

Date: 26-July-2024

News Coverage of Press Release

“CCP Penalty Decision Upheld in Battery Makers Deceptive Marketing Case”

Product info concealed: CAT upholds CCP penalty against battery makers

Recorder Report Published about 4 hours ago

ISLAMABAD: The Competition Appellate Tribunal (CAT) has unanimously upheld the level of penalty imposed by the Competition of Pakistan (CCP) on 'Dry & Acid-Lead' battery manufacturers for concealing crucial product information from consumers.

Details issued by the CCP revealed that in a recent judgment, CAT found the CCP's penalties - Rs 1 million each along with per day penalty of PKR 100,000 - fair and proportionate, and has directed Millat Industrial Products Ltd and Century Engineering Industries (Pvt) Ltd to deposit the amount of penalty within the stipulated time period.

The CCP received a formal complaint that various battery manufacturers were misleading consumers about their dry and acid-lead batteries by not disclosing material information such as, product capacity on the products' body, packaging and warranty cards.

Following a thorough enquiry, the CCP concluded that the absence of this vital information prevented consumers from comparing and differentiating the quality, suitability and price of the batteries. This omission not only deceived consumers but also disrupted fair competition in the market. Therefore, the CCP imposed the penalties, citing violations of Section 10 of the Competition Act, 2010.

Millat Industries and Century Engineering filed an appeal against the CCP's order before CAT. However, CAT while dismissing the appeal, directed both undertakings to deposit the main penalty of Rs 1 million along with per day penalty of Rs 100,000, starting from 31.05.2018 to 12.06.2018, within 60 days from the date of CAT's order.

Against the CAT's order, both parties have filed appeals before the Supreme Court of Pakistan, which are currently awaiting adjudication.

<https://www.brecorder.com/news/40314444/product-info-concealed-cat-upholds-ccp-penalty-against-battery-makers>

Tribunal upholds CCP's penalty against battery makers for deceptive marketing

PROFIT

NEWS DESK

The Competition Appellate Tribunal (CAT) has unanimously upheld the penalty imposed by the Competition of Pakistan (CCP) on 'Dry & Acid-Lead' Battery manufacturers for concealing crucial product information from consumers. In a recent judgment, CAT found the CCP's penalties – Rs 1 Million each along with a per day penalty of Rs 100,000 – fair and proportionate and has directed Millat Industrial Products Ltd and Century Engineering Industries (Pvt) Ltd to deposit the amount of penalty within the stipulated period. The CCP received a formal complaint that various battery manufacturers were misleading consumers about their dry and acid-lead batteries by not disclosing material information such as product capacity on the products' body, packaging and warranty cards. Following a thorough enquiry, the CCP concluded that the absence of this vital information prevented consumers from comparing and differentiating the quality, suitability and price of the batteries. This omission not only deceived consumers but also disrupted fair competition in the market. Therefore, the CCP imposed the penalties, citing violations of Section 10 of the Competition Act, 2010. Millat Industries and Century Engineering filed an appeal against the CCP's order before CAT. However, CAT while dismissing the appeal, directed both undertakings to deposit the main penalty of PKR 1 Million along with per day penalty of PKR 100,000, starting from 31.05.2018 to 12.06.2018, within 60 days from the date of CAT's order. Against the CAT's order, both parties have filed appeals before the Supreme Court of Pakistan, which are currently awaiting adjudication.

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Business Page

CCP penalty decision upheld in battery makers deceptive marketing case

Commerce Desk

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Competition Tribunal Upholds CCP Penalty Against Battery Manufacturer

By ProPK Staff | Published Jul 25, 2024 | 6:08 pm



The Competition Appellate Tribunal (CAT) has unanimously upheld the level of penalty imposed by the Competition of Pakistan (CCP) on 'Dry & Acid-Lead' Battery manufacturers for concealing crucial product information from consumers.

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Millat Industries and Century Engineering filed an appeal against the CCP's order before CAT. However, CAT while dismissing the appeal, directed both undertakings to deposit the main penalty of Rs. 1 million along with a per day penalty of Rs. 100,000, starting from 31 May 2018 to 12 June 2018, within 60 days from the date of CAT's order.

Against the CAT's order, both parties have filed appeals before the Supreme Court of Pakistan, which are currently awaiting adjudication.

[https://propakistani.pk/2024/07/25/competition-tribunal-upholds-ccp-penalty-against-battery-manufacturer/#:~:text=Competition%20Tribunal%20Upholds%20CCP%20Penalty%20Against%20Battery%20Manufacturer,By%20ProPK%20Staff&text=The%20Competition%20Appellate%20Tribunal%20\(CAT,crucial%20product%20information%20from%20consumers.](https://propakistani.pk/2024/07/25/competition-tribunal-upholds-ccp-penalty-against-battery-manufacturer/#:~:text=Competition%20Tribunal%20Upholds%20CCP%20Penalty%20Against%20Battery%20Manufacturer,By%20ProPK%20Staff&text=The%20Competition%20Appellate%20Tribunal%20(CAT,crucial%20product%20information%20from%20consumers.)



26-July-2024

Online

CAT upholds CCP penalty on battery manufacturers for concealing product info

July 26, 2024 (MLN): The Competition Appellate Tribunal (CAT) has unanimously upheld the level of penalty imposed by the Competition of Pakistan (CCP) on 'Dry & Acid-Lead' Battery manufacturers for concealing crucial product information from consumers.

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Against the CAT's order, both parties have filed appeals before the Supreme Court of Pakistan, which are currently awaiting adjudication.

<https://mettisglobal.news/cat-upholds-ccp-penalty-on-battery-manufacturers-for-concealing-product-info/>

26-July-2024

Online

CCP Penalty Decision Upheld in Battery Makers Deceptive Marketing Case

ON: JULY 26, 2024 / IN: COMMERCE AND INDUSTRY / TAGGED: 'DRY & ACID-LEAD' BATTERY, BATTERY MANUFACTURERS, COMPETITION TRIBUNAL, DECEPTIVE MARKETING CASE



CCP Penalty Decision Upheld in Battery Makers Deceptive Marketing Case

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<https://www.telecoalert.com/2024/07/26/ccp-penalty-decision-upheld-in-battery-makers-deceptive-marketing-case/>

HEADLINES July 26, 2024

Tribunal upholds CCP's penalty against battery makers for deceptive marketing

CCP imposes Rs 1 million fine along with Rs 100,000 daily penalty on Millat Industrial Products Ltd and Century Engineering Industries (Pvt) Ltd

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<https://profit.pakistantoday.com.pk/2024/07/26/tribunal-upholds-ccps-penalty-against-battery-makers-for-deceptive-marketing/>

اپیلٹ ٹریبونل نے سی سی پی کے جرمانوں کی توثیق کر دی

ڈرائی اینڈ ایسڈ لیڈ بیٹری مینوفیکچررز پر اہم معلومات چھپانے پر جرمانہ برقرار

ہوئے انہیں جرمانے کی رقم مقررہ مدت کے اندر جمع کرنے کی ہدایت کی ہے۔ سی سی پی کو باضابطہ شکایت موصول ہوئی تھی کہ بیٹری کے مختلف مینوفیکچررز اپنی ڈرائی اینڈ ایسڈ لیڈ بیٹریوں کے بارے میں اہم معلومات جیسے کہ پراڈکٹ کیپسٹی کو پراڈکٹ کی باڈی، پیکیجنگ اور وارنٹی کارڈز پر ظاہر نہ کر کے صارفین کو گمراہ کر رہے تھے۔ سی سی پی انکوائری سے ظاہر ہوا کہ اہم معلومات کی عدم موجودگی سے صارفین بیٹریوں کے معیار اور قیمت کا موازنہ اور فرق کرنے سے قاصر رہتے ہیں۔

اسلام آباد (اوصاف نیوز) کمپنیشن اپیلٹ ٹریبونل نے متفقہ طور پر کمپنیشن کمیشن آف پاکستان (سی سی پی) کی جانب سے ڈرائی اینڈ ایسڈ لیڈ بیٹری مینوفیکچررز پر صارفین سے مصنوعات کی اہم معلومات چھپانے پر عائد جرمانے کو برقرار رکھا ہے۔ ایک حالیہ فیصلے میں، کمپنیشن اپیلٹ ٹریبونل نے ملت انڈسٹریل پراڈکٹس لمیٹڈ اور سنجری انجینئرنگ انڈسٹریز (پرائیویٹ) لمیٹڈ پر سی سی پی کے عائد کردہ 10 لاکھ روپے جرمانے اور ایک لاکھ روپے یومیہ جرمانے کو منصفانہ اور متناسب پاتے

بیٹری بنانے والوں کی دھوکہ دہی پر مہنی مار کیٹنگ

سی سی پی کا فیصلہ برقرار، صارفین سے مصنوعات کی اہم معلومات چھپانے پر عائد جرمانہ برقرار

اسلام آباد (نامہ نگار خصوصی) کمپنیشن ایبلٹ ٹریبیونل نے متفقہ طور پر کمپنیشن کمیشن آف پاکستان (سی سی پی) کی جانب سے 'ڈرائی اینڈ ایسڈ لیڈ' بیٹری مینوفیکچررز پر صارفین سے مصنوعات کی اہم معلومات چھپانے پر عائد جرمانے کو برقرار رکھا ہے۔ ایک حالیہ فیصلے میں، کمپنیشن ایبلٹ ٹریبیونل نے

ملت انڈسٹریل پراڈکٹس لمیٹڈ اور سچری انجینئرنگ انڈسٹریز (پرائیویٹ) لمیٹڈ پر سی سی پی کے عائد کردہ 10 لاکھ روپے جرمانے اور ایک لاکھ روپے پرمیہ جرمانے کو منصفانہ اور متناسب پاتے ہوئے انہیں جرمانے کی رقم مقررہ مدت کے اندر جمع کرنے کی ہدایت کی (باقی صفحہ 6 بقیہ نمبر 82)

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جرمانہ برقرار

بقیہ

ہے۔ سی سی پی کو باضابطہ شکایت موصول ہوئی تھی کہ بیٹری کے مختلف مینوفیکچررز اپنی 'ڈرائی اینڈ ایسڈ لیڈ' بیٹریوں کے بارے میں اہم معلومات جیسے کہ پراڈکٹ کی نوعیت، پراڈکٹ کی باڈی، پیکیجنگ اور وارنٹی کارڈز پر ظاہر نہ کر کے صارفین کو گمراہ کر رہے تھے۔ سی سی پی انکوائری سے ظاہر ہوا کہ اہم معلومات کی عدم موجودگی سے صارفین بیٹریوں کے معیار اور قیمت کا موازنہ اور فرق کرنے سے قاصر رہتے ہیں جو کہ نہ صرف صارفین سے دھوکہ دہی کے مترادف ہے بلکہ مارکیٹ میں منصفانہ کمپنیشن کو بھی متاثر کر رہا۔ لہذا، سی سی پی نے کمپنیشن ایکٹ، 2010 کے سیکشن 10 کی خلاف ورزی پر ملت انڈسٹریل اور سچری انجینئرنگ انڈسٹریز پر جرمانے عائد کئے۔ ملت انڈسٹریل اور سچری انجینئرنگ نے سی سی پی کے آرڈر کے خلاف کمپنیشن ایبلٹ ٹریبیونل میں اپیل دائر کی۔ تاہم، کمپنیشن ایبلٹ ٹریبیونل نے اپیل کو مسترد کرتے ہوئے، کمپنیشن ایبلٹ ٹریبیونل کے آرڈر کی تاریخ سے 60 دنوں کے اندر 10 لاکھ روپے جرمانہ اور 31.05.2018 سے 12.06.2018 تک کا ایک لاکھ روپے پرمیہ جرمانہ جمع کرنے کی ہدایت کی۔ کمپنیشن ایبلٹ ٹریبیونل کے حکم کے خلاف، دونوں پارٹیز نے سپریم کورٹ آف پاکستان میں اپیلیں دائر کی ہیں، جو فی الحال فیصلے کی منتظر ہیں۔