

Date: 10 March 2021

Press Release Coverage

(CCP ISSUES SHOW CAUSE NOTICE TO HYUNDAI NISHAT MOTOR (PVT) LIMITED FOR DECEPTIVE MARKETING PRACTICES)

CCP issues show-cause notice to Hyundai Nishat Motor

IMRAN ALI KUNDI
ISLAMABAD

The Competition Commission of Pakistan (CCP) has issued show cause notice to Hyundai Nishat Motor (Pvt) Limited for deceptive marketing practices.

The CCP, while concluding an enquiry, has issued a show-cause notice to M/s Hyundai Nishat Motor (Pvt) Limited for, prima facie, deceptive marketing practices in the marketing campaign for its new SUV, "Hyundai Tucson," in violation of Section 10 of the Competition Act, 2010. The CCP took a suo motu notice of the advertisements published in print media and on various social media platforms publicising the 'introductory price' of Hyundai Tucson with a disclaimer, 'for a limited period only'. In these advertisements, though the 'introductory price' was visibly printed in large font size, yet the disclaimer was not easily noticeable as it was printed much smaller font size.

Moreover, it was also brought to the CCP's notice that the initial booking period for Hyundai Tucson with the 'introductory price' lasted for less than 24 hours, and then the price was raised by PKR 200,000. Within 24 hours of

the initial bookings, the company declared that all units of Tucson at the introductory price were booked and the introductory price list was removed from its website, Facebook, and Instagram pages.

The CCP's Office of Fair Trade (OFT) in its enquiry found the advertisement to be problematic in that the position of the disclaimer could potentially mislead the consumers. Moreover, the advertisement left the overall impression that the company did not clearly indicate to consumers: (i) the period in which the introductory prices would apply, and (ii) the number of vehicles that were available at that price point, thereby, prima facie, violating provisions of Section 10 of the Competition Act. On the enquiry's recommendations, a show cause notice has been served on M/s Hyundai Nishat Motor (Pvt) Limited company and the company has been given 14 days to respond.

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

CCP issues notice to Hyundai Nishat for deceptive marketing practices

ISLAMABAD

STAFF REPORT

The Competition Commission of Pakistan (CCP) has issued a show cause notice to M/s Hyundai Nishat Motor (Pvt) Limited for, prima facie, deceptive marketing practices in the marketing campaign for its new SUV 'Hyundai Tucson'. Concluding its inquiry on Tuesday, the CCP said it issued the show cause notice to the company over alleged violation of Section 10 of the Competition Act, 2010. The CCP took a suo motu notice of advertisements published in print media and on various social media platforms publicising the 'introductory price' of Hyundai Tucson with a disclaimer, 'for a limited period only'. In these advertisements, though the 'introductory price' was visibly printed in large font size, yet the disclaimer was not easily noticeable as it was printed at a much smaller font size.

■ CCP INQUIRY

Automaker issued show-cause notice for 'deceptive marketing'

By Mehtab Halder

ISLAMABAD: The Competition Commission of Pakistan (CCP) has issued a show-cause notice to an automaker for deceptive marketing and misleading advertising of its sports utility vehicle (SUV), it said on Tuesday.

The notice was served for prima facie deceptive marketing "in violation of section 10 of the Competition Act 2010," the CCP said in a statement. The company has been given 14 days to respond.

The CCP took a suo motu notice of the advertisements published in print media and on various social media platforms publicising the introductory price of Hyundai Tucson with a disclaimer for a limited period only.

"In these advertisements, though the introductory price was visibly printed in large font size, the disclaimer was not easily noticeable as it was printed much smaller font size," the CCP said after the enquiry.

The CCP was also informed that initial booking period for Hyundai Tucson of Hyundai Nishat Motor with the introductory price was less than 24 hours, and then the price was raised by Rs200,000.

Within 24 hours of the initial booking, the company declared that all units of Tucson at the introductory price were booked and the introductory price list was removed from its website, Facebook, and Instagram pages,

according to the CCP.

The CCP's office of fair trade, in its enquiry, found that the position of the disclaimer in advertisement could potentially mislead the consumers.

"The advertisement left the overall impression that the company did not clearly indicate to consumers the period for which the introductory prices would apply, and the number of vehicles that were available at that price point, thereby, prima facie, violating provisions of section 10 of the Competition Act," the CCP said.

CCP is mandated to ensure fair competition to protect consumers from deceptive marketing practices.

In the recent past, it had imposed Rs150 million fine on a company for deceptive marketing.

The Auto Policy 2016-21 persuaded Korean and Chinese automakers to venture into the country's auto market. Competition in SUV category is surprisingly ramping up with Hyundai Tucson, Kia Sportage and DFSK Glory 580 currently attracting customers to their variants.

Analyst Fawad Bashir of Top Line Securities said Hyundai Nishat sold 1,600 units between August 2020 and January 2021.

Low interest rates are already encouraging consumers to own cars and that led to 18 percent increase in sales of passenger cars to 81,569 units in the first seven months of the current fiscal year.

CCP serves notice on auto company

Accuses it of deceptive marketing practices in ad campaign for new SUV

OUR CORRESPONDENT
KARACHI

The Competition Commission of Pakistan (CCP) has issued a show-cause notice to Hyundai Nishat Motor, accusing it of deceptive marketing of new sport utility vehicle (SUV) Tucson.

"The Competition Commission of Pakistan, while concluding an inquiry, has issued a show-cause notice to Hyundai Nishat Motor (Pvt) Limited for, prima facie, deceptive marketing prac-

tices in the marketing campaign for its new SUV," stated a CCP statement on Tuesday.

It added that the campaign was in violation of Section 10 of the Competition Act, 2010.

CCP also took suo motu notice of advertisements published in print media and on various social media platforms, publicising the "introductory price" of Hyundai Tucson with a disclaimer "for a limited period only", said the statement.

In these advertisements, though the introductory price was visibly printed in large font size, the disclaimer was not easily noticeable as it was printed in a much smaller font size, it pointed out.

Moreover, it was also brought to the CCP notice

that the initial booking period for Hyundai Tucson with the introductory price lasted less than 24 hours after which the price was raised by Rs200,000.

Within 24 hours of the initial bookings, the company declared that all units of Tucson at the introductory price were booked and the introductory price list was removed from its website, Facebook and Instagram pages.

CCP's Office of Fair Trade (OFT), in its inquiry, found the advertisement to be problematic because the position of the disclaimer could potentially mislead the consumers, the statement read.

The advertisement left the impression that the company did not clearly indicate

to consumers the period for which the introductory prices would apply and the number of vehicles that were available at that price point, thereby violating provisions of Section 10 of the Competition Act.

"CCP is mandated under the Competition Act to ensure fair competition in all spheres of commercial and economic activity to enhance economic efficiency and to protect consumers from deceptive marketing practices," it said.

"On the inquiry's recommendations, a show-cause notice has been served to Hyundai Nishat Motor (Pvt) Limited company and the company has been given 14 days to respond."

CCP issues show cause notice to Hyundai Nishat Motor (Pvt) Limited for deceptive marketing practices

ISLAMABAD, March 9: The Competition Commission of Pakistan (CCP) while concluding an enquiry has issued a show-cause notice to M/s Hyundai Nishat Motor (Pvt) Limited for, prima facie, deceptive marketing practices in the marketing campaign for its new SUV, "Hyundai Tucson," in violation of Section 10 of the Competition Act, 2010.

The CCP took a suomotu notice of the advertisements published in print media and on various social media platforms publicising the 'introductory price' of Hyundai Tucson with a disclaimer, 'for a limited period only'. In these advertisements, though the 'introductory price' was visibly printed in large font size, yet the disclaimer was not easily noticeable as it was printed much smaller font size. PR

سی سی پی

بقیہ 70

ورزی پر شوکاز نوٹس جاری کر دیا ہے۔ سی سی پی نے ہنڈائی کی جانب سے پرنٹ میڈیا اور مختلف سوشل میڈیا پلیٹ فارمز پر چلائی جانے والی مارکیٹنگ مہم کے بعد اس معاملے پر سوموٹو نوٹس لیا ہے۔ ہنڈائی ٹیکس کی مارکیٹنگ مہم میں ہنڈائی نشاط موٹرز نے "ابتدائی تعارفی قیمت" کو بڑے فونٹ سائز میں واضح طور پر استعمال کیا ہے جب کہ ڈسکلیمر محدود مدت کے لئے "کو بہت چھوٹے فونٹ اور غیر واضح طور پر استعمال کیا گیا ہے۔"

سی سی پی نے ہنڈائی نشاط موٹرز کو دھوکہ

دہی پر مبنی تشہیر پر شوکاز نوٹس جاری

اسلام آباد، (نمائندہ خصوصی) میپٹیشن کمیشن

آف پاکستان نے ہنڈائی نشاط موٹرز کو بادی النظر میں

اپنے نئے لانچ کئے گئے ماڈل ایس یو وی ہنڈائی

ٹیکس کی دھوکہ دہی پر مبنی تشہیر اور میپٹیشن ایکٹ

کے سیکشن 10 کی خلاف 7 صفحہ پر بقیہ نمبر 70

سی سی پی نے ہنڈائی نشاط موٹرز

کو دھوکہ دہی پر مبنی تشہیر

پر شوکاز نوٹس جاری کر دیا

اسلام آباد (الاکھبر نیوز) کمپنیشن کمیشن آف پاکستان نے ہنڈائی نشاط موٹر (Hyundai Nishat Motor) کو بادی النظر میں اپنے نئے لائچ کئے گئے ماڈل ایس یو وی ہنڈائی ٹکسن (Hyundai SUV "Tucson") کی دھوکہ دہی پر مبنی تشہیر اور کمپنیشن ایکٹ کے سیکشن 10 کی خلاف ورزی پر شوکاز نوٹس جاری کر دیا ہے۔ سی سی پی نے ہنڈائی کی جانب سے پرنٹ میڈیا اور مختلف سوشل میڈیا پلیٹ فارمز پر چلائی جانے والی مارکیٹنگ مہم کے بعد اس معاملے پر سوموٹو نوٹس لیا ہے۔ ہنڈائی ٹکسن کی مارکیٹنگ مہم میں ہنڈائی نشاط موٹرز نے "ابتدائی تعارفی قیمت" کو بڑے فونٹ سائز میں واضح طور پر استعمال کیا ہے جب کہ ڈسکلیمر (Disclaimer) "محدود مدت کے لئے" کو بہت چھوٹے فونٹ اور غیر واضح طور پر استعمال کیا گیا ہے۔ اس کے علاوہ سی سی پی کو یہ بھی معلوم ہوا ہے کہ ہنڈائی نشاط نے ہنڈائی ٹکسن کی ابتدائی

DAILY THE DESTINATION

NEWS THAT TRAVELS

Tuesday | 09 Mar, 2021 | Rajab, 1442 | Islamabad | www.dailythdestination.com

CCP issues show cause notice to Hundai Nishat Motor



Competition Commission of Pakistan

Creating a level playing field



ISLAMABAD (Press Release):

The Competition Commission of Pakistan (CCP) while concluding an enquiry has issued a show-cause notice to M/s Hyundai Nishat Motor (Pvt) Limited for, prima facie, deceptive marketing practices in the marketing campaign for its new SUV, “Hyundai Tucson,”, in violation of Section 10 of the Competition Act, 2010.

The CCP took a suo motu notice of the advertisements published in print media and on various social media platforms publicising the ‘introductory price’ of Hyundai Tucson with a disclaimer, ‘for a limited period only’. In these advertisements, though the ‘introductory price’ was visibly printed in large font size, yet the disclaimer was not easily noticeable as it was printed much smaller font size.

Moreover, it was also brought to the CCP’s notice that the initial booking period for Hyundai Tucson with the ‘introductory price’ lasted for less than 24 hours, and then the price was raised by PKR 200,000. Within 24 hours of the initial bookings, the company declared that all units of Tucson at the introductory

price were booked and the introductory price list was removed from its website, Facebook, and Instagram pages.

The CCP’s Office of Fair Trade (OFT) in its enquiry found the advertisement to be problematic in that the position of the disclaimer could potentially mislead the consumers. Moreover, the advertisement left the overall impression that the company did not clearly indicate to consumers: (i) the period in which the introductory prices would apply, and (ii) the number of vehicles that were available at that price point, thereby, prima facie, violating provisions of Section 10 of the Competition Act.

On the enquiry’s recommendations, a show cause notice has been served on M/s Hyundai Nishat Motor (Pvt) Limited company and the company has been given 14 days to respond.

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

Urdu Point

10 March 2021

Online

CCP Issues Show Cause Notice To Hyundai Nishat Motor (PVT) For Deceptive Marketing Practices

ISLAMABAD, (APP - UrduPoint / Pakistan Point News - 9th Mar, 2021) :The Competition Commission of Pakistan (CCP) while concluding an enquiry issued a show-cause notice to M/s Hyundai Nishat Motor (Pvt) Limited for, prima facie, deceptive marketing practices in the marketing campaign for its new SUV, "Hyundai Tucson,", in violation of Section 10 of the Competition Act, 2010.

The CCP took a suo motu notice of the advertisements published in print media and on various social media platforms publicising the 'introductory price' of Hyundai Tucson with a disclaimer, 'for a limited period only', said a press release issued here.

In these advertisements, though the 'introductory price' was visibly printed in large font size, yet the disclaimer was not easily noticeable as it was printed much smaller font size.

Moreover, it was also brought to the CCP's notice that the initial booking period for Hyundai Tucson with the 'introductory price' lasted for less than 24 hours, and then the price was raised by PKR 200,000. Within 24 hours of the initial bookings, the company declared that all units of Tucson at the introductory price were booked and the introductory price list was removed from its website, Facebook, and Instagram pages.

The CCP's Office of Fair Trade (OFT) in its enquiry found the advertisement to be problematic in that the position of the disclaimer could potentially mislead the consumers. Moreover, the advertisement left the overall impression that the company did not clearly indicate to consumers: (i) the period in which the introductory prices would apply, and (ii) the number of vehicles that were available at that price point, thereby, prima facie, violating provisions of Section 10 of the Competition Act.

On the enquiry's recommendations, a show cause notice has been served on M/s Hyundai Nishat Motor (Pvt) Limited company and the company has been given 14 days to respond.

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

Global Village Space

10 March 2021

Online

CCP Issues Show Cause Notice To Hyundai Nishat Motor (PVT) For Deceptive Marketing Practices

ISLAMABAD, (APP - UrduPoint / Pakistan Point News - 9th Mar, 2021) :The Competition Commission of Pakistan (CCP) while concluding an enquiry issued a show-cause notice to M/s Hyundai Nishat Motor (Pvt) Limited for, prima facie, deceptive marketing practices in the marketing campaign for its new SUV, "Hyundai Tucson,", in violation of Section 10 of the Competition Act, 2010.

The CCP took a suo motu notice of the advertisements published in print media and on various social media platforms publicising the 'introductory price' of Hyundai Tucson with a disclaimer, 'for a limited period only', said a press release issued here.

In these advertisements, though the 'introductory price' was visibly printed in large font size, yet the disclaimer was not easily noticeable as it was printed much smaller font size.

Moreover, it was also brought to the CCP's notice that the initial booking period for Hyundai Tucson with the 'introductory price' lasted for less than 24 hours, and then the price was raised by PKR 200,000. Within 24 hours of the initial bookings, the company declared that all units of Tucson at the introductory price were booked and the introductory price list was removed from its website, Facebook, and Instagram pages.

The CCP's Office of Fair Trade (OFT) in its enquiry found the advertisement to be problematic in that the position of the disclaimer could potentially mislead the consumers. Moreover, the advertisement left the overall impression that the company did not clearly indicate to consumers: (i) the period in which the introductory prices would apply, and (ii) the number of vehicles that were available at that price point, thereby, prima facie, violating provisions of Section 10 of the Competition Act.

On the enquiry's recommendations, a show cause notice has been served on M/s Hyundai Nishat Motor (Pvt) Limited company and the company has been given 14 days to respond.

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