے کے قانون 2010 کی شق 10 معلومات دینے سے منع کرتی ہیں۔ ہر خلاف ورزی پر 7 کروڑ 50 لاکھ روپے کا جرمانہ عائد کیا گیا، جو مجموعی طور پر 15 کروڑ روپے بنتا ہے۔

کمیشن نے یہ بھی نشاندہی کی کہ کمپنی نے آڈٹ شدہ مالیاتی گوشوارے جمع نہیں کرائے اور کمیشن کی ہدایات پر عملدرآمد نہیں کیا۔ مزید یہ کہ کمپنی نے کئی سالوں سے سیکیورٹیز اینڈ ایکسچینج کمیشن آف پاکستان میں اپنے مالیاتی ریکارڈ بھی جمع نہیں کرائے، جو شفافیت اور انتظامی کمزوریوں کو ظاہر کرتا ہے۔

سی سی پی نے اس عزم کا اعادہ کیا کہ وہ صارفین کو دھوکہ دہی پر مبنی مارکیٹنگ سے بچانے اور ہاؤسنگ و ریل اسٹیٹ سیکٹر میں منصفانہ مسابقت کو یقینی بنانے کے لیے پرعزم ہے۔

<https://urdu.brecorder.com/news/40273141/>



## جھوٹے اور گمراہ کن اشتہارات: کنگڈم ویلی پر 15 کروڑ روپے جرمانہ عائد

کمپنیشن (مسابقتی) کمیشن آف پاکستان نے کنگڈم ویلی پرائیویٹ لمیٹڈ پر اس کے ہاؤسنگ منصوبے سے متعلق گمراہ کن اشتہارات دینے پر 15 کروڑ روپے کا جرمانہ عائد کر دیا۔

سی سی پی کے مطابق کمپنیشن کمیشن کے مشاہدہ میں آیا تھا کہ صارفین کو گمراہ کرنے کے لئے نجی ہاؤسنگ سوسائٹی نے اشتہارات میں حکومت سے منظور شدہ اور نیا پاکستان ہاؤسنگ پروگرام میں رجسٹرڈ ہونے کا غلط دعویٰ کیا۔ کمیشن کے از خود نوٹس کے تحت کی گئی تحقیقات میں مزید انکشاف ہوا کہ کمپنی نے اپنے رہائشی منصوبے کو "کنگڈم ویلی اسلام آباد" کے طور پر مشہور کیا حالانکہ یہ منصوبہ درحقیقت موضع چھوہرہ، تحصیل و ضلع راولپنڈی میں واقع ہے۔

مزید تحقیقات کے دوران یہ بھی سامنے آیا کہ کنگڈم ویلی نے اپنے منصوبے کو غلط طور پر نیا پاکستان ہاؤسنگ پروگرام اور نیا پاکستان ہاؤسنگ اینڈ ڈویلپمنٹ اتھارٹی سے وابستہ ظاہر کر کے صارفین کو گمراہ کیا، اس کے علاوہ، کمپنی نے اپنے منصوبے کو "این او سی منظور شدہ قرار دیا جبکہ مشروط منظوری کی شرائط کی وضاحت نہیں کی گئی۔

کیس کا جائزہ لینے کے بعد کمیشن کے ممبران سعید احمد نواز اور عبدالرشید شیخ پر مشتمل بینچ نے قرار دیا کہ کمپنی نے مسابقتی ایکٹ کی خلاف ورزی کرتے ہوئے صارفین کو جھوٹی یا گمراہ کن معلومات کی فراہم کیں اور انہیں گمراہ کیا۔

کمپنیشن کے قانون کی اس خلاف ورزی مجموعی طور پر 15 کروڑ روپے جرمانہ عائد کرنے کا فیصلہ کیا گیا کمیشن نے یہ بھی نوٹ کیا کہ کنگڈم ویلی پرائیویٹ لمیٹڈ نے کمپنی نے سیکیورٹیز اینڈ ایکسچینج کمیشن آف پاکستان میں کئی سال سے مالیاتی حسابات، گوشوارے جمع نہیں کروائے جو اس کی شفافیت اور مالیاتی گورننس پر سنگین سوالات اٹھاتے ہیں۔

صارفین کے مفادات کے تحفظ اور خصوصاً ریل اسٹیٹ اور ہاؤسنگ سیکٹر میں درست فیصلے کرنے میں مدد دینے کے لیے ضروری ہے کہ کمپنیاں اپنی مارکیٹنگ اور اشتہارات میں درست اور سچائی پر مبنی معلومات فراہم کریں، کمپنیشن کمیشن کی عوام سے اپیل ہے کہ گمراہ کن اشتہارات یا مارکیٹ میں مسابقت مخالف سرگرمیوں جیسے کی قیمتوں کو گتھ جوڑ بنا کو فکس کرنا اور کارٹل کی شکایات اور اطلاع کمپی ٹیشن کمیشن کے واٹس ایپ پر دیں

<https://www.express.pk/story/2763484/false-and-misleading-advertisements-kingdom-valley-fined-rs-150-million-by-ccp-2763484>



## جھوٹے اشتہارات پر 15 کروڑ کا جرمانہ، کنگڈم ویلی کو خبردار

کمپنیشن (مسابقتی) کمیشن آف پاکستان نے کنگڈم ویلی پرائیویٹ لمیٹڈ پر اس کے ہاؤسنگ منصوبے سے متعلق گمراہ کن اشتہارات دینے پر 15 کروڑ روپے کا جرمانہ عائد کر دیا۔

سی سی پی کے مطابق کمپنیشن کمیشن کے مشاہدہ میں آیا تھا کہ صارفین کو گمراہ کرنے کے لئے نجی ہاؤسنگ سوسائٹی نے اشتہارات میں حکومت سے منظور شدہ اور نیا پاکستان ہاؤسنگ پروگرام میں رجسٹرڈ ہونے کا غلط دعویٰ کیا۔ کمیشن کے از خود نوٹس کے تحت کی گئی تحقیقات میں مزید انکشاف ہوا کہ کمپنی نے اپنے رہائشی منصوبے کو "کنگڈم ویلی اسلام آباد" کے طور پر مشہور کیا حالانکہ یہ منصوبہ درحقیقت موضع چھوڑ، تحصیل و ضلع راولپنڈی میں واقع ہے۔

مزید تحقیقات کے دوران یہ بھی سامنے آیا کہ کنگڈم ویلی نے اپنے منصوبے کو غلط طور پر نیا پاکستان ہاؤسنگ پروگرام اور نیا پاکستان ہاؤسنگ اینڈ ڈویلپمنٹ اتھارٹی سے وابستہ ظاہر کر کے صارفین کو گمراہ کیا، اس کے علاوہ، کمپنی نے اپنے منصوبے کو "این او سی منظور شدہ قرار دیا جبکہ مشروط منظوری کی شرائط کی وضاحت نہیں کی گئی۔

کیس کا جائزہ لینے کے بعد کمیشن کے ممبران سعید احمد نواز اور عبدالرشید شیخ پر مشتمل بینچ نے قرار دیا کہ کمپنی نے مسابقتی ایکٹ کی خلاف ورزی کرتے ہوئے صارفین کو جھوٹی یا گمراہ کن معلومات کی فراہم کیں اور انہیں گمراہ کیا۔

کمپنیشن کے قانون کی اس خلاف ورزی مجموعی طور پر 15 کروڑ روپے جرمانہ عائد کرنے کا فیصلہ کیا گیا کمیشن نے یہ بھی نوٹ کیا کہ کنگڈم ویلی پرائیویٹ لمیٹڈ نے کمپنی نے سیکورٹیز اینڈ ایکسچینج کمیشن آف پاکستان میں کئی سال سے مالیاتی حسابات، گوشوارے جمع نہیں کروائے جو اس کی شفافیت اور مالیاتی گورننس پر سنگین سوالات اٹھاتے ہیں۔

صارفین کے مفادات کے تحفظ اور خصوصاً رئیل اسٹیٹ اور ہاؤسنگ سیکٹر میں درست فیصلے کرنے میں مدد دینے کے لیے ضروری ہے کہ کمپنیاں اپنی مارکیٹنگ اور اشتہارات میں درست اور سچائی پر مبنی معلومات فراہم کریں، کمپنیشن کمیشن کی عوام سے اپیل ہے کہ گمراہ کن اشتہارات یا مارکیٹ میں مسابقت مخالف سرگرمیوں جیسے کی قیمتوں کو گٹھ جوڑ بنا کو فکس کرنا اور کارٹل کی شکایات اور اطلاع کمپی ٹیشن کمیشن کے واٹس ایپ پر دیں۔

<https://dailykhabrain.com.pk/2025/05/28/465173/>

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## گمراہ کن دعوے: کمپنیشن کمیشن نے برٹش لانسیم پر 50 لاکھ روپے جرمانہ عائد کر دیا

کمپنیشن کمیشن آف پاکستان نے آن لائن ٹیوشن کمپنی، میسرز برٹش لانسیم (پرائیویٹ) لمیٹڈ پر گمراہ کن اشتہار شائع کرنے پر پچاس لاکھ روپے کا جرمانہ عائد کیا ہے۔ کمپنی کی جانب سے اس اشتہار میں دعویٰ کیا گیا تھا کہ اس آن لائن پلیٹ فارم پر بطور ٹیچر رجسٹر ہو کر اساتذہ ماہانہ 2 لاکھ 50 ہزار روپے تک کما سکتے ہیں۔ اشتہار میں "کیمرج گلوبل یو کے" کے ساتھ الحاق کا دعویٰ بھی کیا گیا، جو کہ ایک غیر فعال ادارہ ہے۔ مزید برآں، یہ بھی کہا گیا کہ معروف ماہرین تعلیم اور ٹیکنالوجی بورڈ آف ڈائریکٹرز کمپنی کے ساتھ کام کر رہے ہیں۔

ان دعوؤں سے متعلق شکایات موصول ہونے پر کمپنیشن کمیشن نے تحقیقات کا آغاز کیا۔ تفتیش میں ان تمام دعوؤں کو جھوٹا، غیر مصدقہ اور گمراہ کن قرار دیا گیا۔ کمیشن نے نتیجہ اخذ کیا کہ برٹش لانسیم نے کمپنیشن ایکٹ 2010 کی دفعہ 10 کی خلاف ورزی کرتے ہوئے گمراہ کن مارکیٹنگ کی۔ نتیجتاً، کمیشن نے کمپنیشن ایکٹ کی دفعہ 10(2)(ب) کے تحت صارفین کو گمراہ کرنے پر 30 لاکھ روپے اور دفعہ 10(2)(ا) کے تحت دیگر کاروباری اداروں کو نقصان پہنچانے پر 20 لاکھ روپے جرمانہ عائد کیا ہے۔ تحقیقات شروع ہونے کے بعد برٹش لانسیم نے ویب سائٹ سے اشتہار ہٹا دیا۔

تاہم، کمپنی نے غلط اور غیر دستخط شدہ مالیاتی گوشوارے جمع کرائے۔ اس کے علاوہ، سیکورٹیز اینڈ ایکسچینج کمیشن آف پاکستان نے بھی کمپنی کو مشکوک اور غیر مجاز سرگرمیوں میں ملوث اداروں کی فہرست میں شامل کر رکھا ہے۔ یہ تمام باتیں سخت کارروائی کے عوامل کے طور پر جرمانے کے تعین میں شامل کی گئیں۔

<https://dailyafaq.com/10366/%da%af%d9%85%d8%b1%d8%a7%db%81-%da%a9%d9%86-%d8%af%d8%b9%d9%88%db%92-%da%a9%d9%85%d9%be%d9%b9%db%8c%d8%b4%d9%86-%da%a9%d9%85%db%8c%d8%b4%d9%86-%d9%86%db%92-%d8%a8%d8%b1%d9%b9%d8%b4-%d9%84%d8%a7%d8%a6/>



گمراہ کن مارکیٹنگ، ہاؤسنگ سوسائٹی  
پر 15 کروڑ روپے جرمانہ

اسلام آباد (توہ) سابق میٹن آف پاکستان (سی سی پی) نے گمراہ کن مارکیٹنگ پر ہاؤسنگ سوسائٹی کو 15 کروڑ روپے جرمانہ دیا کیونکہ کمیشن کے مشاہدہ میں آیا تھا کہ صارفین کو گمراہ کرنے کیلئے جی ہاؤسنگ سوسائٹی نے اشتہارات میں حکومت سے منسلک شدہ ادارہ نیا پاکستان ہاؤسنگ پروگرام میں رجسٹرڈ ہونے کا غلط دعویٰ کیا۔ کس کا جائزہ لینے کے بعد، کمیشن کے ممبران معینہ احمد نواز اور عبد الرشید شیخ پر مشتمل بینچ نے قرار دیا کہ کمپنی نے سابق ایکٹ کی خلاف ورزی کرتے ہوئے صارفین کو جھوٹی یا گمراہ کن معلومات کی فراہم کیں اور انہیں گمراہ کیا۔ کمپنی نے سکیورٹیز اینڈ ایکسچینج کمیشن آف پاکستان میں کی برسوں سے مالیاتی حسابات، گوشوارے جمع نہیں کرائے، جو اس کی شفافیت اور مالیاتی گورننس پر سنگین سوالات اٹھاتے ہیں۔

