Date: 24-July-2024

News Coverage of Press Release

"CAT Upholds CCP's Decision Safeguarding Real Estate Investments"

Business Recorder

24-July-2024

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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.

2018, the CCP In 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 misleading. Specifically, their advertisement featured an illegible disclaimer about additional development charges not included in the quoted price, which was held misleading and fantamount 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.

Nation

24-July-2024

Business Page

CAT dismisses appeal filed by Eden Builders, upholds CCP decision

OUR STAFF REPORTER ISLAMABAD

In a recent development, the Competition Appellate Tribunal (CAT) has dismissed the appeal filed by Eden Builders their 'Eden Life Islamabad' project, vio- ing and tantamount to an omission of CAT. The Tribunal dismissed the appeal (Pvt) Ltd, upholding the decision of the lating Section 10 of the Competition Act, material price related information, thus and upheld CCP's order regarding Eden Competition Commission of Pakistan 2010. The CCP determined that Eden violating Section 10 of the Competition Builders' violations of Section 10 of Act.

(CCP) regarding misleading advertis- Builders' claims were misleading. Spe- Act. The allusion in the advertisement ing claims about their housing project. cifically, their advertisement featured of approval by CDA was also held to be a In 2018, the CCP imposed a penalty of an illegible disclaimer about additional false and misleading claim, as there was PKR 2.5 million on Eden Builders for de-development charges not included in the no such approval. Eden Builders filed an ceptive marketing campaigns related to quoted price, which was held mislead- appeal against the CCP's order before

Pakistan Today

25-July-2024

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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



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



HEADLINES July 24, 2024

Competition Tribunal upholds CCP's decision safeguarding real estate investments

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/



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/



CAT UPHOLDS CCP'S DECISION SAFEGUARDING REAL ESTATE INVESTMENTS

DNA News | July 23, 2024



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



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.

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

Ausaf

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ایڈن لائف ہاؤسنگ منصوبہ دھوکہ دہی پر مبنی فیصب

اسلام آباد (پیشل رپورٹر)ی ڈی اے انکیو | کے بغیر پلاٹ فروخت کئے کمپٹیشن کمشن آف ے چند کلومیٹر کے فاصلے پرایڈن لائف اسلام آباد یاکتان (ی ی پی) کے فیلے کے خلاف ایڈن ہا وسنگ پروجیکٹ کی مارکیٹنگ کو دھوکہ دہی پر منی المدرز کی اپیل کو سمپٹیشن اپیلٹ ٹربیونل نے خار

قراردین کا فیصلہ برقرار ،ی ڈی اے کی منظوری ج کر دیا ، ایڈن (باقی صفحہ 6 بقیہ نمبر 54)

لائف اسلام آبا د ہاوسنگ پراجیکٹ کو قانون کی خلاف ورزی پر25 لا کھڙو پيڪا جرمانہ عائد کيا گيا تھا کمیٹیشن اپیلٹ ٹریونل نے فیصلہ حاری کر دیا۔ کمپٹیش ممن آف یا کتان (ی کی لی)نے ایڈن ایڈن بلڈرز (پرائویٹ) کمیٹڈ۔کے اشتہاری دعووں کو گمراہ کن قرار دیا تھا۔ٹربیوٹل نے ی ی کے فیصلے کو برقر ارد کھتے ہوئے ایڈن بلڈرز کی اپیل خارج کر دی کمپیشن کمشن آف یا کتان (ی ی لی) نے 2018 میں ایڈن بلڈرز یر ایڈن لائف اسلام آباد پروجیکٹ کی مارکیٹنگ کو وهوكه دبي يرمبني قرار ديا تقاايثرن بلثررز يرقانون كي خلاف ورزی پر 25 لا کھرُ وپے کا جرمانہ عائد کیا گیا تھاسی می آرڈر کے مطابق ایڈن بلڈرز کے بیہ دعوے مراہ کن تھے اشتہار میں اضافی ڈیولمنٹ جارجز کے بارے میں مبہم ڈسکٹیمر شامل تھا۔

Nai Baat

24-July-2024

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سرمابيكاري كانتحفظ بهيءي في كافيصله برقرار

نے گمراہ کن اشتہاری دعووں کے بارے اپیل کوخارج

طرف سےدائر کی گئی ایل کوخارج کردیا ہے۔ ی میں کمپٹیش اپیلٹ ٹر بیول نے مراہ کن اشتہاری لی نے 2018میں ایدن بلڈرزیر ایدن لائف اسلام وعوول کے بارے میں میٹیشن کمیشن آف پاکستان آباد ایروجیکٹ سے متعلق دھوکہ دہی یر مبنی مارکیٹنگ کے فیصلے کو برقرار رکھتے ہوئے ایڈن بلڈرز کمیٹٹری اور کمیٹیشن ایک کے سیشن 10 کی خلاف ورزی

ير 25لا كوروك كاجر مانه عائدكيا-ى كى أردرك مُطابق ایڈن بلڈرز کے بیددعوے ممراہ کن تھے۔خاص طور یر،ان کے اشتہار میں اضافی ڈیولینٹ جارجز کے ے میں مہم وسطیم شامل تھا اور بیر جارجز بتائی گئی ت میں شامل بھی نہیں تھے۔ایڈن بلڈرز کا پیمل اہ کن تھا اور قبت سے متعلق اہم معلومات کو نے کے مترادف تھا جو کہ پیٹیشن ایکٹ کے سیکشن 10 کی خلاف ورزی ہے۔ای طرح اشتہار میں ی ڈی اے کی جانب سے منظوری کا دعویٰ بھی جھوٹا اور لمراه کن تھا کیونکہ ایسی کوئی منظوری نہیں دی گئی تھی۔ ایدن بلدرزنےی کی لیے آرورے خلاف کیٹیشن لىلىك ربول مى ايل دائر كى -



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



CDA انتکلیو اور چک شهزاد سے 5 منٹ سربینا ہوٹل سے صرف 12 منٹ کی ڈرائیو پر واقع

اسلام آباد (کورٹ رپورٹر) و فاقی دارحکومت میں ہی ڈی اے انگلیوسے چند کلو میٹر کے فاصلے پر ایڈن لائف اسلام آبا دہا وسٹک پروجیکٹ کی مارکیٹنگ کو دھوکہ دہی پر بہنی قرار دینے کا فیصلہ برقرارہے

سی ڈی اے کی منظوری کے بغیر پلاٹ فروخت کئے کمپٹیشن کمیشن آف پاکستان (سی سی پی) کے فیصلے کے خلاف ایڈن بلڈرز کی اپیل کو کمپٹیشن اپیلٹ ٹربیونل نے خارج کر دیاہے

ایڈن لائف اسلام آبا دبا وسنگ پر اجیکٹ کو قانون کی خلاف ورزی پر25 لاکھ روپے کا جربانہ عائد کیا گیا تھا کمپٹیشن امیلٹ ٹربیونل نے فیصلہ جاری کر دیا۔

کمپنیشن کمیشن آف پاکستان (سی سی بی)نے ایڈن ایڈن بلڈرز (پرائیویٹ) لمیٹڈکے اشتہاری دعووں کو کمراہ کن قرار دیا تھا۔ ٹر بیونل نے سی سی بی کے فیصلے کو برقرار کھتے ہوئے ایڈن بلڈرز کی امیل خارج کر دی

کمپشیشن کمشن آف پاکستان (سی سی پی) نے 2018 میں ایڈن بلڈرز پر 'ایڈن لائف اسلام آباد پروجیکٹ کی مارکیننگ کو دھوکہ دہی پر مبنی قرار دیا تھا اور ایڈن بلڈرز پر قانون کی خلاف ورزی پر25 لاکھ زوپے کا جرمانہ عائد کیا گیا تھا

سی سی پی آرڈر کے مُطابق ایڈن بلڈرز کے یہ دعوے گراہ کن تھے اشتہار میں اضافی ڈیولپمنٹ چارجز کے بارے میں مُنہم ڈسکلیر شامل تھا۔ سی سی پی یہ چارجز بتائی گئی قیمت میں شامل بھی نہیں تھے۔

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