

## CCP issues show cause to teleco for unethical marketing

**Mehtab Haider**

ISLAMABAD: The Competition Commission of Pakistan (CCP) has issued show cause notice to Telenor Pakistan for allegedly running deceptive marketing campaign to attract customers for using 4G services as free giveaway.

According to the CCP's announcement made here on Thursday, the Commission issued show cause notice to Telenor Pakistan for prima facie violating Section 10 of the Competition Act 2010 by deceptively marketing the price and geographical availability of its 4G services.

ZONG Pakistan sent a formal complaint against Telenor to the CCP saying that its 4G marketing campaign was wrongly claiming that "Telenor 4G services absolutely free" and that "4G services available across Pakistan." Zong said that Telenor was not only misleading consumers but also harming the business interest of its competitors.

A two-member team conducted a detailed inquiry and

prepared 39-page report and concluded that this inquiry report established that the conduct of the respondent (Telenor Pakistan) amounts of distribution of false and misleading information to customers through "distribution of false and misleading information" regarding 4G services which was "lacking a reasonable basis", related to price, as chargeable service was being marketed as a free giveaway; properties of the services in terms of geographical availability as well as its price; and "sustainability for use" pertaining to unavailability for its 4G services for customers use in prima facie violation of section 10 (1) read with sub section 2, clause (b) of the act.

CCP's enquiry found that against the claim of providing "Telenor 4G services absolutely free", Telenor was only offering the first 100 MBs of data free of cost. Customers paid for any additional usage after that limit.

As for Telenor's claim of "Nationwide Availability/Across Pakistan," the enquiry report said that this was giving a general impression, albeit wrongly,

that 4G services were available across Pakistan. Moreover, the list of seven cities given in the disclaimer, i.e., "Karachi, Lahore, Islamabad, Peshawar, Quetta, Multan, Faisalabad," where 4G services were available was also misleading as 4G service was only available at select points in these cities.

The enquiry report concluded that the Telenor's marketing campaign for the above products and services was deceptive and prima facie violated Section 10 of the Competition Act. Furthermore, the illegible disclaimers at the end of advertisements were insufficient and could hardly clarify the above-stated claim to consumers.

A Show Cause Notice has been served on Telenor Pakistan as recommended in the enquiry report.

CCP is mandated under the Competition Act to ensure free competition in all spheres of commercial and economic activity, to enhance economic efficiency and to protect consumers from anti-competitive practices including deceptive marketing practices.

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# CCP moves against Telenor over 'deceptive marketing'

## Staff Report

**ISLAMABAD:** The Competition Commission of Pakistan (CCP) has moved against Telenor, a private sector telecom operator, on the complaint of a rival company, officials said on Thursday.

According to the CCP officials, the competition watchdog issued a show cause notice to Telenor Pakistan for prima facie violating Section 10 of the Competition Act 2010 by deceptively marketing the

prices and geographical availability of its 4G services.

The officials stated that ZONG Pakistan sent a formal complaint against Telenor to the CCP saying that its 4G marketing campaign wrongly claimed 'Telenor 4G services absolutely free' and '4G services available across Pakistan.'

As per the complaint lodged by Zong, Telenor not only mislead consumers but also harmed the business interests of its competitors.

CCP's enquiry revealed that contrary to Telenor's claim of providing 'Telenor 4G services absolutely free', the cell-phone company was only offering the first 100 megabytes (MB) of data free and the customers were bound to pay for any additional usage after that limit.

As for Telenor's claim of 'Nationwide availability/across Pakistan', the enquiry report concluded that this was giving a general impression, albeit wrongly, that Telenor 4G services were

available across Pakistan. It also stated that the list of seven cities, given in the disclaimer, where 4G services were available was also misleading as 4G services were only available at select points in those cities. The cities mentioned in Telenor's disclaimer were Karachi, Lahore, Islamabad, Peshawar, Quetta, Multan and Faisalabad,

The enquiry report concluded that Telenor's marketing campaign was deceptive and prima facie violated Section 10 of the

Competition Act. Furthermore, the illegible disclaimers at the bottom of its advertisements were insufficient and could hardly clarify the above-stated claims to consumers.

CCP is mandated under the Competition Act to ensure free competition in all spheres of commercial and economic activity, to enhance economic efficiency and to protect consumers from anti-competitive practices including deceptive marketing practices.

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## **CCP issues show-cause notice to Telenor**

ISLAMABAD: The Competition Commission of Pakistan (CCP) on Thursday issued a show-cause notice to Telenor Pakistan for prima facie violation of Section 10 of the Competition Act, 2010 for deceptive marketing practices regarding the price and geographical availability of its 4G services.

ZONG Pakistan sent a formal complaint to the CCP stating that Telenor's 4G marketing campaign was misleading. The campaign wrongly claimed "Telenor 4G services absolutely free" and "4G services available across Pakistan", the complainant said.

Zong said that Telenor was not only misleading consumers but also harming the business interest of its competitors.

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## CCP issues show-cause notice to Telenor

**ISLAMABAD (Staff Reporter):** The Competition Commission of Pakistan (CCP) has issued a show-cause notice to Telenor Pakistan for prima facie violating Section 10 of the Competition Act 2010 by deceptively marketing the price and geographical availability of its 4G services.

ZONG Pakistan sent a formal complaint against Telenor to the CCP saying that its 4G marketing campaign was wrongly claiming that "Telenor 4G services absolutely free" and that "4G services available across Pakistan." Zong said that Telenor was not only misleading consumers but also harming the business interest of its competitors.

CCP's enquiry found that against the claim of providing "Telenor 4G services absolutely free", Telenor was only offering the first 100 MBs of data free of cost. Customers paid for any additional usage after that limit.

As for Telenor's claim of "Nationwide Availability/Across Pakistan," the enquiry report said that this was giving a general impression, albeit wrongly, that 4G services were available across Pakistan. Moreover, the list of seven cities given in the disclaimer, i.e., "Karachi, Lahore, Islamabad, Peshawar, Quetta, Multan, Faisalabad," where 4G services were available was also misleading as 4G service was only available at select points in these cities.

The enquiry report concluded that the Telenor's marketing campaign for the above products and services was deceptive and prima facie violated Section 10 of the Competition Act. Furthermore, the illegible disclaimers at the end of advertisements were insufficient and could hardly clarify the above-stated claim to consumers.

A show cause notice has been served on Telenor Pakistan as recommended in the enquiry report.

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## CCP issues show cause notice to Telenor for deceptive marketing practices

ISLAMABAD

STAFF REPORT

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Zong Pakistan sent a formal complaint against Telenor to the CCP saying that its 4G marketing campaign was wrongly claiming that "Telenor 4G services absolutely free" and that "4G services available across Pakistan."

Zong said that Telenor was not only misleading consumers but also harming the business interest of its competitors.

CCP's enquiry found that against the claim of providing "Telenor 4G services absolutely free", Telenor was only offering the first 100 MBs of data free of cost. Customers had to pay for any additional usage after that limit.

As for Telenor's claim of "nationwide availability or across Pakistan," the enquiry report said that this was giving a general impression, albeit wrongly, that 4G services were available across Pakistan.

Moreover, the list of seven cities given in the disclaimer, i.e., "Karachi, Lahore, Islamabad, Peshawar, Quetta, Multan, Faisalabad," where 4G services were available was also misleading as 4G service was only available at select points in these cities.

The enquiry report concluded that the

Telenor's marketing campaign for the above products and services was deceptive and prima facie violated section 10 of the Competition Act.

Furthermore, the illegible disclaimers at the end of advertisements were insufficient and could hardly clarify the above-stated claim to consumers.

A show cause notice has been served to Telenor Pakistan as recommended in the enquiry report.

CCP is mandated under the Competition Act to ensure free competition in all spheres of commercial and economic activity, to enhance economic efficiency and to protect consumers from anti-competitive practices including deceptive marketing practices.

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## CCP imposes Rs87.292m penalty on different sectors in Jul-Sep

ISLAMABAD: The Competition Commission of Pakistan (CCP) imposed Rs 87.292 million penalty on different private and public sector entities under Competition Act, 2010, during July-September, 2017, for engaging in deceptive marketing practices.

During last 10 years, the commission charged Rs 26.846 billion fine on different sectors including banking, finance, oil and gas, healthcare, cement, ports and shipping, poultry, telecom, fertilizer, automobile and services, a senior official of CCP told APP here.

According to breakup figures, CCP imposed penalty of Rs 6.402 million, Rs 975 million, Rs 468.68 million, Rs 450 million, Rs 211 million, Rs 150 million, Rs 140 million on banking and finance, oil and gas, healthcare, port

and shipping, poultry and automobile respectively, he said.

Similarly, in service sector the Competition Commission recovered Rs. 6.063 million, Rs 8.641 million, Rs 106.042 million, Rs 56.400 million and Rs 30 millions, and Rs 27 million in terms of penalties from Pakistan Fast Manufacturing Consumers Goods (FMCG), Securities, Insurance and Education to stop the mal-business practices and maintain transparency in the market, he added.

Giving year-wise break-up, he said during years 2008-16, penalties of Rs 87.292 million, Rs 302 million, Rs 143.250 million, Rs 17.733 million, Rs 1.224 million, Rs 86 million, Rs 275 million, Rs 6.786 million, and Rs 206 million were imposed respectively, however, no penalties were imposed

during year 2014.

The Competition Commission of Pakistan (CCP) had conducted impartial investigation for maintaining transparency in market for evolving accountability mechanism.

Replying to a question, he said CCP was mandated under the Competition Act, 2010 to ensure fair competition in all spheres of commercial and economic activity.

The official said CCP continuously strives in promoting a healthy competition in all spheres of commercial and economic activity and to protect consumers from anti-competitive behavior.

He said CCP was committed to maintain transparency for enhancing economic efficiency and to protect consumers from anti-competitive practices including deceptive marketing. - APP

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## مسابقتی کمیشن کا سیلولر کمپنی کو نوٹس

اسلام آباد (کامرس رپورٹر) مسابقتی کمیشن آف  
باقی صفحہ 6 نمبر 44

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مسابقتی کمیشن

بقیہ

پاکستان نے سیلولر کمپنی کو دھوکہ دہی پر جی مارکیٹنگ پر شوکا ز نوٹس جاری کر دیا، سی سی پی کی انکوآری میٹی کی رپورٹ کے مطابق ٹیلی نار پاکستان نے دعویٰ کیا کہ "ٹیلی نار 4G بالکل فری" ہے جو کہ گمراہ کن دعویٰ ہے کیونکہ صرف ابتدائی 100 ایم بی کا ڈیٹا مفت فراہم کر رہا ہے اس 100 ایم بی ڈیٹا کے استعمال کرتے ہی صارفین سے ریٹولر چارجز وصول کرنا شروع ہو جاتے ہیں انکوآری رپورٹ کے مطابق کمپنی اپنی 4G سروسز کا پورے ملک میں دستیابی کا تاثر دے رہی ہے جبکہ ڈس کلیمر میں سات شہروں کراچی، لاہور، اسلام آباد، پشاور، کوئٹہ، ملتان اور فیصل آباد کا ذکر کر رہا ہے جو کہ دھوکہ دہی پر مبنی ہے کیونکہ یہ سروسز ان سات شہروں کے بھی صرف کچھ ہی حصوں میں دستیاب ہیں سی سی پی نے ٹیلی نار پاکستان کو شوکا ز نوٹس جاری کرتے ہوئے 14 دن کے اندر کمیشن کے سامنے پیش ہونے کی ہدایت کی ہے۔



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## دھوکہ دہی پر مبنی مارکیٹنگ، نجی ٹیلی کیونی کیشن کمپنی کو شوکا ز نوٹس

اسلام آباد (خبرنگار خصوصی) مسابقتی کمیشن پاکستان نے نجی ٹیلی کیونی کیشن کمپنی کو بادی النظر میں دھوکہ دہی پر مبنی مارکیٹنگ اور مسابقتی ایکٹ کے سیکشن 10 کی خلاف ورزی پر شوکا ز نوٹس جاری کر دیا۔ کمپنی کے خلاف شکایت میں ملک بھر میں مفت فوری کے دعوے کو گمراہ کن قرار دیا گیا اور کہا گیا کہ کمپنی صرف ابتدائی 100 ایم بی کا ڈیٹا مفت فراہم کر رہی ہے جبکہ سروس بھی کچھ شہروں تک محدود ہے۔