

02-October-2024

“Reckitt Benckiser Complies with Tribunal Order, Deposits PKR 15 Million Penalty”

Business Recorder

In compliance with the Competition Commission of Pakistan's (CCP) order for unsubstantiated claims in advertisements violating Section 10 of the Competition Act, Reckitt Benckiser (RB) Pakistan has deposited a PKR 15 million penalty into the national exchequer. This recovery demonstrates a positive commitment to regulatory compliance by business entities.

The issue was initially brought to attention through a formal complaint filed by Unilever Pakistan, accusing Reckitt Benckiser of misleading advertising. RB's campaign claimed that Dettol Soap could eliminate 99.9% of germs and offer 24-hour protection against germs, cold, and flu.

The CCP, following a thorough inquiry, found Reckitt Benckiser's claims about Dettol Soap to be unsubstantiated and in violation of Section 10 of the Competition Act, 2010. Consequently, a penalty of PKR 30 million was imposed.

RB appealed the CCP's findings to the Competition Appellate Tribunal (CAT). On July 11, 2024, the Tribunal upheld the CCP's decision but reduced the penalty from PKR 30 million to PKR 15 million, allowing RB 60 days to deposit the amount.

After the 60-day deadline for depositing the penalty, as specified in the Tribunal's verdict, the CCP issued a recovery notice to RB on September 26, 2024. In compliance, RB promptly deposited the PKR 15 million penalty, fully adhering to the Tribunal's order.

<https://www.brecorder.com/news/40324992/mnc-deposits-rs15m-penalty-into-exchequer>

Profit by Pakistan Today

[Reckitt Benckiser complies with tribunal order, deposits Rs 15 million as penalty](#)

In compliance with the Competition Commission of Pakistan's (CCP) order for unsubstantiated claims in advertisements violating Section 10 of the Competition Act, Reckitt Benckiser (RB) Pakistan has deposited a Rs 15 million penalty into the national exchequer.

This recovery demonstrates a positive commitment to regulatory compliance by business entities, said a press release issued on Tuesday.

The issue was initially brought to attention through a formal complaint filed by Unilever Pakistan, accusing Reckitt Benckiser of misleading advertising. RB's campaign claimed that Dettol Soap could eliminate 99.9% of germs and offer 24-hour protection against germs, cold, and flu.

The CCP, following a thorough inquiry, found Reckitt Benckiser's claims about Dettol Soap to be unsubstantiated and in violation of Section 10 of the Competition Act, 2010. Consequently, a penalty of Rs 30 million was imposed.

RB appealed the CCP's findings to the Competition Appellate Tribunal (CAT). On July 11, 2024, the Tribunal upheld the CCP's decision but reduced the penalty from PKR 30 million to Rs 15 million, allowing RB 60 days to deposit the amount.

After the 60-day deadline for depositing the penalty, as specified in the Tribunal's verdict, the CCP issued a recovery notice to RB on September 26, 2024. In compliance, RB promptly deposited the Rs 15 million penalty, fully adhering to the Tribunal's order.

<https://profit.pakistantoday.com.pk/2024/10/01/reckitt-benckiser-complies-with-tribunal-order-deposits-rs-15-million-as-penalty/#:~:text=ISLAMABAD%3A%20In%20compliance%20with%20the,penalty%20into%20the%20national%20exchequer.>

The Diplomatic sight

Dettol Ad Claims Lead to 15M Penalty

Reckitt Benckiser (RB) Pakistan has complied with the recent ruling of the Competition Commission of Pakistan (CCP), depositing a PKR 15 million penalty in the national exchequer for violating Section 10 of the Competition Act, 2010.

The penalty was imposed in connection with unsubstantiated claims made in RB's advertising campaign for Dettol Soap.

The issue came to light after Unilever Pakistan lodged a formal complaint against Reckitt Benckiser.

That accused the company of misleading advertising.

RB's campaign claimed that Dettol Soap could eliminate 99.9% of germs and provide 24-hour protection against germs, colds, and flu.

So that after conducting a detailed investigation, the CCP determined that RB's claims lacked sufficient scientific evidence to back them up.

As a result, the CCP ruled that these advertisements violated the Competition Act and initially imposed a PKR 30 million penalty on Reckitt Benckiser.

RB appealed the CCP's findings to the Competition Appellate Tribunal (CAT), seeking a review of the decision.

On July 11, 2024, the tribunal upheld the CCP's ruling but reduced the penalty from PKR 30 million to PKR 15 million.

This cited mitigating factors. The Tribunal granted RB 60 days to deposit the reduced amount.

As the deadlines for the payment approached, the CCP issued a recovery notice to Reckitt Benckiser on September 26, 2024.

The notice reminds the company of its obligation to comply with the Tribunal's order.

RB responded promptly by depositing the PKR 15 million penalty.

<https://thediplomaticinsight.com/dettol-ad-claims-lead-to-15m-penalty/>

Pakistan Observer

Reckitt Benckiser pays Rs15 million fine for misleading advertisement

Reckitt Benckiser (RB) Pakistan has deposited Rs15 million penalty into the national exchequer for misleading advertisement.

The issue was initially brought to attention through a formal complaint filed by Unilever Pakistan, accusing Reckitt Benckiser of misleading advertising. RB's campaign claimed that Dettol Soap could eliminate 99.9% of germs and offer 24-hour protection against germs, cold, and flu.

The Competition Commission of Pakistan, following a thorough inquiry, found Reckitt Benckiser's claims about Dettol Soap to be unsubstantiated and in violation of Section 10 of the Competition Act, 2010. Consequently, a penalty of Rs30 million was imposed.

RB appealed the CCP's findings to the Competition Appellate Tribunal (CAT). On July 11, 2024, the Tribunal upheld the CCP's decision but reduced the penalty from Rs30 million to Rs15 million, allowing RB 60 days to deposit the amount.

After the 60-day deadline for depositing the penalty, as specified in the Tribunal's verdict, the CCP issued a recovery notice to RB on September 26, 2024. In compliance, RB promptly deposited Rs15 million penalty, fully adhering to the Tribunal's order.

<https://pakobserver.net/reckitt-benckiser-pays-rs15-million-fine-for-misleading-advertisement/>

Associated Press of Pakistan

Reckitt Benckiser complies with tribunal order, deposits Rs 15 million as penalty

In compliance with the Competition Commission of Pakistan's (CCP) order for unsubstantiated claims in advertisements violating Section 10 of the Competition Act, Reckitt Benckiser (RB) Pakistan has deposited a Rs 15 million penalty into the national exchequer.

This recovery demonstrates a positive commitment to regulatory compliance by business entities, said a press release issued on Tuesday.

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The CCP, following a thorough inquiry, found Reckitt Benckiser's claims about Dettol Soap to be unsubstantiated and in violation of Section 10 of the Competition Act, 2010. Consequently, a penalty of Rs 30 million was imposed.

RB appealed the CCP's findings to the Competition Appellate Tribunal (CAT). On July 11, 2024, the Tribunal upheld the CCP's decision but reduced the penalty from PKR 30 million to Rs 15 million, allowing RB 60 days to deposit the amount.

After the 60-day deadline for depositing the penalty, as specified in the Tribunal's verdict, the CCP issued a recovery notice to RB on September 26, 2024. In compliance, RB promptly deposited the Rs 15 million penalty, fully adhering to the Tribunal's order.

<https://www.app.com.pk/business/reckitt-benckiser-complies-with-tribunal-order-deposits-rs-15-million-as-penalty/>

Pro Pakistani

Dettol Owner Pays Rs. 15 Million Fine Over False Claims in Ads

In compliance with the Competition Commission of Pakistan's (CCP) order for unsubstantiated claims in advertisements violating Section 10 of the Competition Act, Reckitt Benckiser (RB) Pakistan has deposited a Rs. 15 million penalty into the national exchequer.

This recovery demonstrates a positive commitment by business entities to regulatory compliance.

The issue was initially brought to attention through a formal complaint filed by Unilever Pakistan, accusing Reckitt Benckiser of misleading advertising. RB's campaign claimed that Dettol Soap could eliminate 99.9% of germs and offer 24-hour protection against germs, cold, and flu.

The CCP, following a thorough inquiry, found Reckitt Benckiser's claims about Dettol Soap to be unsubstantiated and in violation of Section 10 of the Competition Act, 2010. Consequently, a penalty of Rs. 30 million was imposed.

RB appealed the CCP's findings to the Competition Appellate Tribunal (CAT). On July 11, 2024, the Tribunal upheld the CCP's decision but reduced the penalty from Rs. 30 million to Rs. 15 million, allowing RB 60 days to deposit the amount.

After the 60-day deadline for depositing the penalty, as specified in the Tribunal's verdict, the CCP issued a recovery notice to RB on September 26, 2024. In compliance, RB promptly deposited the Rs. 15 million penalty, fully adhering to the Tribunal's order.

<https://propakistani.pk/2024/10/02/dettol-owner-pays-rs-15-million-fine-over-false-claims-in-ads/>

Daily Ausaf

Dettol owner deposits Rs.15 million penalty for misleading advertising claims

Reckitt Benckiser (RB) Pakistan has taken a significant step towards regulatory compliance by depositing a Rs. 15 million penalty into the national exchequer, as directed by the Competition Commission of Pakistan (CCP).

This development stems from a complaint by Unilever Pakistan, alleging that RB's advertising campaign for Dettol Soap was misleading.

The campaign claimed that Dettol Soap could eliminate 99.9% of germs and provide 24-hour protection against germs, colds, and flu. However, upon investigation, the CCP found these claims to be unsubstantiated and in violation of Section 10 of the Competition Act, 2010.

Initially, the CCP imposed a penalty of Rs. 30 million on RB. RB appealed this decision to the Competition Appellate Tribunal (CAT), which upheld the CCP's findings but reduced the penalty to Rs. 15 million.

The Tribunal allowed RB 60 days to deposit the amount, and following the deadline, the CCP issued a recovery notice on September 26, 2024.

Demonstrating its commitment to compliance, RB promptly deposited the Rs. 15 million penalty, adhering to the Tribunal's order.

This outcome highlights the importance of regulatory compliance in Pakistan's business landscape. The CCP's actions serve as a reminder to companies to ensure the accuracy and substantiation of their advertising claims, maintaining fair competition and protecting consumer interests.

<https://dailyausaf.com/en/pakistan/dettol-owner-deposits-rs-15-million-penalty-for-misleading-advertising-claims/>

Bloom Pakistan

Reckitt Benckiser Complies with Tribunal Order, Deposits PKR 15 Million Penalty

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SHARE.

<https://www.bloompakistan.com/reckitt-benckiser-complies-with-tribunal-order-deposits-pkr-15-million-penalty/>



ریکٹ بینکیز نے کمپٹیشن کمیشن کو ڈیڑھ کروڑ روپے جرمانہ جمع کرا دیا

17:53 2024 اکتوبر 1 منگل

اسلام آباد (اُردو پوائنٹ اخبارتازہ ترین - اے پی پی۔ 01 اکتوبر 2024ء) غیر مصدقہ اور غیر حقیقی دعویوں
کمپنی میسرز پر مبنی گمراہ کن اشتہارات چلانے پر کمپنیشن کمیشن کے حکم پر صابن بنانے والی مشہور
جرمانہ جمع کرا دیئے ہیں۔ گمراہ کن پاکستان نے قومی خزانے میں ڈیڑھ کروڑ روپے ریکٹ بینکیزر
مارکیٹنگ اور غیر حقیقی دعوے کمپنیشن ایکٹ کے سیکشن 10 کی خلاف ورزی ہے۔

پاکستان نے کمیشن میں ایک باضابطہ شکایت کمپنی یونی لیور اس شعبے میں کام کرنے والی ایک دوسری
دائر کی تھی جس میں ریکٹ بینکیزر پر گمراہ کن اشتہارات کا الزام لگایا گیا تھا درخواست کے مطابق
کمپنی اشتہارات میں دعوی کرتی ہے کہ ان کا صابن ڈیٹول سوپ ننانوے اعشاریہ نو فیصد تک جراثیم متعلقہ
کو ختم کر سکتا ہے اور جراثیم ، سردی اور فلو سے 24 گھنٹے تک تحفظ فراہم کرتا
ہے۔



کمیشن نے ایک مکمل تحقیقات کے بعد نتیجہ اخذ کیا کہ ریکٹ بینکیزر کی جانب سے

ڈیٹول صابن کے اشتہارات میں کئے گئے دعوے غیر مصدقہ اور مسابقتی ایکٹ کے سیکشن 10 کی خلاف
جرمانہ عائد کیا سی سی پی نے مکمل تفتیش کے بعد کمپنی پر تین کروڑ روپے ورزی ہے۔ کمیشن نے
ڈیٹول صابن کے بارے میں ریکٹ بینکیزر کے دعووں کو غیر مصدقہ اور مسابقتی ایکٹ 2010 کے
جرمانہ عائد کیا گیا۔ سیکشن 10 کی خلاف ورزی پایا ، نتیجتاً 30 ملین روپے کا

ریکٹ بینکیزر نے کمیشن کے فیصلے کے خلاف اپیلٹ ٹریبونل میں اپیل دائر کی۔ ٹریبونل نے 11 جولائی
کمپنی پر عائد جرمانے کو تین کو سنائے گئے فیصلے میں کمپنیشن کمیشن کے فیصلے کو برقرار رکھا تاہم
کمپنی کو 60 دن کے اندر جرمانے کی کروڑ روپے سے کم کر کے ڈیڑھ کروڑ روپے کر دیا۔ ٹریبونل نے
جرمانہ جمع کرانے کی 60 دن کی ڈیڈ لائن کے بعد کمپنیشن کمیشن رقم جمع کرانے کا حکم دیا۔

جرمانہ جمع کرایا۔ کمپنی نے کمپنی کو ریکوری نوٹس بھیجا جس کی تعمیل میں نے

<https://www.urdupoint.com/daily/livenews/2024-10-01/news-4174832.html>

ڈیٹول بنانے والی ریٹ بینکیز نے گمراہ کن اشتہارات پر ڈیڑھ کروڑ روپے جرمانہ ادا کر دیا

منگل 1 اکتوبر 2024 ارشاد انصاری

سی سی پی کے مطابق گمران کن مارکیٹنگ اور غیر حقیقی دعوے کمپنیشن ایکٹ کے سیکشن 10 کی خلاف ورزی ہیں، اسی شعبے میں کام کرنے والی ایک دوسری کمپنی یونی لیور پاکستان نے کمپنیشن میں ایک باضابطہ شکایت دائر کی تھی جس میں ریٹ بینکیز پر گمراہ کن اشتہارات کا الزام لگایا گیا تھا۔

درخواست کے مطابق متعلقہ کمپنی اشتہارات میں دعویٰ کرتی ہے کہ ان کا صابن ڈیٹول سوپ ننانوے اعشاریہ نو فیصد تک جراثیم کو ختم کر سکتا ہے اور جراثیم ، سردی اور فلو سے 24 گھنٹے تک تحفظ فراہم کرتا ہے۔

کمپنیشن نے ایک مکمل تحقیقات کے بعد نتیجہ اخذ کیا کہ ریٹ بینکیز کی جانب سے ڈیٹول صابن کے اشتہارات کئے گئے دعوے غیر مصدقہ اور مسابقتی ایکٹ کے سیکشن 10 کی خلاف ورزی ہے۔

کمپنیشن نے کمپنی پر تین کروڑ روپے جرمانہ عائد کیا۔ سی سی پی نے ایک مکمل تفتیش کے بعد ڈیٹول صابن کے بارے میں ریٹ بینکیز کے دعوؤں کو غیر مصدقہ اور مسابقتی ایکٹ ، 2010 کے سیکشن 10 کی خلاف ورزی پایا ۔ نتیجتاً 30 ملین روپے کا جرمانہ عائد کیا گیا۔ ریٹ بینکیز نے کمپنیشن کے فیصلے کے خلاف ایپلٹ ٹریبونل میں اپیل دائر کی ۔

ٹریبونل نے 11 جولائی کو سنائے گئے فیصلے میں کمپنیشن کمپنیشن کے فیصلے کو برقرار رکھا ، تاہم کمپنی پر عائد جرمانے کو تین کروڑ روپے سے کم کر کے ڈیڑھ کروڑ روپے کر دیا۔

ٹریبونل نے کمپنی کو 60 دن کے اندر جرمانے کی رقم جمع کرانے کا حکم دیا۔ جرمانہ جمع کرانے کی 60 دن کی ڈیڈ لائن کے بعد کمپنیشن کمپنیشن نے کمپنی کو ریکوری نوٹس بھیجا جس کی تعمیل میں کمپنی نے جرمانہ جمع کرایا ہے۔

https://www.express.pk/story/2715752/6/#google_vignette

MNC deposits Rs15m penalty into exchequer

RECORDER REPORT

ISLAMABAD: A multinational company has deposited a penalty of Rs15 million into the national exchequer in line with the order of the Competition Appellate Tribunal (CAT).

In compliance with the Competition Commission of Pakistan's (CCP) order for unsubstantiated claims in advertisements violating Section 10 of the Competition Act, Reckitt Benckiser (RB) Pakistan has deposited Rs15 million

penalty into the national exchequer. This recovery demonstrates a positive commitment to regulatory compliance by business entities.

The issue was initially brought to attention through a formal complaint filed by Unilever Pakistan, accusing Reckitt Benckiser of misleading advertising. RB's campaign claimed that Dettol Soap could eliminate 99.9% of germs and offer 24-hour protection against germs, cold, and flu.

ریکٹ بینکیز نے کمپنیشن کمیشن کو

ڈیڑھ کروڑ روپے جرمانہ جمع کرا دیا

اسلام آباد (سٹی رپورٹر) غیر مصدقہ اور غیر حقیقی
دعووں پر مبنی گمراہ کن اشتہارات چلانے پر، کمپنیشن
کمیشن کے حکم کی تعمیل میں ریکٹ بینکیز پاکستان
نے قومی خزانے میں ڈیڑھ کروڑ روپے جرمانہ جمع
کرا دیا ہے۔ گمران کن مارکیٹنگ اور غیر حقیقی
دعوے کمپنیشن ایکٹ کے سیکشن 10 کی خلاف
ورزی ہے۔