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Businesses warned against deceptive marketing

ISLAMABAD, Sept 23: The Competition Commission of Pakistan (CCP) on Monday warned all businesses to abide by Section 10 of the Competition Act 2010 which prohibits deceptive marketing practices.

The section prohibits businesses from misleading or deceiving consumers and forbids the distribution of false or misleading information that can harm consumers or the business interests of another undertaking.

It also forbids advertisers from drawing false or misleading comparisons of goods, and fraudulently using others trademark, firm name, product labelling or packaging.

Official sources said the country's businesses have been asked to refrain from making absolute claims without any reasonable justification.

"The business should refrain from using absolute terms like No.1 in Pakistan, World, No.1 selling brand, 100 per cent pure, Consumers' No.1 Choice and 100pc protection etc," they added.

The commission has also asked the businesses to avoid the non-disclosure of information, which may affect consumers' decision.—APP

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Businesses asked to follow CCP rules

STAFF REPORTER

ISLAMABAD—The Competition Commission of Pakistan (CCP) Monday warned all types of businesses to ensure that their advertisement does not violate Section 10 of the Competition Act 2010 which prohibits deceptive marketing practices.

Sector 10 of the Competition Act 2010 prohibits business from engaging in marketing practices which could mis-

lead or deceive consumers and forbids the distribution of false or misleading information that can harm consumers or the business interests of another undertaking.

The Section also prohibits its false or misleading comparison of goods in the process of advertizing besides forbidding fraudulent use of another's trademark, firm name, or product labeling or packaging. Official sources said the country's businesses

have been asked to refrain from making absolute claims without any reasonable justification.

"The business should refrain from using absolute terms like No1 in Pakistan/World, No1 selling brand, 100% pure, Consumers' No1 Choice and 100% protection etc," they added. The Commission has also asked the businesses to avoid the non-disclosure of information, which may affect the decision of consumer.

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Businesses asked to follow CCP rules

ISLAMABAD: The Competition Commission of Pakistan (CCP) on Monday warned all types of businesses to ensure that their advertisement does not violate Section 10 of the Competition Act 2010, which prohibits deceptive marketing practices, a statement said.

Section 10 of the Competition Act 2010 prohibits business from engaging in marketing practices, which could mislead or deceive consumers and forbids the distribution of false or misleading information that can harm consumers or the business interests of another undertaking, it said.

The section also prohibits false or misleading comparison of goods in the process of advertising, besides forbidding fraudulent use of another's trademark, firm name, or product labeling or packaging. Official sources said the country's businesses have been asked to refrain from making absolute claims without any reasonable justification.

The commission has also asked the businesses to avoid non-disclosure of information, which may affect the decision of the consumer. —APP
