

CCP serves show cause notice on paint company

Alleged deceptive marketing practices the reason behind action

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The Competition Commission of Pakistan has served a show cause notice to a paint company for alleged violation of section 10 of the Competition Act, 2010, which prohibits businesses from engaging in deceptive marketing practices.

The CCP served the notice to Master Paints Industries (Private) Limited after receiving complaints from competitors, Nippon Paint Pakistan (Private) Limited and Buxly Paints Limited, regarding the company's print and television advertisements. In the complaint, it was stated that Master Paints is propagating that all other paints were of inferior quality as their manufacturers were selling low quality products by luring consumers through a coupon scheme.

The complainants alleged that in the advertisements, Master Paints misleadingly compares the quality of paints

made by different manufacturers on the basis of tokens, and implies that those that contain a token is harmful to buildings, according to a handout issued by the CCP.

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In 2012, the anti-trust watchdog had passed an order against 16 paint companies

ond case against paint manufacturers as in April the CCP had imposed a penalty of Rs1 million on a paint company, Jotun Pakistan (Pvt) Limited, for violation of section 10 as well. It was the only case where the CCP slapped a fine on a paint manufacturer.

Before that, the CCP had taken a lenient stance. In 2012, the anti-trust watchdog had passed an order against 16 paint companies for violating Section 10 of the Competition Act 2010. It had limited its action only to the extent of reprimanding violators. The CCP had advised the companies to ensure behaviour that is more

responsible in future with respect to marketing of their products and directed to file a compliance report on implementation of the directives.

The CCP had warned that continuous violation and non-adherence to the directives by any of the companies would entail penal action. At that time, Consumer Association of Pakistan had raised alarm bills that paint manufacturers were hiding tokens or redeemable coupons in paint packs without adequate disclosure, leaving the consumers largely unaware of this practice.

The CCP said on Tuesday that its inquiry report found that Master Paints, prima facie, could not substantiate claims of superior quality paint and as such the advertisements constitute dissemination of false and misleading information as well as false and misleading comparison of goods, which amounts to deceptive marketing practices.

Through the show cause notice, Master Paints has been asked to respond in writing within fourteen days and to avail an opportunity of being heard before the CCP, it added.

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Deceptive marketing practices

CCP issues show cause notice to paint co

ISLAMABAD: The Competition Commission of Pakistan (CCP) has issued a show cause notice to Master Paints Industries (Private) Limited for alleged violation of Section 10 of the Competition Act, 2010, which prohibits business undertakings from engaging in deceptive marketing practices.

The show cause notice follows an enquiry by CCP after receiving complaints from Nippon Paint Pakistan (Private) Limited and Buxly Paints Limited regarding print and television advertisements by Master Paints, says a statement issued by the Commission here on Tuesday.

The complainants alleged that in the advertisements, Master Paints misleadingly compares the quality of paints made by different manufacturers on the basis of tokens, and implies that paint which contains tokens is harmful to buildings.

The enquiry report found that Master Paints, prima facie, could not substantiate these claims and as such the advertisements constitute dissemination of false and misleading information as well as false and misleading comparison of goods, which amounts to deceptive marketing practices.

Through the show cause notice, Master Paints has been asked to respond in writing within fourteen days and to avail an opportunity of being heard before the CCP.

CCP is mandated by the Competition Act to protect consumers from anti-competitive activities, including deceptive marketing practices.—PR

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Paint firm issued show-cause notice

By A Reporter

ISLAMABAD: The Competition Commission of Pakistan (CCP) issued a show-cause notice to Master Paints Industries (Private) Limited for the alleged violation of Section 10 of Competition Act, 2010 which prohibits business undertakings from engaging in deceptive marketing practices.

The show-cause notice followed an enquiry by the CCP after receiving complaints from Nippon Paint Pakistan (Private) Limited and Buxly Paints Limited regarding print and television advertisements by Master Paints.

The complainants alleged that in the advertisements, Master Paints misleadingly compares the quality of paints made by different manufacturers on the basis of tokens, and implies that paints which contain tokens are harmful to buildings.

The enquiry report found that Master Paints, prima facie, could not substantiate these claims and as such the advertisements constitute dissemination of false and misleading information as well as false and misleading comparison of goods, which amount to deceptive marketing practices.

Through the show-cause notice, Master Paints has been asked to respond in writing within fourteen days and to avail an opportunity of being heard before the CCP.

CCP issues notice to paint company for violating Act

Our correspondent

ISLAMABAD: The Competition Commission of Pakistan (CCP) on Tuesday issued a show cause notice to Master Paints Industries (Pvt) Limited for alleged involvement in deceptive marketing practices.

According to announcement made by the CCP, the Commission has issued a show cause notice to Master Paints Industries (Private) Limited for alleged violation of Section 10 of the Competition Act, 2010, which prohibits business undertakings from engaging in deceptive marketing practices.

The show cause notice follows an enquiry by CCP after receiving complaints from Nippon Paint Pakistan (Private) Limited and Buxly Paints Limited regarding print and television advertisements by Master Paints.

The complainants alleged that in the advertisements, Master Paints misleadingly compares the quality of paints made by different manufacturers on the basis of tokens, and implies that paint that contains tokens is harmful to buildings.

The enquiry report found that Master Paints, prima facie, could not substantiate these claims and as such the advertisements constitute dissemination of false and misleading information as well as false and misleading comparison of goods, which amounts to deceptive marketing practices.

Through the show cause notice, Master Paints has been asked to respond in writing within fourteen days and to avail an opportunity of being heard before the CCP. CCP is mandated by the Competition Act to protect consumers from anti-competitive activities including deceptive marketing practices.

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CCP issues show cause notice to paint company

ISLAMABAD (STAFF REPORTER): The Competition Commission of Pakistan (CCP) has issued a show cause notice to Master Paints Industries (Private) Limited for alleged violation of Section 10 of the Competition Act, 2010, which prohibits business undertakings from engaging in deceptive marketing practices. The show cause notice follows an enquiry by CCP after receiving complaints from Nippon Paint Pakistan (Private) Limited and Buxly Paints Limited regarding print and television advertisements by Master Paints. The complainants alleged that in the advertisements, Master Paints misleadingly compares the quality of paints made by different manufacturers on the basis of tokens, and implies that paint which contains tokens is harmful to buildings.

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CCP issues show cause notice to paint company for 'deceptive marketing practices'

ISLAMABAD—The Competition Commission of Pakistan (CCP) has issued a show cause notice to Master Paints Industries (Private) Limited for alleged violation of Section 10 of the Competition Act, 2010, which prohibits business undertakings from engaging in deceptive marketing practices. The show cause notice follows an enquiry by CCP after receiving complaints from Nippon Paint Pakistan (Private) Limited and Buxly Paints Limited regarding print and television advertisements by Master Paints, says a statement issued by the Commission here Tuesday.

The complainants alleged that in the advertisements, Master Paints misleadingly compares the quality of paints made by different manufacturers on the basis

of tokens, and implies that paint which contains tokens is harmful to buildings. The enquiry report found that Master Paints, prima facie, could not substantiate these claims and as such the advertisements constitute dissemination of false and misleading information as well as false and misleading comparison of goods, which amounts to deceptive marketing practices.

Through the show cause notice, Master Paints has been asked to respond in writing within fourteen days and to avail an opportunity of being heard before the CCP. CCP is mandated by the Competition Act to protect consumers from anti-competitive activities including deceptive marketing practices.—APP

CCP issues show-cause to paint company for deceptive marketing

ISLAMABAD: The Competition Commission of Pakistan (CCP) on Tuesday issued a show-cause notice to Master Paints Industries (Private) Limited for alleged deceptive marketing practices and asked the company to respond in writing within 14 days. A statement issued by the CCP said the company was issued show-cause in violation of Section 10 of the Competition Act, 2010, which prohibits business undertakings from engaging in deceptive marketing practices. The show-cause notice follows an enquiry by the CCP after receiving complaints from Nippon Paints and Buxly Paints regarding print and television advertisements by Master Paints. The complainants alleged that in the advertisements, Master Paints misleadingly compares the quality of paints made by different manufacturers on the basis of tokens, and implies that paint which contains tokens is harmful to buildings. The enquiry report found that Master Paints, prima facie, could not substantiate these claims and as such the advertisements constitute dissemination of false and misleading information as well as false and misleading comparison of goods, which amounts to deceptive marketing practices. The CCP is mandated by the Competition Act to protect consumers from anti-competitive activities including deceptive marketing practices. **STAFF REPORT**



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مسابقتی کمیشن نے ماسٹر پیپٹ
کمپنی کو شوکا زٹوٹس جاری کر دیا

اسلام آباد (کامرس رپورٹر) مسابقتی کمیشن آف
پاکستان نے ماسٹر پیپٹ کمپنی کو کمپنیشن ایکٹ 2010 کی
شق 10 کی مہینہ خلاف ورزی پر شوکا زٹوٹس جاری کر دیا
ہے۔ کمپنیشن ایکٹ کی شق 10 کاروباری اداروں کو
دھوکہ دہی پر مبنی تشہیر سے روکتی ہے۔ یہ شوکا زٹوٹس مسابقتی
کمیشن کی جانب سے کی گئی انکوائری کے بعد جاری ہوا جو
کہ نیچون پیپٹ اور کیسلے پیپٹ کی جانب سے موصول
ہونے والی شکایات کے بعد شروع کی گئی تھی۔

کمپنیشن کمیشن پاکستان کا دھوکہ دہی تشہیر پر ماسٹر پینٹ کمپنی کو شوکا ز نوٹس

ماسٹر پینٹ میڈیا پر پینٹ کی کوالٹی کا موازنہ نوکن ہونے یا نہ ہونے کی بنا پر کر رہا ہے

اسلام آباد (نمائندہ خصوصی) کمپنیشن کمیشن پاکستان نے ماسٹر پینٹ کمپنی کو شوکا ز نوٹس جاری کر دیا ہے۔ کمپنیشن ایکٹ کی شق 10 کا رو باری لو ارون کو دھوکہ دہی پر مہی تشہیر سے روکتی ہے۔ یہ شوکا ز نوٹس کمپنیشن کی جانب سے کی گئی انکوائری کے بعد جاری ہوا جو کہ Nippon پینٹ اور Buxly پینٹ کی جانب سے موصول ہونے والی شکایات کے بعد شروع کی گئی تھی۔ شکایت کنندگان نے یہ الزام لگایا کہ ماسٹر پینٹ نے پرنٹ اور ایکٹرا تک میڈیا پر اپنی تشہیر مہم کے دوران مختلف کمپنیوں کے بنائے گئے پینٹ کی کوالٹی کا موازنہ نوکن ہونے یا نہ ہونے کی بنا پر کر رہا ہے اور اپنی تشہیر مہم سے یہ تاثر دے رہا ہے کہ جس پینٹ کے ڈبے میں نوکن ہو وہ عمارت کیلئے نقصان دہ ہے۔ انکوائری رپورٹ سے یہ بھی ظاہر ہوا کہ ماسٹر پینٹ بادی انظر میں اپنے اس دعویٰ کو ثابت نہیں کر سکتا اور اس کی تشہیر مہم جھوٹی اور گمراہ کن معلومات پر مبنی ہے۔ اس شوکا ز نوٹس کے ذریعے ماسٹر پینٹ کمپنی کو 14 دن کے اندر تحریری جواب دینے کا کہا گیا ہے تاکہ وہ کمپنیشن کمیشن کے سامنے اپنا موقف پیش کر سکے۔

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مسابقتی کمیشن نے گمراہ کن تشہیری مہم پر ماسٹر پیٹنٹ کو شوکا ز نوٹس دے دیا

اسلام آباد (خصوصی رپورٹر) مسابقتی کمیشن آف پاکستان (سی سی پی) نے ماسٹر پیٹنٹ کمپنی کو کمپیوٹیشن ایکٹ 2010 کی شق 10 کی سیبیہ خلاف ورزی پر شوکا ز نوٹس جاری کر دیے۔ گزشتہ روز جاری کردہ اعلامیے کے مطابق کمپیوٹیشن ایکٹ کی شق 10 کا رو باری اداروں کو دھوکہ دہی پر مبنی تشہیر سے روکتی ہے، یہ شوکا ز نوٹس مسابقتی کمیشن کی جانب سے کی گئی انکوائری کے بعد جاری ہوا جو نیپن (Nippon) پیٹنٹ اور بکسلے (Buxly) پیٹنٹ کی جانب سے موصول ہونے والی شکایات کے بعد شروع کی گئی تھی۔ شکایت کنندگان نے یہ الزام لگایا کہ ماسٹر پیٹنٹ پرنٹ اور الیکٹرانک میڈیا پر اپنی تشہیری مہم کے دوران مختلف کمپنیوں کے بنائے گئے پیٹنٹ کی کوائٹی کا موازنہ تو کم ہونے یا نہ ہونے کی بنا پر کر رہا ہے اور اپنی تشہیری مہم سے یہ تاثر دے رہا ہے کہ جس پیٹنٹ کے ڈبے میں نوکن ہو وہ عمارت کیلئے نقصان دہ ہے، انکوائری رپورٹ سے یہ بھی ظاہر ہوا کہ ماسٹر پیٹنٹ بادی انٹرنر میں اپنے اس دھوکے کو ثابت نہیں کر سکتا اور اس کی تشہیری مہم جھوٹی اور گمراہ کن معلومات پر مبنی ہے، اس شوکا ز نوٹس کے ذریعے ماسٹر پیٹنٹ کمپنی کو 14 دن کے اندر تحریری جواب دینے کا کہا گیا ہے کہ وہ کمپیوٹیشن کمیشن کے سامنے اپنا موقف پیش کر سکے۔

دھوکا دہی پوسٹل بقیہ کمیشن نے ماسٹر پینٹ کمپنی کو شوکا ز نوٹس جاری کر دیا بنتشہیر مسابقتی میٹنگ سے

نوٹس انکوائری کے بعد جاری کیا گیا 14 روز میں مسابقتی کمیشن میں تحریری جواب میں موقف پیش کرنے کی ہدایت

لئے نقصان دہ ہے، انکوائری رپورٹ سے یہ بھی ظاہر ہوا کہ ماسٹر پینٹ بادی انظر میں اپنے اس دعویٰ کو ثابت نہیں کر سکتا اور اس کی تشہیری مہم جھوٹی اور گمراہ کن معلومات پر مبنی ہے، اس شوکا ز نوٹس کے ذریعے ماسٹر پینٹ کمپنی کو 14 دن کے اندر تحریری جواب دینے کا کہا گیا ہے تاکہ وہ مسابقتی کمیشن آف پاکستان کے سامنے اپنا موقف پیش کر سکے۔

جانب سے موصول ہونے والی شکایات کے بعد شروع کی گئی تھی، شکایت کنندگان نے یہ الزام لگایا کہ ماسٹر پینٹ نے پرنٹ اور انیکشرا تک میڈیا پر اپنی تشہیری مہم کے دوران مختلف کمپنیوں کے بنائے گئے پینٹ کی کوالٹی کا موازنہ نوکن ہونے یا نہ ہونے کی بنا پر کر رہا ہے اور اپنی تشہیری مہم سے یہ تاثر دے رہا ہے کہ جس پینٹ کے ڈبے میں نوکن ہو وہ عمارت کے

اسلام آباد (کامرس ڈیسک) مسابقتی کمیشن پاکستان نے ماسٹر پینٹ کمپنی کو مسابقتی ایکٹ 2010 کی شق 10 کی سبب خلاف ورزی پر شوکا ز نوٹس جاری کر دیا ہے، مسابقتی ایکٹ کی شق 10 کاروباری اداروں کو دھوکا دہی پر مبنی تشہیر سے روکتی ہے، یہ شوکا ز نوٹس مسابقتی کمیشن کی جانب سے کی گئی انکوائری کے بعد جاری ہوا جو کہ نیچون پینٹ اور بکسلے پینٹ کی