

Food firm issued notice

By Our Staff Reporter

ISLAMABAD: The Competition Commission of Pakistan (CCP) issued a show cause notice to Shainal Al-Syed Foods for prima facie imitating the branding of National Foods Limited in violation of Section 10 of the Competition Act.

The commission conducted an enquiry after receiving a complaint from

National Foods Limited alleging that Shainal Foods was preparing, packing, marketing, supplying and selling various food products using a trademark and logo imitated from National Foods which could mislead consumers and potentially harm the business interests of National Foods.

CCP has directed Shainal Foods to reply in writing to the show cause notice within 14 days.

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Briefs

CCP show cause notice to Shainal Foods

Staff Reporter

ISLAMABAD—The Competition Commission of Pakistan (CCP) has issued a show cause notice to M/s Shainal Al-Syed Foods for imitating the branding of National Foods Limited. A statement issued here Tuesday said that CCP conducted an enquiry after receiving complaint from National Foods Limited alleging that Shainal Foods was preparing, packing, marketing, supplying and selling various food products using a trademark and logo imitated from National Foods. The company also informed that the colour scheme and design of the packaging of Shainal Foods' products was similar to that of the packaging of National Foods' products, which could mislead the consumers.

CCP issues show-cause notice to Shainal Foods

ISLAMABAD (Staff Reporter): The Competition Commission of Pakistan (CCP) has issued a show-cause notice, under Section 30 of the Competition Act, 2010, to M/s Shainal Al-Syed Foods for prima facie imitating the branding of National Foods Limited, in violation of Section 10 of the Competition Act. The CCP conducted an enquiry after receiving complaint from National Foods Limited alleging that Shainal Foods was preparing, packing, marketing, supplying and selling various food products using a trademark and logo imitated from National Foods. The company also informed that the colour-scheme and design of the packaging of Shainal Foods' products was similar to that of the packaging of National Foods' products, which could mislead the consumers. The enquiry report concluded that prima facie Shainal Foods has resorted to the fraudulent use of logo, packaging, colour scheme, and design of National Food's products, thus potentially harming the business interest of National Foods as well as misleading the consumers.

Deceptive marketing practices

CCP issues show cause notice to Shainal Foods

ISLAMABAD: The Competition Commission of Pakistan (CCP) has issued a show cause notice, under Section 30 of the Competition Act, 2010, to Shainal Al-Syed Foods for prima facie imitating the branding of National Foods Limited, in violation of Section 10 of the Competition Act, 2010.

The CCP conducted an enquiry after receiving complaint from National Foods Limited, alleging that Shainal Foods was preparing, packing, marketing, supplying and selling various food products using a trademark and logo imitated from National Foods, said a statement of the commission issued on Tuesday.

The company also informed that the colour scheme and design of the packaging of Shainal Foods' products was similar to that of the packaging of National Foods' products, which could mislead the consumers. The enquiry report concluded that prima facie Shainal Foods has resorted to the fraudulent use of logo, packaging, colour scheme, and design of National Food's products, thus potentially harming the business interest of National Foods as well as misleading the consumers.

The CCP has directed Shainal Foods to reply in writing to the show cause notice within 14 days. The CCP is empowered under the Competition Act to inter alia prevent deceptive marketing practices to protect consumers and businesses from anti-competitive activities. **STAFF REPORT**

CCP issues show cause notice to Shainal Foods for deceptive marketing practices

KARACHI: The Competition Commission of Pakistan (CCP) has issued a show cause notice under Section 30 of the Competition Act, 2010 to m/s Shainal Al-Syed Foods for prima facie imitating the branding of National Foods Limited, in violation of Section 10 of the Competition Act. CCP conducted an enquiry after receiving complaint from National Foods Limited alleging that Shainal Foods was preparing, packing, marketing, supplying and selling various food products using a trademark and logo imitated from National Foods. The company also informed that the colour scheme and design of the packaging of Shainal Foods' products was similar to that of the packaging of National Foods' products, which could mislead the consumers. The enquiry report concluded that prima facie Shainal Foods has resorted to the fraudulent use of logo, packaging, colour scheme, and design of National Food's products, thus potentially harming the business interest of National Foods as well as misleading the consumers. CCP has directed Shainal Foods to reply in writing to the show cause notice within 14 days. CCP is empowered under the Competition Act to inter alia prevent deceptive marketing practices to protect consumers and businesses from anti-competitive activities. **STAFF REPORT**

مسابقتی کمیشن کا شینل السید فوڈز کو شوکا ز نوٹس

بادی انظر میں دھوکہ دہی پر مبنی تشہیر اور مسابقتی ایکٹ کی خلاف ورزی کی مرتکب قرار

نیشنل فوڈز کے ٹریڈ مارک اور لوگو کی نقل کی شکایت پر کارروائی 14 دن میں جواب طلب

اپنی مصنوعات کی پینٹنگ کے لیے بھی جو کھر اسکیم اور ڈیزائن استعمال کر رہے ہیں وہ بھی نیشنل فوڈز کی مصنوعات کی پیکینجنگ سے بہت حد تک مشابہہ ہے۔ سی سی پی کی جانب سے اس معاملے پر بنائی گئی انکوائری کمیٹی کی رپورٹ کے مطابق بادی انظر میں شینل فوڈز دھوکہ دہی کے ذریعے نیشنل فوڈز کے لوگو، پیکینجنگ، کھر اسکیم اور ڈیزائن کی نقل کی مرتکب ہوئی ہے جو نہ صرف نیشنل فوڈز کے کاروباری مفادات کو نقصان پہنچانے کا باعث ہو سکتا ہے بلکہ صارفین کے لیے بھی جھوٹی اور گمراہ کن معلومات کا سبب بن سکتا ہے، اس لیے سی سی پی نے شینل فوڈز کو شوکا ز نوٹس جاری کرتے ہوئے 14 دن کے اندر اس شوکا ز نوٹس کا جواب دینے کا کہا ہے۔

اسلام آباد (خصوصی رپورٹر) مسابقتی کمیشن آف پاکستان (سی سی پی) نے شینل (Shainal) السید فوڈز کو مسابقتی قوانین کی خلاف ورزی پر شوکا ز نوٹس جاری کر دیا ہے اور کمپنی کو 14 دن کے اندر شوکا ز کا جواب دینے کی ہدایت کی ہے۔ سی سی پی نے جاری کردہ تفصیلات کے مطابق شینل السید فوڈ بادی انظر میں دھوکہ دہی پر مبنی تشہیر اور کمپنیشن ایکٹ کے سیکشن 10 کی خلاف ورزی کی مرتکب پائی گئی ہے جس پر شوکا ز نوٹس جاری کیا گیا ہے۔ کمیشن کا کہنا ہے کہ مسابقتی کمیشن آف پاکستان کو نیشنل فوڈز کی جانب سے شکایت موصول ہوئی تھی کہ شینل فوڈز اپنی مصنوعات کی تشہیر، پینٹنگ، فردخت کے لیے نیشنل فوڈز کے ٹریڈ مارک اور لوگو کی نقل استعمال کر رہی ہے اور



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سی سی پی نے شینیل فوڈ کمپنی کو شوکاز نوٹس جاری کر دیا

نینشل فوڈز نے سی سی پی کو ٹریڈ مارک اور لوگو استعمال کرنے کی شکایت کی تھی

اسلام آباد (سٹاف رپورٹر) کمپنیشن کمیشن آف پاکستان نے شینیل السید فوڈز کو بادی النظر میں دھوکہ دہی پر مبنی تشہیر اور کمپنیشن ایکٹ کے سیکشن 10 کی خلاف ورزی پر شوکاز نوٹس جاری کر دیا ہے۔ کمپنیشن کمیشن آف پاکستان کو نیشنل فوڈز کی جانب سے شکایت موصول ہوئی تھی کہ شینیل فوڈز اپنی مصنوعات کی تشہیر، پیکنگ، فروخت کے لیے نیشنل فوڈز کے ٹریڈ مارک اور لوگو کی نقل استعمال کر رہا ہے اور اپنی مصنوعات کی پیکنگ کے لیے بھی جو کلر سکیم اور ڈیزائن استعمال کر رہے ہیں وہ بھی نیشنل فوڈز کی مصنوعات کی پیکجنگ سے بہت حد تک مشابہہ ہے۔