

Date: 10-August-2024

### **News Coverage of Press Release**

**“CCP imposes PKR 60 million penalty on a multinational for deceptive marketing”**

## Unilever fined Rs60m

By Our Reporter

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**ISLAMABAD:** The Competition Commission of Pakistan (CCP) has passed an order imposing a fine of Rs60 million on Unilever Pakistan for airing deceptive claims through television commercials for its hygiene and cleansing products, 'Lifebuoy Soap' and 'Lifebuoy Hand Wash'.

The commission's bench has disposed of proceedings pertaining to a show-cause notice issued to Unilever Pakistan for prima facie violations of Section 10 of the Competition Act of 2010 that prevents businesses from engaging in deceptive marketing tactics based on misleading information or false claims.

Enforcing prohibition against deceptive marketing is one of the core mandates of CCP. It protects consumers from misleading information and safeguard competitors from anti-competitive behaviour that could harm business interests of undertakings.

Based on a complaint submitted by Reckitt Benckiser about products, namely Lifebuoy soap and hand wash, the CCP conducted an inquiry into Unilever Pakistan's absolute claims regarding its products, such as "100pc guaranteed protection from germs", "World's No. 1 germ protection soap", and "99.9pc germ protection in 10 seconds".

The disclaimers about these claims were printed in tiny fonts and were hardly noticeable.

The CCP additionally directed Unilever to submit a compliance report within 30 days.

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Peshawar

## CCP imposes Rs60 million fine on Unilever Pakistan

By Mehtab Haider | August 10, 2024

ISLAMABAD: The Competition Commission of Pakistan (CCP) has passed an order imposing a fine of Rs 60 million on the Unilever Pakistan for allegedly airing deceptive claims through television commercials for its hygiene and cleansing products, 'Lifebuoy (Care and Protect) Soap' and 'Lifebuoy Hand Wash'.

The commission's bench has disposed of proceedings pertaining to a show cause notice issued to the Unilever Pakistan for prima facie violations of Section 10 of the Competition Act of 2010 that prevents businesses from engaging in deceptive marketing tactics based on misleading information or false claims.

Enforcing prohibition against deceptive marketing is one of the core mandates of the CCP. The commission protects consumers from misleading information and safeguard competitors from anti-competitive behaviour that could harm business interests of undertakings.

Based on a complaint submitted by the Reckitt Benckiser about products namely Lifebuoy soap and hand wash, the CCP conducted an inquiry into the Unilever Pakistan Limited's absolute claims regarding its products, such as "100 percent guaranteed protection from germs", "World's No. 1 germ protection soap", and "99.9 percent germ protection in 10 seconds." The disclaimers about these claims were printed in tiny fonts and hardly noticeable. The Unilever Pakistan Limited was found to be misleading consumers and harming other businesses by making false claims about their products. The commission's order observed five distinct violations of Section 10 of the Competition Act. The claims related to health and safety were not substantiated by reliable scientific evidence. The order also cited that the Unilever continued to engage in deceptive practices despite issuance of a show cause notice.

The order further noted that the Unilever's deceptive practices varied by region, with different wording for the same product in countries such as Saudi Arabia, the UK and Bangladesh. The most severe deceptions were found in Pakistan, which the commission deemed unacceptable.

While imposing a penalty of Rs 60 million, the CCP additionally directed the Unilever to submit a compliance report to the CCP registrar within 30 days of issuance of the order. The CCP strives for fair market environment that offers customers fair prices, high-quality products, more choices, and a level-playing field for businesses to thrive.

<https://www.thenews.com.pk/print/1218394-ccp-imposes-rs60-million-fine-on-unilever-pakistan>

## 'Deceptive marketing'

# CCP imposes Rs60m fine on Unilever Pakistan

### RECORDER REPORT

**ISLAMABAD:** The Competition Commission of Pakistan (CCP) has passed an order imposing fine of Rs60 million on Unilever Pakistan for airing deceptive claims through television commercials for its hygiene and cleansing products, 'Lifebuoy (Care and Protect) Soap' and 'Lifebuoy Hand Wash'.

The Commission's bench has disposed of proceedings pertaining to a show cause notice issued to Unilever Pakistan for prima facie violations of Section 10 of the Competition Act of 2010 that prevents businesses from engaging in deceptive marketing tactics based on misleading information or false claims.

Enforcing prohibition against deceptive marketing is one of the core mandates of the CCP. The Commission protects consumers from misleading information and safeguard competitors from anti-competitive behaviour that could harm business interests of undertakings.

Based on a complaint submitted by Reckitt Benckiser about products namely Lifebuoy Soap and hand wash, CCP conducted an inquiry into Unilever Pakistan Limited's absolute claims regarding its products, such as "100% guaranteed protection from germs," "World's No. 1 germ protection soap," and "99.9% germ protection in 10 seconds." The disclaimers about these claims were printed in tiny fonts and were hardly noticeable.

Unilever Pakistan Limited was found to be misleading consumers and harming other businesses by making false claims about their products. The Commission's Order observed five distinct violations of Section 10 of the Competition Act. The claims, related to health and safety, were not substantiated by reliable scientific evidence. The Order also cited that Unilever continued to engage in deceptive practices despite issuance of a Show Cause Notice.

The order further noted that Unilever's deceptive practices

varied by region, with different wording for the same product in countries such as Saudi Arabia, the UK, and Bangladesh. The most severe deceptions were found in Pakistan, which the Commission deemed unacceptable.

While imposing a penalty of PKR 60 million on Unilever for deceptive marketing practices, the CCP additionally directed Unilever to submit a compliance report to the Registrar of the CCP within 30 days of issuance of order. The CCP strives for fair market environment that offers customers fair prices, high-quality products, more choices, and a level playing field for businesses to thrive.

However, according to the version of Unilever Pakistan, it is a responsible marketer and is a member of the Pakistan Advertisers Society. Lifebuoy is a trusted brand name and stands by its claims and will be challenging CCP's order before the appropriate Appellate Forum, the company added.

## CCP imposes Rs60m fine on Unilever Pak for deceptive marketing practices

IMRAN ALI KUNDI  
ISLAMABAD

The Competition Commission of Pakistan (CCP) has passed an order imposing fine of Rs60 million on Unilever Pakistan for airing deceptive claims through television commercials for its hygiene and cleansing products, 'Lifebuoy (Care and Protect) Soap' and 'Lifebuoy Hand Wash'.

The Commission's bench has disposed of proceedings pertaining to a show-cause notice issued to Unilever Pakistan for prima facie violations of Section 10 of the Competition Act of 2010 that

prevents businesses from engaging in deceptive marketing tactics based on misleading information or false claims. Enforcing prohibition against deceptive marketing is one of the core mandates of CCP. The Commission protects consumers from misleading information and safeguard competitors from anti-competitive behaviour that could harm business interests of undertakings.

CCP conducted an inquiry into Unilever Pakistan Limited's absolute claims regarding its products, such as "100% guaranteed protection from germs", "World's No. 1 germ protection soap", and "99.9% germ protection in 10 seconds."

The disclaimers about these claims were printed in tiny fonts and were hardly noticeable. Unilever Pakistan Limited was found to be misleading consumers and harming other businesses by making false claims about their products. The Commission's order observed five distinct violations of Section 10 of the Competition Act. The claims related to health and safety were not substantiated by reliable scientific evidence. The order also cited that Unilever continued to engage in deceptive practices despite issuance of a show cause notice.

The order further noted that Unilever's deceptive practices varied by

region, with different wording for the same product in countries such as Saudi Arabia, the UK, and Bangladesh. The most severe deceptions were found in Pakistan, which the Commission deemed unacceptable. While imposing a penalty of Rs60 million on Unilever for deceptive marketing practices, CCP additionally directed Unilever to submit a compliance report to the registrar of CCP within 30 days of issuance of order. CCP strives for fair market environment that offers customers fair prices, high-quality products, more choices, and a level playing field for businesses to thrive.



## Unilever fined Rs60m for deceptive marketing

*Unilever Pakistan penalised for airing deceptive claims through television commercials for its hygiene and cleansing products, 'Lifebuoy Soap' and 'Lifebuoy Hand Wash'*

PROFIT  
NEWS DESK

The Competition Commission of Pakistan (CCP) has passed an order imposing a fine of Rs 60 million on Unilever Pakistan for airing deceptive claims through television commercials for its hygiene and cleansing products, 'Lifebuoy (Care and Protect) Soap' and 'Lifebuoy Hand Wash'. "The Commission's bench has disposed of proceedings pertaining to a show cause notice issued to Unilever Pakistan for prima facie violations of Section 10 of the Competition Act of 2010 that prevents businesses from engaging in deceptive marketing tactics based on misleading information or false claims," CCP said in a statement. Enforcing prohibition against deceptive marketing is one of the core mandates of CCP. The Commission protects consumers from misleading information and safeguards competitors from anti-competitive behaviour that could harm the business interests of undertakings. Based on a complaint submitted by Reckitt Benckiser regarding Lifebuoy soap and hand wash, the CCP conducted an inquiry into Unilever Pakistan Limited's absolute claims about its products, including "100% guaranteed protection from germs," "World's No. 1 germ protection soap," and "99.9% germ protection in 10 seconds." The disclaimers related to these claims were printed in tiny fonts and were barely noticeable. The CCP said that Unilever Pakistan Limited was found to be misleading consumers and harming other businesses by making false claims about their products. The Commission's order observed five distinct violations of Section 10 of the Competition Act. The claims related to health and safety were not substantiated by reliable scientific evidence. The order also cited that Unilever continued to engage in deceptive practices despite the issuance of a show cause notice. The order further noted that Unilever's deceptive practices varied by region, with different wording for the same product in countries such as Saudi Arabia, the UK, and Bangladesh. The most severe deceptions were found in Pakistan, which the Commission deemed unacceptable.

## CCP imposes Rs 60m penalty on multinational for deceptive marketing

### OBSERVER REPORT

#### ISLAMABAD

The Competition Commission of Pakistan (CCP) has passed an order imposing fine of PKR 60 million on Unilever Pakistan for airing deceptive claims through television commercials for its hygiene and cleansing products, 'Lifebuoy (Care and Protect) Soap' and 'Lifebuoy Hand Wash'.

The Commission's bench has disposed of proceedings pertaining

to a show cause notice issued to Unilever Pakistan for prima facie violations of Section 10 of the Competition Act of 2010 that prevents businesses from engaging in deceptive marketing tactics based on misleading information or false claims.

Enforcing prohibition against deceptive marketing is one of the core mandates of CCP. The Commission protects consumers from misleading information

and safeguard competitors from anti-competitive behaviour that could harm business interests of undertakings.

Based on a complaint submitted by Reckitt Benckiser about products namely Lifebuoy Soap and hand wash. CCP conducted an inquiry into Unilever Pakistan Limited's absolute claims regarding its products, such as "100% guaranteed protection from germs", "World's No. 1 germ protection

soap", and "99.9% germ protection in 10 seconds." The disclaimers about these claims were printed in tiny fonts and were hardly noticeable.

Unilever Pakistan Limited was found to be misleading consumers and harming other businesses by making false claims about their products.

The Commission's Order observed five distinct violations of Section 10 of the Competition Act.



# ملٹی نیشنل کمپنی کو گمراہ مارکیٹنگ پر 6 کروڑ روپے جرمانہ

لائف بوائے صابن اور ہینڈ واش کی مارکیٹنگ میں صارفین کو غلط معلومات دیں

حریف اداروں کے مفادات کو نقصان پہنچایا، شوکاز کے باوجود مارکیٹنگ کی: سی سی پی

اسلام آباد (ارشاد انصاری سے) کمپنیشن کمیشن آف پاکستان (سی سی پی) نے یونی لیور پاکستان پر اپنی پراڈکٹ 'لائف بوائے کیئر اینڈ پروٹیکٹ صابن اور لائف بوائے ہینڈ واش' کیلئے گمراہ کن مارکیٹنگ، غیر حقیقی دعووں، صارفین کو غلط معلومات فراہم کرنے پر 6 کروڑ روپے جرمانہ عائد کر دیا، تفصیلات کے مطابق سی سی پی کے پاس شکایت درج کرائی گئی تھی کہ (باقی صفحہ 5 نمبر 25)

جرمانہ عائد

(25)

یونی لیور اپنی مصنوعات 'لائف بوائے صابن اور لائف بوائے ہینڈ واش' کے استعمال سے جراثیم کے خاتمے کا دعویٰ کر رہی ہے، گمراہ کن مارکیٹنگ نہ صرف صارفین کو غلط معلومات کی فراہمی کا سبب ہے بلکہ حریف کاروباری اداروں کے کاروباری مفادات کو نقصان پہنچا رہی ہے، سی سی پی آرڈر کے مطابق یونی لیور پاکستان مذکورہ مصنوعات کے حوالے سے قطعی دعوے کر کے دیگر کاروباری اداروں کے کاروباری مفادات کو نقصان پہنچاتا اور صارفین کو گمراہ کرتا رہا۔



## مسابقتی کمیشن کا گمراہ مارکیٹنگ پر ملٹی نیشنل کمپنی پر 6 کروڑ جرمانہ

اسلام آباد (دنیا نیوز) مسابقتی کمیشن نے گمراہ  
مارکیٹنگ پر ملٹی نیشنل کمپنی پر (باقی صفحہ 7 بقیہ 37)

جرمانہ

بقیہ نمبر 37

6 کروڑ روے جرمانہ عائد کر دیا، گمراہ کن  
مارکیٹنگ اور غیر حقیقی دعوے صارفین کو غلط معلومات  
فراہم کرتے ہیں۔ ملٹی نیشنل کمپنی نے غلط دعوؤں  
کے ذریعے کمپنیشن ایکٹ 2010 کی خلاف  
ورزی کی۔ ملٹی نیشنل کمپنی کے دعوے صحت اور  
حفاظت سے متعلق غلط تھے۔



10-August-2024

Online

# گمراہ مارکیٹنگ پر ملٹی نیشنل کمپنی کو 6 کروڑ روپے جرمانہ

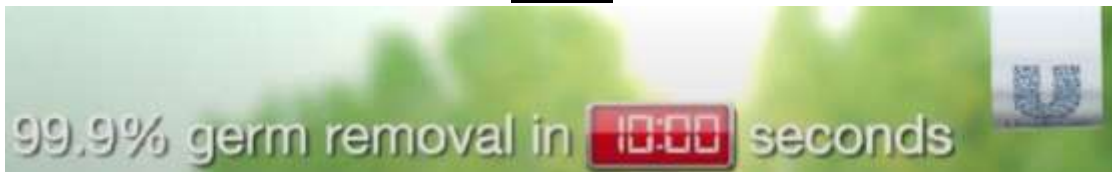


10 اگست 2024

لاہور (سودی) کمپنیشن کمیشن آف پاکستان (سی سی پی) نے ایک ملٹی نیشنل کمپنی اپنی پراڈکٹ ایمیز اینڈ پروٹیکٹ صابن اور ہینڈ واش کے لیے گمراہ کن مارکیٹنگ کرنے، غیر حقیقی دعوے کرنے، صارفین کو غلط معلومات فراہم کرنے پر 6 کروڑ روپے جرمانہ عائد کر دیا ہے۔

10-August-2024

Online



**Islamabad, 9 August 2024 (TDI):** The Competition Commission of Pakistan (CCP) on Friday imposed a fine of Rs60 million on Unilever Pakistan Limited for deceptive marketing through television commercials.

The CCP started proceedings against the multinational company after receiving a complaint under Section 10 of the Competition Act, 2010. The Act bars businesses from using misleading marketing tactics to deceive consumers.

The complaint was lodged by Reckitt Benckiser against Unilever's claims that its hygiene products (Lifebuoy soap and handwash) provided "100% guaranteed protection from germs," was "World's No. 1 germ protection soap," and gave "99.9% germ protection in 10 seconds."

The CCP proceedings deemed these claims misleading. Further, the disclaimers were printed in fonts so small that they were barely noticeable.

During the proceedings, Unilever Pakistan was given several opportunities but it failed to provide scientific evidence to support the health and safety claims.

"Despite being issued a show cause notice, Unilever continued its deceptive practices," it added.

The investigation also revealed that the company used deceptive practices in countries like Saudi Arabia, the UK, and Bangladesh with slight changes in wording. However, the most severe violations were found in Pakistan, which the CCP described as unacceptable.

<https://thediomaticinsight.com/rs60m-penalty-on-unilever-for-deceptive-marketing/>

10-August-2024

Online



TOP STORIES

TRADE & INDUSTRY

## CCP Slaps Rs60M Fine on Unilever Pakistan for Misleading Ads

August 10, 2024

KARACHI: August 10, 2024 — The Competition Commission of Pakistan (CCP) has imposed a substantial fine of PKR 60 million on Unilever Pakistan for broadcasting deceptive claims in television commercials for its hygiene and cleansing products, namely ‘Lifebuoy (Care and Protect) Soap’ and ‘Lifebuoy Hand Wash.’

The decision, announced on Friday, underscores the Commission’s commitment to protecting consumers from misleading advertising and ensuring fair competition among businesses.

The CCP’s order marks the conclusion of proceedings that were initiated after a show-cause notice was issued to Unilever Pakistan. The notice highlighted apparent violations of Section 10 of the Competition Act of 2010, which prohibits businesses from engaging in deceptive marketing practices based on false or misleading information.

According to the CCP, the enforcement of prohibitions against deceptive marketing is one of its core mandates. The Commission is tasked with safeguarding consumers from being misled and protecting competitors from anti-competitive behavior that could harm their business interests.

The investigation into Unilever’s practices was sparked by a complaint filed by Reckitt Benckiser, a competitor in the hygiene product market. The complaint specifically targeted Unilever’s claims regarding the effectiveness of Lifebuoy Soap and Hand Wash. Among the claims under scrutiny were assertions of “100% guaranteed protection from germs,” “World’s No. 1 germ protection soap,” and “99.9% germ protection in 10 seconds.” The investigation revealed that these bold claims were accompanied by disclaimers printed in such small fonts that they were nearly impossible for consumers to notice.

The Commission’s inquiry concluded that Unilever Pakistan Limited had indeed misled consumers and harmed other businesses by making unfounded claims about its products. The CCP’s order identified five distinct violations of Section 10 of the Competition Act, particularly regarding health and safety claims that were not backed by reliable scientific evidence. Despite receiving a show-cause notice, Unilever continued to engage in deceptive marketing practices, further compounding the violations.

The order also highlighted regional variations in Unilever’s marketing practices, noting that the wording of product claims differed across countries such as Saudi Arabia, the UK, and Bangladesh. However, the most severe instances of deception were found in Pakistan, a fact that the Commission deemed particularly unacceptable.

In addition to imposing the PKR 60 million fine, the CCP has directed Unilever to submit a compliance report to the Registrar of the Commission within 30 days of the issuance of the order. This report is expected to outline the measures Unilever will take to ensure future compliance with the Competition Act.

The CCP’s actions reaffirm its dedication to fostering a fair market environment, one where consumers are provided with accurate information, and businesses are given a level playing field to compete. By taking a firm stand against deceptive marketing, the Commission aims to promote fair competition and protect the interests of both consumers and businesses across Pakistan.

<https://pkrevenue.com/ccp-slaps-rs60m-fine-on-unilever-pakistan-for-misleading-ads/>

10-August-2024

Online

Home › Business › CCP imposes Rs 60 million penalty on a multinational for deceptive marketing

Business

## CCP imposes Rs 60 million penalty on a multinational for deceptive marketing

ISLAMABAD, Aug 9 (APP):The Competition Commission of Pakistan (CCP) has passed an order imposing a fine of Rs 60 million on Unilever Pakistan for airing deceptive claims through television commercials for its hygiene and cleansing products, 'Lifebuoy (Care and Protect) Soap' and 'Lifebuoy Hand Wash'. The Commission's bench has disposed of proceedings pertaining to a show cause notice issued to Unilever Pakistan for prima facie violations of Section 10 of the Competition Act of 2010 that prevents businesses from engaging in deceptive marketing tactics based on misleading information or false claims, said a press release issued here on Friday.

Enforcing prohibition against deceptive marketing is one of the core mandates of CCP.

The Commission protects consumers from misleading information and safeguards competitors from anti-competitive behaviour that could harm the business interests of undertakings.

Based on a complaint submitted by Reckitt Benckiser about products namely Lifebuoy Soap and hand wash.

The CCP conducted an inquiry into Unilever Pakistan Limited's absolute claims regarding its products, such as "100% guaranteed protection from germs", "World's No. 1 germ protection soap", and "99.9% germ protection in 10 seconds." The disclaimers about these claims were printed in tiny fonts and were hardly noticeable.

Unilever Pakistan Limited was found to be misleading consumers and harming other businesses by making false claims about their products.

The Commission's Order observed five distinct violations of Section 10 of the Competition Act. The claims related to health and safety were not substantiated by reliable scientific evidence.

The order also cited that Unilever continued to engage in deceptive practices despite the issuance of a Show Cause Notice. The order further noted that Unilever's deceptive practices varied by region, with different wording for the same product in countries such as Saudi Arabia, the UK, and Bangladesh.

The most severe deceptions were found in Pakistan, which the Commission deemed unacceptable.

While imposing a penalty of PKR 60 million on Unilever for deceptive marketing practices, CCP additionally directed Unilever to submit a compliance report to the Registrar of CCP within 30 days of issuance of the Penalty-CCP order.

CCP strives for a fair market environment that offers customers fair prices, high-quality products, more choices, and a level playing field for businesses to thrive.

<https://www.app.com.pk/business/ccp-imposes-rs-60-million-penalty-on-a-multinational-for-deceptive-marketing/>

10-August-2024

Online

# CCP IMPOSES PKR 60 MILLION PENALTY ON A MULTINATIONAL FOR DECEPTIVE MARKETING

DNA News | August 9, 2024



ISLAMABAD, Aug 9: /DNA/ – The Competition Commission of Pakistan (CCP) has passed an order imposing fine of PKR 60 million on Unilever Pakistan for airing deceptive claims through television commercials for its hygiene and cleansing products, 'Lifebuoy (Care and Protect) Soap' and 'Lifebuoy Hand Wash'.

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<https://dnanews.com.pk/ccp-imposes-pkr-60-million-penalty-on-a-multinational-for-deceptive-marketing/>

10-August-2024

**Business Page**

## *CCP imposes PKR 60 million penalty on a multinational for deceptive marketing*

**Commerce Desk**

ISLAMABAD: The Competition Commission of Pakistan (CCP) has passed an order imposing fine of PKR 60 million on Unilever Pakistan for airing deceptive claims through television commercials for its hygiene and cleansing products, 'Lifebuoy (Care and Protect) Soap' and 'Lifebuoy Hand Wash'.

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The Order further noted that Unilever's deceptive practices varied by region, with different wording for the same product in countries such as Saudi Arabia, the UK, and Bangladesh. The most severe deceptions were found in Pakistan, which the Commission deemed unacceptable.

# Unilever Pakistan Fined Rs. 60 Million Over False Claims to Promote Lifebuoy Soap

By ProPK Staff | Published Aug 9, 2024 | 8:05 pm



The Competition Commission of Pakistan (CCP) has passed an order imposing fine of Rs. 60 million on Unilever Pakistan for airing deceptive claims through television commercials for its hygiene and cleansing products, 'Lifebuoy (Care and Protect) Soap' and 'Lifebuoy Hand Wash'.

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While imposing a penalty of PKR 60 million on Unilever for deceptive marketing practices, CCP additionally directed Unilever to submit a compliance report to the Registrar of CCP within 30 days of issuance of order.

CCP strives for fair market environment that offers customers fair prices, high-quality products, more choices, and a level playing field for businesses to thrive.

<https://propakistani.pk/2024/08/09/unilever-pakistan-fined-rs-60-million-over-false-claims-to-promote-lifebuoy-soap/>



# CCP imposes Rs60 million penalty on Unilever Pakistan for deceptive marketing

@ Digital Desk 📅 August 9, 2024



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The claims related to health and safety were not substantiated by reliable scientific evidence. The Order also cited that Unilever continued to engage in deceptive practices despite the issuance of a Show Cause Notice.

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While imposing a penalty of PKR 60 million on Unilever for deceptive marketing practices, CCP additionally directed Unilever to submit a compliance report to the Registrar of CCP within 30 days of issuance of an order.

Enforcing prohibition against deceptive marketing is one of the core mandates of CCP. The Commission protects consumers from misleading information and safeguards competitors from anti-competitive behavior that could harm the business interests of undertakings.

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<https://dailyausaf.com/en/business/ccp-imposes-rs60-million-penalty-on-unilever-pakistan-for-deceptive-marketing/>

10-August-2024

Online

Home Business News CCP imposes Rs 60 million penalty on a multinational for deceptive marketing

## CCP Imposes Rs 60 Million Penalty On A Multinational For Deceptive Marketing



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**The Competition Commission of Pakistan (CCP) has passed an order imposing a fine of Rs 60 million on Unilever Pakistan for airing deceptive claims through television commercials for its hygiene and cleansing products, 'Lifebuoy (Care and Protect) Soap' and 'Lifebuoy Hand Wash'**

ISLAMABAD, (APP - UrduPoint / Pakistan Point News - 9th Aug, 2024) The Competition Commission of Pakistan (CCP) has passed an order imposing a fine of Rs 60 million on Unilever Pakistan for airing deceptive claims through television commercials for its hygiene and cleansing products, 'Lifebuoy (Care and Protect) Soap' and 'Lifebuoy Hand Wash'.

The Commission's bench has disposed of proceedings pertaining to a show cause notice issued to Unilever Pakistan for prima facie violations of Section 10 of the Competition Act of 2010 that prevents businesses from engaging in deceptive marketing tactics based on misleading information or false claims, said a press release issued here on Friday.

Enforcing prohibition against deceptive marketing is one of the core mandates of CCP.

The Commission protects consumers from misleading information and safeguards competitors from anti-competitive behaviour that could harm the business interests of undertakings.

Based on a complaint submitted by Reckitt Benckiser about products namely Lifebuoy Soap and hand wash.

The CCP conducted an inquiry into Unilever Pakistan Limited's absolute claims regarding its products, such as "100% guaranteed protection from germs", "World's No. 1 germ protection soap", and "99.9% germ protection in 10 seconds.

" The disclaimers about these claims were printed in tiny fonts and were hardly noticeable.

Unilever Pakistan Limited was found to be misleading consumers and harming other businesses by making false claims about their products.

The Commission's Order observed five distinct violations of Section 10 of the Competition Act. The claims related to health and safety were not substantiated by reliable scientific evidence.

The order also cited that Unilever continued to engage in deceptive practices despite the issuance of a Show Cause Notice. The order further noted that Unilever's deceptive practices varied by region, with different wording for the same product in countries such as Saudi Arabia, the UK, and Bangladesh.

The most severe deceptions were found in Pakistan, which the Commission deemed unacceptable.

While imposing a penalty of PKR 60 million on Unilever for deceptive marketing practices, CCP additionally directed Unilever to submit a compliance report to the Registrar of CCP within 30 days of issuance of the Penalty-CCP order.

CCP strives for a fair market environment that offers customers fair prices, high-quality products, more choices, and a level playing field for businesses to thrive.

<https://www.urdupoint.com/en/business/ccp-imposes-rs-60-million-penalty-on-a-multin-1852073.html>

## CCP imposes PKR 60 million penalty on a multinational for deceptive marketing.

 Syed Uzair Shah Gillani · August 10, 2024



ISLAMABAD, August 9: The Competition Commission of Pakistan (CCP) has passed an order imposing fine of PKR 60 million on Unilever Pakistan for airing deceptive claims through television commercials for its hygiene and cleansing products, 'Lifebuoy (Care and Protect) Soap' and 'Lifebuoy Hand Wash'.

The Commission's bench has disposed of proceedings pertaining to a show cause notice issued to Unilever Pakistan for prima facie violations of Section 10 of the Competition Act of 2010 that prevents businesses from engaging in deceptive marketing tactics based on misleading information or false claims.

Enforcing prohibition against deceptive marketing is one of the core mandates of CCP. The Commission protects consumers from misleading information and safeguard competitors from anti-competitive behaviour that could harm business interests of undertakings. Based on a complaint submitted by Reckitt Benckiser about products namely Lifebuoy Soap and hand wash. CCP conducted an inquiry into Unilever Pakistan Limited's absolute claims regarding its products, such as "100% guaranteed protection from germs", "World's No. 1 germ protection soap", and "99.9% germ protection in 10 seconds." The disclaimers about these claims were printed in tiny fonts and were hardly noticeable.

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10-August-2024

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## Unilever fined Rs60m



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10-August-2024

Online

## پاکستان میں گمراہ کن مارکیٹنگ، غیر حقیقی دعوے ملٹی نیشنل کمپنی کو مہنگے پڑ گئے

جمعہ 9 اگست 2024

ویب ڈیسک

کمپینیشن کمیشن آف پاکستان (سی سی پی) نے یونی لیور پاکستان پر اپنی پروڈکٹ 'لائف بوائے کیئر اینڈ پروٹیکٹ صابن' اور 'لائف بوائے بینڈ واش' کے لیے گمراہ کن مارکیٹنگ کرنے، غیر حقیقی دعوے کرنے اور صارفین کو غلط معلومات فراہم کرنے پر 6 کروڑ روپے جرمانہ عائد کر دیا۔

سی سی پی کے پاس شکایت درج کرائی گئی تھی کہ یونی لیور اپنی مصنوعات 'لائف بوائے صابن اور لائف بوائے بینڈ واش' کے استعمال سے جراثیم کے خاتمے کا دعویٰ کر رہی ہے۔

گمراہ کن اشتہارات نہ صرف صارفین کو غلط معلومات کی فراہمی کا سبب بنتے ہیں بلکہ حریف کاروباری اداروں کے کاروباری مفادات کو بھی نقصان پہنچاتے ہیں۔

سی سی پی آرڈر کے مطابق یونی لیور پاکستان مذکورہ مصنوعات کے حوالے سے قطعی دعوے کر کے دیگر کاروباری اداروں کے کاروباری مفادات کو نقصان پہنچاتا رہا اور صارفین کو گمراہ کرتا رہا۔ یہ گمراہ کن دعوے اس طرح تھے: 'جراثیم سے 100 فیصد تحفظ کی ضمانت'، 'دنیا کا نمبر 1 جراثیم سے تحفظ کا صابن'، 'جہاں لائف بوائے ہے، وہاں بیماریاں کم ہوتی ہیں' اور '10 سیکنڈ میں 99 اعشاریہ 9 فیصد جراثیم سے تحفظ'۔ ان دعووں کے بارے میں ڈسکلیمر بھی چھوٹے فونٹس میں تحریر تھے جو قابل توجہ نہیں تھے اور جنہیں پڑھنا نہایت مشکل تھا۔

سی سی پی نے نوٹ کیا کہ ان گمراہ کن دعووں کے ذریعے کمپینیشن ایکٹ 2010 کے سیکشن 10 کی 5 واضح خلاف ورزیاں کی جارہی تھیں۔ صحت اور حفاظت سے متعلق یہ دعوے قابل اعتماد سائنسی شواہد سے ثابت بھی نہیں کیے جاسکے۔ آرڈر میں یہ بھی نوٹ کیا گیا کہ یونی لیور نے شو کازنوٹس جاری ہونے کے باوجود اپنا دھوکہ دہی پر مبنی مارکیٹنگ کا عمل جاری رکھا۔

آرڈر میں مزید کہا گیا کہ یونی لیور خطے کے مختلف ممالک کے لیے ایک ہی پروڈکٹ کے لیے لیے مختلف الفاظ استعمال کر رہا تھا اور غیر حقیقی دعووں کا زیادہ استعمال پاکستان میں پایا گیا۔

سی سی پی بینچ نے کمپینیشن ایکٹ کے سیکشن 10 کی خلاف ورزی کرنے اور دھوکہ دہی پر مبنی مارکیٹنگ کے طریقوں کے استعمال پر یونی لیور پاکستان پر 6 کروڑ روپے جرمانہ عائد کرتے ہوئے یونی لیور کو مزید ہدایت کی ہے کہ اس آرڈر کے اجرا کی تاریخ سے 30 دنوں میں رجسٹرار کے پاس تعمیل رپورٹ جمع کرائے۔



10-August-2024

Online

## گمراہ کن مارکیٹنگ ملٹی نیشنل کمپنی کو مہنگی پڑ گئی، سی سی پی نے کروڑوں کا جرمانہ کر دیا

Aug 09, 2024 | 18:47:PI

(وقاص عظیم) سی سی پی نے گمراہ کن مارکیٹنگ کی وجہ سے ملٹی نیشنل کمپنی پر 6 کروڑ روپے جرمانہ عائد کر دیا۔

کامپینیشن کمیشن آف پاکستان (سی سی پی) کے مطابق ملٹی نیشنل کمپنی یونی لیور پاکستان پر یہ جرمانہ اپنی پراڈکٹ 'لائف بوائے صابن' اور 'لائف بوائے بینڈ واش' کے لیے گمراہ کن مارکیٹنگ اور غیر حقیقتی دعوے کرنے پر کیا گیا، گمراہ کن مارکیٹنگ اور غیر حقیقتی دعوے نہ صرف صارفین کو غلط معلومات کی فراہمی کا سبب بنتے ہیں بلکہ حریف کاروباری اداروں کے کاروباری مفادات کو نقصان پہنچانے کا سبب بھی بنتے ہیں۔

سی سی پی کا مزید کہنا ہے کہ یونی لیور پاکستان مذکورہ مصنوعات کے حوالے سے قطعی دعوے کر کے دیگر کاروباری اداروں کے کاروباری مفادات کو نقصان پہنچاتا رہا اور صارفین کو گمراہ کرتا رہا، ان گمراہ کن دعوے جات کے ذریعے کمپنیشن ایکٹ 2010 کے سیکشن 10 کی 5 واضح خلاف ورزیاں کی جارہی تھیں، صحت اور حفاظت سے متعلق یہ دعوے قابل اعتماد سائنسی شواہد سے ثابت بھی نہیں کئے جا سکے۔

<https://www.24urdu.com/09-Aug-2024/107384>

## یونی لیور پر 6 کروڑ روپے جرمانہ عائد

ڈان اخبار | شائع August 10, 2024

مسابقتی کمیشن آف پاکستان (سی سی پی) نے یونی لیور پاکستان پر اپنی صفائی ستھرائی سے متعلق مصنوعات، 'لائف بوائے صابن' اور 'لائف بوائے بینڈ واش' کی تشہیر کے لیے ٹیلی ویژن پر دھوکا دہی پر مبنی دعوے نشر کرنے پر 6 کروڑ روپے جرمانہ عائد کرنے کا حکم جاری کیا ہے۔

ڈان اخبار کی رپورٹ کے مطابق مسابقتی کمیشن نے 2010 کے مسابقتی ایکٹ کے سیکشن 10 کی خلاف ورزیوں پر یونی لیور پاکستان کو جاری کیے گئے شوکاز نوٹس سے متعلق کارروائی کو نمٹا دیا، 2010 مسابقتی ایکٹ کا سیکشن 10 کاروبار کو گمراہ کن معلومات یا جھوٹے دعوؤں پر مبنی مارکیٹنگ میں ملوث ہونے سے روکتا ہے۔

فریب پر مبنی مارکیٹنگ کو روکتا مسابقتی کمیشن پاکستان کے بنیادی اختیارات میں سے ایک ہے، یہ کمیشن صارفین کو گمراہ کن معلومات سے تحفظ فراہم کرتا ہے اور حریف کاروبار کو مسابقت مخالف رویے سے بچاتا ہے جو کہ کمپنیوں کے کاروباری مفادات کو نقصان پہنچا سکتا ہے۔

لائف بوائے صابن اور بینڈ واش نامی مصنوعات کے بارے میں ریکٹ بینکیزٹر کی جانب سے دی گئی ایک شکایت کی بنیاد پر مسابقتی کمیشن پاکستان نے یونی لیور پاکستان کے اپنی مصنوعات کے بارے میں بلند و بالا دعوؤں جیسے 'جراثیم سے 100 فیصد ضمانت یافتہ تحفظ'، 'جراثیم سے تحفظ دینے والا دنیا کا نمبرون صابن' اور '10 سیکنڈ میں 99.9 فیصد جراثیم سے تحفظ' کے بارے میں جانچ پڑتال کی۔

یونی لیور کی جانب سے ان دعوؤں کے بارے میں ڈسکلیمرز انتہائی چھوٹے سائز میں چھاپے گئے اور با مشکل ہی نوٹس کیے جاسکتے ہیں، مسابقتی کمیشن پاکستان نے یونی لیور کو 30 روز کے اندر حکم کی تعمیلی رپورٹ جمع کرانے کی ہدایت بھی کی ہے۔

3-July-2024

Online

پہستان

## لائف بوائے 99.9% جراثیم سے تحفظ سب جھوٹ

سی سی پی نے گمراہ مارکیٹنگ پر ملٹی نیشنل کمپنی پر 6 کروڑ روپے جرمانہ عائد کر دیا

utes read 2

ویب ڈیسک • اگست 9, 2024



اسلام آباد (ایو آر ایف) کمپنیشن گیشن آف پاکستان (سی سی پی) نے یوٹی یورپ پاکستان بیتی ب اکت لائف بوائے کیٹریجنر ویکٹ سائن اور لائف بوائے بیٹرواش کے لیے گمراہ مارکیٹنگ کرنے، غیر حقیقی دعوے کرنے، صارفین کو لائف بوائے معلومات فراہم کرنے پر 6 کروڑ روپے جرمانہ عائد کر دیا ہے۔

سی سی پی کے پاس شکایت درج کرانی تھی کہ یوٹی یورپ پاکستان لائف بوائے سائن اور لائف بوائے بیٹرواش کے استعمال سے ہر اشک کے خاتمے کا دعوہ کر رہی ہے۔

گمراہ مارکیٹنگ نہ صرف صارفین کو لائف بوائے معلومات کی فراہمی کا سبب بنتے ہیں بلکہ حریف کاروباری اداروں کے کاروباری عملیات کو نقصان پہنچاتے ہیں۔

سی سی پی آرڈر کے مطابق یوٹی یورپ پاکستان نے گمراہ دعوے کے حوالے سے قطعی دعوے کر کے دیگر کاروباری اداروں کے کاروباری عملیات کو نقصان پہنچا ہے اور صارفین کو گمراہ کر رہا ہے۔ گمراہ دعوے کو گمراہ کرنا اس طرح ہے: "جراثیم سے 100% تحفظ کی ضمانت" اور "کامیاب جراثیم سے تحفظ کا سامان"۔ "جراثیم لائف بوائے ہے وہاں بیکاریاں کم ہوتی ہیں" اور "10% تکٹ میں 99.9% جراثیم سے تحفظ"۔ ان دعووں کے بارے میں ڈسٹیکٹر بھی چھوٹے نوٹس میں تحریر تھے جو قابل توجہ نہیں تھے اور جراثیم بے حسہلیت مشکل تھا۔

سی سی پی آرڈر سے نوٹ کیا کہ ان گمراہ دعوے کے ذریعے کمپنیشن ایکٹ 2010 کے سیکشن 10 کی پابندی کا واضح خلاف ورزی کی جارہی تھی۔ صحت اور حفاظت سے متعلق یہ دعوے قابل اعتبار سائنسی شواہد سے جڑت بھی نہیں کے پاس تھے۔ آرڈر میں یہ بھی نوٹ کیا گیا کہ یوٹی یورپ نے شوکار نوٹس جاری ہونے کے باوجود اپنا دعوہ دہرایا اور یوٹی یورپ نے لائف بوائے کا عمل جاری رکھا۔

آرڈر میں مزید کہا گیا کہ یوٹی یورپ نے مختلف ممالک کے لیے ایک ہی دعوے کے لیے مختلف الفاظ استعمال کر رہا تھا اور غیر حقیقی دعوے کا کاروبار پاکستان میں چلا گیا۔

سی سی پی نے کمپنیشن ایکٹ کے سیکشن 10 کی خلاف ورزی کرنے اور دعوہ دہرائے جانے پر یوٹی یورپ کے لائف بوائے کے استعمال پر یوٹی یورپ پاکستان پر 6 کروڑ روپے جرمانہ عائد کرتے ہوئے یوٹی یورپ کو مزید جانیت کی ہے کہ اس آرڈر کے اجرا کی تاریخ سے 30 دنوں میں رجسٹرار کے پاس تعمیل رپورٹ جمع کرانے۔