

Date: 24-July-2024

News Coverage of Press Release

“CAT Upholds CCP’s Decision Safeguarding Real Estate Investments”

Misleading ads

CAT dismisses appeal filed by Eden Builders

RECORDER REPORT

ISLAMABAD: In a recent development, the Competition Appellate Tribunal (CAT) has dismissed the appeal filed by Eden Builders (Pvt) Ltd, upholding the decision of the Competition Commission of Pakistan (CCP) regarding misleading advertising claims about their housing project.

In 2018, the CCP imposed a penalty of PKR 2.5 million on Eden Builders for deceptive marketing campaigns related to their 'Eden Life Islamabad' project, violating Section 10 of the Competition Act, 2010. The CCP determined that Eden Builders' claims were misleading. Specifically, their advertisement featured an illegible disclaimer about additional development charges not included in the quoted price, which was held misleading and tantamount to an omission of material price related information, thus violating Section 10 of the Competition Act. The allusion in the advertisement of approval by CDA was also held to be a false and misleading claim, as there was no such approval.

Eden Builders filed an appeal against the CCP's order before CAT. The Tribunal dismissed the appeal and upheld CCP's order regarding Eden Builders' violations of Section 10 of the Act.

CAT dismisses appeal filed by Eden Builders, upholds CCP decision

OUR STAFF REPORTER
ISLAMABAD

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Competition Tribunal upholds CCP's decision safeguarding real estate investments

PROFIT

NEWS DESK

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Daily Parliament Times

24-July-2024

Online

BUSINESS

CAT Upholds CCP's Decision Safeguarding Real Estate Investments

July 23, 2024 0 Comments 1 Min Read

Islamabad, (Parliament Times) ; In a recent development, the Competition Appellate Tribunal (CAT) has dismissed the appeal filed by Eden Builders (Pvt) Ltd, upholding the decision of the Competition Commission of Pakistan (CCP) regarding misleading advertising claims about their housing project.

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<https://www.dailyparliamenttimes.com/2024/07/23/cat-upholds-ccps-decision-safeguarding-real-estate-investments/>

HEADLINES July 24, 2024

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CCP imposed a penalty of Rs 2.5 million on Eden Builders for misleading advertising claims about their housing project



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<https://profit.pakistantoday.com.pk/2024/07/24/competition-tribunal-upholds-ccps-decision-safeguarding-real-estate-investments/>

CCP's Decision Regarding Misleading Advertising by Eden Builders Upheld

By ProPK Staff | Published Jul 23, 2024 | 8:03 pm

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<https://propakistani.pk/2024/07/23/ccps-decision-regarding-misleading-advertising-by-eden-builders-upheld/>

24-July-2024

Online

CAT Upholds CCP's Decision Safeguarding Real Estate Investments

ON: JULY 23, 2024 / IN: COMMERCE AND INDUSTRY / TAGGED: CCP'S DECISION, COMPETITION TRIBUNAL, PENALTY PKR 2.5 M, REAL ESTATE INVESTMENTS



CAT Upholds CCP's Decision Safeguarding Real Estate Investments

ISLAMABAD (WEB NEWS)

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<https://www.telecoalert.com/2024/07/23/cat-upholds-ccps-decision-safeguarding-real-estate-investments/>

24-July-2024

Online

CAT UPHOLDS CCP'S DECISION SAFEGUARDING REAL ESTATE INVESTMENTS

DNA News | July 23, 2024



ISLAMABAD, JUL 23 /DNA/ – In a recent development, the Competition Appellate Tribunal (CAT) has dismissed the appeal filed by Eden Builders (Pvt) Ltd, upholding the decision of the Competition Commission of Pakistan (CCP) regarding misleading advertising claims about their housing project.

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<https://dnanews.com.pk/cat-upholds-ccps-decision-safeguarding-real-estate-investments/>



24-July-2024

Online

CAT upholds CCP's decision against Eden Builders

July 24, 2024 (MLN): In a recent development, the Competition Appellate Tribunal (CAT) has dismissed the appeal filed by Eden Builders (Pvt) Ltd, upholding the decision of the Competition Commission of Pakistan (CCP) regarding misleading advertising claims about their housing project.

In 2018, the CCP imposed a penalty of Rs2.5 million on Eden Builders for deceptive marketing campaigns related to their 'Eden Life Islamabad' project, violating Section 10 of the Competition Act, 2010.

The CCP determined that Eden Builders' claims were misleading.

Specifically, their advertisement featured an illegible disclaimer about additional development charges not included in the quoted price.

It was held misleading and equivalent to an omission of material price-related information, thus violating Section 10 of the Competition Act.

The allusion in the advertisement of approval by CDA was also held to be a false and misleading claim, as there was no such approval.

Eden Builders filed an appeal against the CCP's order before CAT. The Tribunal dismissed the appeal and upheld CCP's order regarding Eden Builders' violations of Section 10 of the Act.

<https://mettisglobal.news/cat-upholds-ccps-decision-against-eden-builders/>

ایڈن لائف ہاؤسنگ منصوبہ دھوکہ دہی پر مبنی فیصلہ

ایڈن بلڈرز کی اپیل کو کمپنیشن اپیلٹ ٹریبونل نے خارج کر دیا

اسلام آباد (سپیشل رپورٹر) سی ڈی اے انکلیو سے چند کلومیٹر کے فاصلے پر ایڈن لائف اسلام آباد ہاؤسنگ پروجیکٹ کی مارکیٹنگ کو دھوکہ دہی پر مبنی قرار دینے کا فیصلہ برقرار، سی ڈی اے کی منظوری کے بغیر پلاٹ فروخت کئے کمپنیشن کمشن آف پاکستان (سی سی پی) کے فیصلے کے خلاف ایڈن بلڈرز کی اپیل کو کمپنیشن اپیلٹ ٹریبونل نے خارج کر دیا، ایڈن (باقی صفحہ 6 بقیہ نمبر 54)

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ایڈن منصوبہ

اوصاف

لائف اسلام آباد ہاؤسنگ پراجیکٹ کو قانون کی خلاف ورزی پر 25 لاکھ روپے کا جرمانہ عائد کیا گیا تھا کمپنیشن اپیلٹ ٹریبونل نے فیصلہ جاری کر دیا۔ کمپنیشن کمشن آف پاکستان (سی سی پی) نے ایڈن ایڈن بلڈرز (پرائیویٹ) لمیٹڈ کے اشتہاری دعووں کو گمراہ کن قرار دیا تھا۔ ٹریبونل نے سی سی پی کے فیصلے کو برقرار رکھتے ہوئے ایڈن بلڈرز کی اپیل خارج کر دی کمپنیشن کمشن آف پاکستان (سی سی پی) نے 2018 میں ایڈن بلڈرز پر ایڈن لائف اسلام آباد پروجیکٹ کی مارکیٹنگ کو دھوکہ دہی پر مبنی قرار دیا تھا ایڈن بلڈرز پر قانون کی خلاف ورزی پر 25 لاکھ روپے کا جرمانہ عائد کیا گیا تھا سی سی پی آرڈر کے مطابق ایڈن بلڈرز کے یہ دعوے گمراہ کن تھے اشتہار میں اضافی ڈیولپمنٹ خارجہ کے مارے میں مہم ڈسکلیمر شامل تھا۔

ریئل سٹیٹ سرمایہ کاری کا تحفظ، سی سی پی کا فیصلہ برقرار

کمپنیشن اپیلٹ ٹریبیونل نے گمراہ کن اشتہاری دعووں کے بارے اپیل کو خارج کر دیا

اسلام آباد (نئی بات نیوز) حالیہ پیشرفت میں، کمپنیشن اپیلٹ ٹریبیونل نے گمراہ کن اشتہاری دعووں کے بارے میں کمپنیشن کمیشن آف پاکستان کے فیصلے کو برقرار رکھتے ہوئے ایڈن بلڈرز لمیٹڈ کی

طرف سے دائر کی گئی اپیل کو خارج کر دیا ہے۔ سی سی پی نے 2018 میں ایڈن بلڈرز پر ایڈن لائف اسلام آباد 'پروجیکٹ سے متعلق دھوکہ دہی پر مبنی مارکیٹنگ اور کمپنیشن ایکٹ کے سیکشن 10 کی خلاف ورزی

پر 25 لاکھ روپے کا جرمانہ عائد کیا۔ سی سی پی آرڈر کے مطابق ایڈن بلڈرز کے یہ دعوے گمراہ کن تھے۔ خاص طور پر، ان کے اشتہار میں اضافی ڈیولپمنٹ چارجز کے بارے میں مبہم ڈسکلیمر شامل تھا اور یہ چارجز بتائی گئی قیمت میں شامل بھی نہیں تھے۔ ایڈن بلڈرز کا یہ عمل گمراہ کن تھا اور قیمت سے متعلق اہم معلومات کو چھپانے کے مترادف تھا جو کہ کمپنیشن ایکٹ کے سیکشن 10 کی خلاف ورزی ہے۔ اسی طرح اشتہار میں سی ڈی اے کی جانب سے منظوری کا دعویٰ بھی جھوٹا اور گمراہ کن تھا کیونکہ ایسی کوئی منظوری نہیں دی گئی تھی۔ ایڈن بلڈرز نے سی سی پی کے آرڈر کے خلاف کمپنیشن اپیلٹ ٹریبیونل میں اپیل دائر کی۔



24-July-2024

Online

ایڈن لائف ہاؤسنگ پراجیکٹ کیخلاف دھوکہ دہی کا فیصلہ برقرار، اپیل خارج

Eden Life
ISLAMABAD
Zone-5

CDA انکیو اور چک شہزاد سے 5 منٹ

سرینا ہوسٹل سے صرف 12 منٹ کی ڈرائیو پر واقع

اسلام آباد (کورٹ رپورٹر) وفاقی دارحکومت میں سی ڈی اے (انگلیو سے چند کلومیٹر کے فاصلے پر ایڈن لائف اسلام آباد ہاؤسنگ پراجیکٹ کی مارکیٹنگ کو دھوکہ دہی پر مبنی قرار دینے کا فیصلہ برقرار ہے

سی ڈی اے کی منظوری کے بغیر پلاٹ فروخت کئے گئے کپٹیشن کمیشن آف پاکستان (سی سی پی) کے فیصلے کے خلاف ایڈن بلڈرز کی اپیل کو کپٹیشن ایبلٹ ٹریبونل نے خارج کر دیا ہے

ایڈن لائف اسلام آباد ہاؤسنگ پراجیکٹ کو قانون کی خلاف ورزی پر 25 لاکھ روپے کا جرمانہ عائد کیا گیا تھا کپٹیشن ایبلٹ ٹریبونل نے فیصلہ جاری کر دیا۔

کپٹیشن کمیشن آف پاکستان (سی سی پی) نے ایڈن بلڈرز (پرائیویٹ) لمیٹڈ کے اشتہاری دعووں کو گمراہ کن قرار دیا تھا۔ ٹریبونل نے سی سی پی کے فیصلے کو برقرار رکھتے ہوئے ایڈن بلڈرز کی اپیل خارج کر دی

کپٹیشن کمیشن آف پاکستان (سی سی پی) نے 2018 میں ایڈن بلڈرز پر 'ایڈن لائف اسلام آباد ہاؤسنگ پراجیکٹ کی مارکیٹنگ کو دھوکہ دہی پر مبنی قرار دیا تھا اور ایڈن بلڈرز پر قانون کی خلاف ورزی پر 25 لاکھ روپے کا جرمانہ عائد کیا گیا تھا

سی سی پی آرڈر کے مطابق ایڈن بلڈرز کے یہ دعوے گمراہ کن تھے اشتہار میں اضافی ڈیولپمنٹ چارجز کے بارے میں نہیں ذکر کیا گیا تھا۔ سی سی پی پر چارجز بتائی گئی قیمت میں شامل بھی نہیں تھے۔

سی سی پی ایڈن بلڈرز کا یہ عمل گمراہ کن تھا اور قیمت سے متعلق اہم معلومات کو چھپانے کے مترادف تھا۔ سی سی پی اشتہار میں سی ڈی اے کی جانب سے منظوری کا دعویٰ بھی جھوٹا اور گمراہ کن تھا۔ سی سی پی سی ڈی اے سے ایسی کوئی منظوری نہیں دی گئی تھی۔