Date: 16 March, 2021

Press Release Coverage

(CCP Issues Show Cause Notice to 4 Firms for Deceptive Marketing Practices)

Business Recorder

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Deceptive marketing

CCP issues show-cause notices to 4 firms

ISLAMABAD: Competition Commission of hardly noticeable. Pakistan (CCP) has issued Competition Act, 2010.

A show cause notice was 10 of the Act. issued to Unilever Pakistan Benckiser Pakistan Limited company, KENNOL ing its products, Lifebuoy Soap, Lube Petroleum, for copying of the Competition Act. and Hand wash.

The enquiry report con- KENNOL cluded that Unilever Pakistan 20W60. Limited was harming other sumers by making absolute France and with the claims regarding the above- Intellectual germs protection soap", and respondents, about these claims were consumers about their prod- marketing practices .--- PR

The printed in tiny fonts and were ucts.

show cause notices to four mendations, Unilever belongs companies for prima facie Pakistan Limited was served Performance Oil, and no one violating Section 10 of the a show cause notice for in Pakistan is authorised to prima facie violating Section use it. The enquiry also con-

the packaging of its product,

ests and misleading con- 'Kennol' is registered in notices. guaranteed protection from authorized any other firm to economic "99.9% germ protection in Petroleum, Dewan Store and from anti-competitive prac-

The CCP's enquiry con-On the enquiry's recom- cluded that the trademark to KENNOL cluded that Kennol In another case of prima Petroleum, Dewan Stores, Limited for prima facie vio- facie deceptive marketing and Japan Lube were lation of Section 10. Reckitt practices, a France-based engaged in copycat packagof **KENNOL** sent a formal complaint that Performance Oil, sent a for- Performance Oil's product to Unilever Pakistan Limited mal complaint against three deceive consumers and harm was distributing false/mis- Pakistani firms, Kennol its business interest. Both leading information by mak- Petroleum (Pvt) Limited, these actions are a prima ing absolute claims regarding Dewan Oil Store, and Japan facie violation of Section 10

The CCP issued show ULTIMA cause notices to Kennol Petroleum, Dewan Stores KENNOL Performance and Japan Lube and directed undertakings' business inter- Oil stated that its product them to respond to the

CCP is mandated under Property the Competition Act to mentioned products. Some Organisation (IPO) in ensure free competition in all of the claims were: "100% Pakistan, and it has not spheres of commercial and activity, germs", "World's No. 1 use it in Pakistan. Hence the enhance economic efficiency Kennol and to protect consumers 10 seconds." The disclaimers Japan Lube, were misleading tices including deceptive

The Nation

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CCP issues show-cause notices to four companies our staff reporter

ISLAMABAD

The Competition Commission of Pakistan (CCP) has issued show-cause notices to four companies for prima facie violation of Section 10 of the Competition Act, 2010.

A show cause notice was issued to Unilever Pakistan Limited for prima facie violation of Section 10. Reckitt Benckiser Pakistan Limited sent a formal complaint that Unilever Pakistan Limited was distributing false/misleading information by making absolute claims regarding its products, Lifebuoy Soap, and hand wash.

The enquiry report concluded that Unilever Pakistan Limited was harming other undertakings' business interests and misleading consumers by making absolute claims regarding the abovementioned products. Some of the claims were: "100% guaranteed protection from germs", "World's No. 1 germs protection soap", and "99.9% germ protection in 10 seconds." The disclaimers about these claims were printed in tiny fonts and were hardly noticeable. On the enquiry's recommendations, Unilever Pakistan Limited was served a show cause notice for prima facie violating Section 10 of the Act. Section and the sec

In another case of prima facie deceptive marketing practices, a France-based company, KENNOL Performance Oil, sent a formal complaint against three Pakistani firms, Kennol Petroleum (Pvt) Limited, Dewan Oil Store, and Japan Lube Petroleum, for copying the packaging of its product, KENNOL ULTIMA 20W60.

KENNOL Performance Oil stated that its product 'Kennol' is registered in France and with the Intellectual Property Organisation (IPO) in Pakistan, and it has not authorized any other firm to use it in Pakistan. Hence the respondents, Kennol Petroleum, Dewan Store and Japan Lube, were misleading consumers about their products.

The CCP's enquiry concluded that the trademark belongs to KENNOL Performance Oil, and no one in Pakistan is authorised to use it. The enquiry also concluded that Kennol Petroleum, Dewan Stores, and Japan Lube were engaged in copycat packaging of KENNOL Performance Oil's product to deceive consumers and harm its business interest. Both these actions are a prima facie violation of Section 10 of the Competition Act. The CCP issued show cause notices to Kennol Petroleum, Dewan Stores and Japan Lube and directed them to respond to the notices. 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.

Pakistan Observer

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CCP issues show cause notice to 4 firms for deceptive marketing practices

OBSERVER REPORT

ISLAMABAD

The Competition Commission of Pakistan (CCP) has issued Show Cause Notices to four companies for prima facie violating Section 10 of the Competition Act, 2010.

A Show Cause Notice was issued to Unilever Pakistan Limited for prima facie violation of Section 10. Reckitt Benckiser Pakistan Limited sent a formal complaint that Unilever Pakistan Limited was distributing false/ misleading information by making absolute claims



regarding its products, Lifebuoy Soap, and Hand wash. The enquiry report concluded that Unilever Pakistan Limited was harming other undertakings' business interests and misleading consumers by making absolute claims regarding the abovementioned products.

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CCP issues show cause notice to four firms

F.P. Report

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A Show Cause Notice was issued to Unilever Pakistan Limited for prima facie violation of Section 10. Reckitt Benckiser Pakistan Limited sent a formal complaint that Unilever Pakistan Limited was distributing false/misleading information by making Petroleum (Pvt) Limited, Section absolute claims regarding its products, Lifebuoy Soap. and Hand wash.

The enquiry report concluded that Pakistan Limited was harming other undertakings' business interests and misleading consumers by France and making absolute claims regarding the abovementioned products. Some of the claims were: "100% guaranteed, protection from germs", "World's No. 1 germs protection soap".

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facie deceptive marketing ing of KENNOL Performpractices, a France-based ance Oil's product to company. Performance Oil, sent a for- harm its business interest. mal complaint against three Both these actions are a Pakistani firms, Kennol prima facie violation of Dewan Oil Store, and Japan Competition Act. Lube Petroleum, for copy-Unilever MA 20W60.

Oil stated that its product notices. 'Kennol' is registered in CCP is mandated under Intellectual Organisation Pakistan, and it has not and economic activity, to authorized any other firm to enhance economic efficienuse it in Pakistan. Hence cy and to protect consumers the respondents, Kennol from anti-competitive prac-Petroleum, Dewan Store tices including deceptive and "99.9% germ protec- and Japan Lube, were mis- marketing practices.

The CCP's enquiry conbelongs to KENNOL On the enquiry's recom- Performance Oil, and no Unilever one in Pakistan is autho-In another case of prima engaged in copycat packag-KENNOL deceive consumers and of the 10

The CCP issued Show ing the packaging of its Cause Notices to Kennol product, KENNOL ULTI- Petroleum, Dewan Stores and Japan Lube and direct-KENNOL Performance ed them to respond to the

> with the the Competition Act to Property ensure free competition in (IPO) in all spheres of commercial

Pakistan Today

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UNILEVER PAKISTAN AMONG FOUR COMPANIES ISSUED NOTICES FOR 'DECEPTIVE PRACTICES'

ISLAMABAD

HE Competition Commission of Pakistan (CCP) has issued show cause notices to four companies for, prima facie, violating the Section 10 of the Competition Act, 2010.

According to details, a show cause notice was issued to Unilever Pakistan Limited for prima facie violation of Section 10. Reckitt Benckiser Pakistan Ltd sent a formal complaint that UPL was distributing false/misleading information by making absolute claims regarding its products,

Lifebuoy soap and hand wash.

The inquiry report concluded that Unilever Pakistan was harming other undertakings' business interests and misleading consumers by making absolute claims regarding the aforementioned products. Some of the claims were: "100pc guaranteed protection from germs", "World's No. 1 germ protection soap", and "99.9pc germ protection in 10 seconds." The disclaimers about these claims were printed in tiny fonts and were hardly noticeable.

In another case of deceptive marketing practices, a France-based company, Kennol Performance Oil, sent a formal complaint to CCP against three Pakistani firms -- Kennol Petroleum (Pvt) Limited, Dewan Oil Store, and Japan Lube Petroleum -- for copying the packaging of its product, Kennol Ultima 20w60.

Kennol Performance Oil stated that its product 'Kennol' is registered in France and with the Intellectual Property Organisation (IPO) in Pakistan, and it has not authorized any other firm to use it in Pakistan. Hence the respondents, Kennol Petroleum, Dewan Store and Japan Lube, were misleading consumers about their products.

The CCP's inquiry concluded that the trademark belonged to Kennol Performance Oil, and no one in Pakistan was authorised to use it. The enquiry further concluded that Kennol Petroleum, Dewan Stores, and Japan Lube were engaged in copycat packaging of Kennol performance oil's product to deceive consumers and harm its business interest. Both these actions were a prima facie violation of Section 10 of the Competition Act.

The 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.

Urdu Point

16 March 2021 | Online

CCP Issues Show Cause Notice to Four Firms for Deceptive Marketing Practices

The Competition Commission of Pakistan (CCP) has issued Show Cause Notices to four companies for prima facie violating Section 10 of the Competition Act, 2010.

A Show Cause Notice was issued to Unilever Pakistan Limited for prima facie violation of Section 10. Reckitt Benckiser Pakistan Limited sent a formal complaint that Unilever Pakistan Limited was distributing false/misleading information by making absolute claims regarding its products, Lifebuoy Soap, and Hand wash, said a press release issued here.

The enquiry report concluded that Unilever Pakistan Limited was harming other undertakings' business interests and misleading consumers by making absolute claims regarding the above mentioned products. Some of the claims were: "100% guaranteed protection from germs", "World's No. 1 germs protection soap", and "99.9% germ protection in 10 seconds." The disclaimers about these claims were printed in tiny fonts and were hardly noticeable. On the enquiry's recommendations, Unilever Pakistan Limited was served a Show Cause Notice for prima facie violating Section 10 of the Act.

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Daily Spokesman

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Pro Pakistani

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