

5 May, 2018

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# CCP penalises five battery makers

**KARACHI:** The Competition Commission of Pakistan (CCP) has passed an order imposing a penalty of Rs1.0 million each on 5 Battery Manufacturers for violating Section 10 of the Competition Act, 2010 by hiding important information about their products from consumers.

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. The CCP's enquiry found that five battery manufacturers including Atlas Battery Limited, Excide Pakistan Limited, Pakistan Accumulators (Private) Limited, Millat Industrial Products Limited and Century Engineering Industries (Private) Limited, were not printing product capacity of their batteries on the products' body, packaging and warranty cards. Without such vital information, the consumers would be unable to compare and differentiate the quality, suitability for use and price of the products.

The order stated that by omitting important information from their products and the marketing material, these companies not only deceived consumers but also harmed competition in the market. The companies admitted before the Commission that they concealed important information about their products from consumers and assured the Commission to print the battery capacity on the packaging, body, and warranty cards of batteries. Similarly, they will also amend their advertisements and all marketing material to mention the product capacity and other characteristics of their products.

Accepting their commitments to comply with Section 10 of the Competition Act, the Commission took a lenient view and imposed a minimum penalty of Rs1.0 million each on these five Battery Manufacturers. CCP is mandated under the Competition Act to ensure free competition in all spheres of commercial and economic activity, to enhance economic efficiency and to protect consumers from anti-competitive practices including deceptive marketing practices.—PR

# DAWN

5 May, 2018

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## Five battery makers fined Rs1m each

By Our Staff Reporter

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The CCP's enquiry found that five manufacturers including Atlas Battery, Exide Pakistan, Pakistan Accumulators, Millat Industrial Products and Century Engineering Industries were the violators. Without such vital information, the consumers would be unable to compare and differentiate the quality, suitability for use and price of the products.

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CCP is mandated under the act to ensure free competition in all spheres of commercial and economic activity, to enhance efficiency and protect consumers from anti-competitive practices.

# The Nation

5 May, 2018

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## CCP fines 5 battery makers for misleading consumers



OUR STAFF REPORTER  
ISLAMABAD

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5 May, 2018

## CCP penalises battery manufacturers for deceptive marketing practices

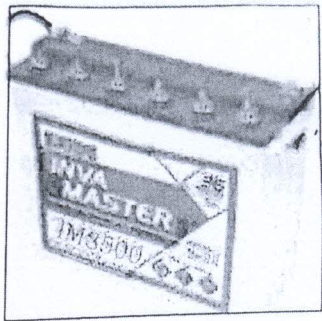
Staff Report

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

# CCP imposes fine to 5 battery manufacturers over deceptive marketing practices

STAFF REPORTER

ISLAMABAD

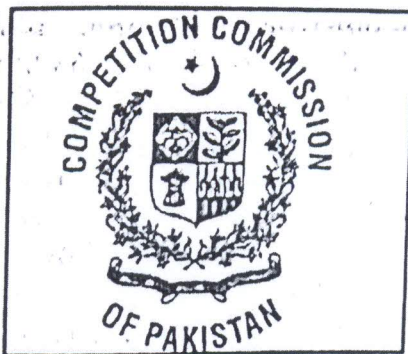
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# CCP fines five battery manufacturers Rs1m each

By **Monitoring Report** - May 5, 2018

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The CCP's enquiry found that five manufacturers, including Atlas Battery, Exide Pakistan, Pakistan Accumulators, Millat Industrial Products and Century Engineering Industries, were in violation of the rules. Without such vital information, the consumers were unable to compare and differentiate the quality, suitability for use and price of the products.

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## بیٹری بنانے والی 5 کمپنیوں کو فریبی مارکیٹنگ پر جرمانہ

اسلام آباد (ایکسپریس نیوز) مسابقتی کمیشن پاکستان نے بیٹری بنانے والی 5 کمپنیوں اٹلس بیٹری لیٹڈ، ایکسانڈ پاکستان لیٹڈ، پاکستان ایکویومولیز پرائیویٹ

لیٹڈ، ملت انڈسٹریل پروڈکٹ لیٹڈ اور سچری انجینئرنگ انڈسٹریز پرائیویٹ لیٹڈ کو دھوکہ دہی پر مبنی مارکیٹنگ اور کمپنیشن ایکٹ کے سیکشن 10 کی خلاف ورزی پر 10 لاکھ روپے فی کمپنی جرمانہ عائد کر دیا ہے۔ سی سی پی کو شکایت ملی تھی کہ بیٹری بنانے والی بہت سی کمپنیاں اپنی تیزاب اور بغیر تیزاب والی بیٹریوں پر اور اس کے تشہیری مواد بشمول پیکیجنگ اور گارنٹی کارڈ پر بیٹری کے میٹرل کے متعلق اہم معلومات جیسے بیٹری کی صلاحیت، خصوصیت، استعمال کی موزونیت اور معیار کا اظہار نہ کر کے صارفین کو گمراہ کر رہی ہیں۔ سی سی پی کی جانب سے اس معاملے پر بنائی گئی انکوائری کمیٹی کی رپورٹ کے مطابق یہ 5 کمپنیاں بیٹریوں کی پیکیجنگ اور گارنٹی کارڈ پر پروڈکٹ کی صلاحیت کے متعلق کوئی معلومات پرنٹ نہیں کر رہی ہیں، ایسی اہم معلومات کو پرنٹ نہ کرنے اور چھپانے سے صارف بیٹری کی کوالٹی اور موزونیت کا موازنہ کرنے سے قاصر ہے۔ انکوائری رپورٹ کے مطابق ان 5 کمپنیوں کی جانب سے اپنی پروڈکٹ کی صلاحیت کے متعلق اہم معلومات چھپانے سے دھوکہ دہی کے مترادف ہے بلکہ اپنے حریف کاروباری اداروں کے کاروباری مفادات کو نقصان پہنچانے کا باعث بھی ہے اور کمپنیشن ایکٹ کے سیکشن 10 کی خلاف ورزی ہے، اگرچہ بیٹری بنانے والی 5 کمپنیوں نے کمپنیشن ایکٹ کے سیکشن 10 کی خلاف ورزی کی لیکن ان کمپنیوں کی جانب سے کی گئی یقین دہانیوں کی بنا پر سی سی پی نے نرمی کا مظاہرہ کرتے ہوئے ہر کمپنی پر 10 لاکھ روپے جرمانہ عائد کیا ہے۔ یاد رہے کہ سی سی پی کو کمپنیشن ایکٹ کے تحت یہ اختیار حاصل ہے کہ وہ صارفین اور کاروباری اداروں کو دھوکہ دہی پر مبنی مارکیٹنگ اور کمپنیشن مخالف سرگرمیوں سے بچاؤ کے لیے اقدامات کرے۔

# جہانِ پاکِ ستان

5 May, 2018

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مسابقتی کمیشن کا بیٹری بنانیوالی 5 کمپنیوں کو جرمانہ

اٹلس بیٹری، ایکسا ایڈ، ایکسیمولیٹرز، ملت اور سنچری انجینئرنگ انڈسٹریز شامل

پانچوں کمپنیوں کو دھوکا دہی پر مبنی مارکیٹنگ کے باعث جرمانہ کیا گیا

اسلام آباد (کامرس رپورٹر) مسابقتی کمیشن آف پاکستان نے بیٹری بنانے والی پانچ کمپنیوں اٹلس بیٹری، ایکسا ایڈ پاکستان، ایکسیمولیٹرز، ملت انڈسٹریز پرائیویٹ لمیٹڈ اور سنچری انجینئرنگ انڈسٹریز پرائیویٹ لمیٹڈ کو دھوکا دہی پر مبنی مارکیٹنگ اور مسابقت ایکٹ کے سیکشن 10 کی خلاف ورزی پر 10 لاکھ روپے فی کمپنی جرمانہ عائد کر دیا۔ جمعہ کو جاری ہونے والے اعلامیہ کے مطابق مسابقتی کمیشن آف پاکستان کو شکایت موصول ہوئی تھی کہ بیٹری بنانے والی بہت سی کمپنیاں اپنی تیزاب اور بغیر تیزاب والی بیٹریوں اور اس کے تشہیری مواد بشمول پیکجنگ اور

گارنٹی کارڈ پر بیٹری کے میٹریل کے متعلق اہم معلومات جیسا کہ بیٹری کی صلاحیت، خصوصیت، استعمال کی موزونیت اور معیار کا اظہار نہ کر کے صارفین کو گمراہ کر رہی ہیں۔ سی سی پی کی جانب سے اس معاملے پر بنائی گئی انکوائری کمیٹی کی رپورٹ کے مطابق یہ پانچ کمپنیاں بیٹریوں کی پیکجنگ اور گارنٹی کارڈ پر پراڈکٹ کی صلاحیت کے متعلق کوئی معلومات پرنٹ نہیں کر رہیں، ایسی اہم معلومات کو پرنٹ نہ کرنے اور چھپانے سے صارف بیٹری کی کوالٹی اور موزونیت کا تقابل کرنے سے قاصر ہیں۔ انکوائری رپورٹ کے مطابق ان پانچ کمپنیوں کی جانب سے اپنی پراڈکٹ (باقی صفحہ 6 بقیہ نمبر 26)



# ٹریڈ سٹیٹس

ایڈیٹر  
زاہد فاروق ملک

5 May, 2018

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## سی سی پی نے بیٹری بنانے والی پانچ

### کمپنیوں کو دھوکہ دہی پر جرمانہ عائد کر دیا

اسلام آباد (نیوز رپورٹ) میٹیشن کمیشن آف پاکستان نے بیٹری بنانے والی پانچ کمپنیوں اٹلس بیٹری لمیٹڈ، ایکسائیڈ پاکستان لمیٹڈ، پاکستان ایکو مولیٹرز پرائیویٹ لمیٹڈ، ملت انڈسٹریل پراڈکٹ لمیٹڈ اور سچری انجینئرنگ انڈسٹریز پرائیویٹ لمیٹڈ کو دھوکہ دہی پر مبنی مارکیٹنگ اور میٹیشن ایکٹ کے سیکشن 10 کی خلاف ورزی پر 10 لاکھ روپے فی (باقی صفحہ 6 بقیہ نمبر 50)

جرمانہ

50



کمپنی جرمانہ عائد کر دیا ہے۔ میٹیشن کمیشن آف پاکستان کو شکایت موصول ہوئی تھی کہ بیٹری بنانے والی بہت سی کمپنیاں اپنی تیزاب اور بغیر تیزاب والی بیٹریوں پر اور اس کے شہری مواد بشمول پیکیجنگ اور گارنٹی کارڈ پر بیٹری کے میٹریل کے متعلق اہم معلومات جیسا کہ بیٹری کی صلاحیت، خصوصیت، استعمال کی موزونیت اور معیار کا اظہار نہ کر کہ صارفین کو گمراہ کر رہی ہیں۔ سی سی پی کی جانب سے اس معاملے پر بنائی گئی انکوائری کمیٹی کی رپورٹ کے مطابق یہ پانچ کمپنیاں بیٹریوں کی پیکیجنگ اور گارنٹی کارڈ پر پراڈکٹ کی صلاحیت کے متعلق کوئی معلومات پرنٹ نہیں کر رہی ہیں۔