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CCP asks homoeopathic doctor to stop deceptive TV ads

ISLAMABAD: The Competition Commission of Pakistan (CCP) has issued an interim order directing a homeopathic doctor in Lahore to immediately stop his deceptive TV commercial being aired on various TV channels making absolute claims to treat various diseases.

CCP initiated an inquiry against Al Haaj Dr Mian Liaquat Ali of Liaquat Hospital Lahore after receiving complaints that they were allegedly involved in deceptive marketing practices through television commercial in violation of Section 10 of the Competition Act, 2010. CCP also contacted Pakistan Medical and Dental Council and College of Surgeons and Physicians in this regard.

As per the inquiry report, Liaquat Ali used the term 'Doctor' instead of 'Homeopathic Doctor' with his name thus resorting to deceptive marketing practices. Moreover, he made absolute claims in his TV commercials that he can cure diseases like Hepatitis A, B and C, Sugar, obesity, dandruff, and vitiligo or phulbehri, guaranteed birth of son, and he also offered treatment

to people on telephone.

Based on the findings of the inquiry report, show cause notices were issued to the respondent. During the hearings, Liaquat Ali's lawyer assured the Commission of making suitable alteration in the TV commercial of his client to address CCP's concerns, but no revised TV commercial has been submitted till date.

Moreover, since the last hearing the respondents have started airing the TV commercials on other channels in different languages. In the process of hearings, CCP is further investigating the authenticity of his claims to cure various chronic diseases.

During the hearing on January 15, a bench of the Commission comprising Vadiyya Khalil, Chairperson, Dr Shehzad Ansar, Dr Joseph Wilson and Ikram Ul Haque Qureshi, Members, issued an interim order directing to immediately stop airing the TVC in any language and on all channels till the conclusion of proceedings and file written commitment and compliance report with the Registrar of the Commission within 15 days from the issuance of this order.—PR

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CCP issues interim order against deceptive TV commercial

Mehtab Haider

ISLAMABAD: The Competition Commission of Pakistan (CCP) has issued an interim order directing a homeopathic doctor in Lahore to immediately stop his deceptive TV commercial being aired on various channels making absolute claims to treat various diseases.

According to the CCP's statement issued here on Friday, they initiated an inquiry against Al-Haaj Dr Mian Liaquat Ali of Liaquat Hospital Lahore after receiving complaints that they were allegedly involved in deceptive marketing practices through television commercial in violation of Section 10 of the Competition Act, 2010. The CCP also contacted Pakistan Medical and Dental Council and College of Surgeons and Physicians in this regard.

As per inquiry report, Liaquat Ali used the term "Doctor" instead of "Homeopathic Doctor" with his name thus resorting to deceptive marketing practices. Moreover, he made absolute claims in his TV commercials that he could cure diseases like Hepatitis A, B and C, diabetes, obesity, dandruff and vitiligo or Phul-Behri, and could guarantee

birth of son. He also offered treatment to people on telephone.

Based on findings of the inquiry report, show-cause notices were issued to the respondent. During the hearings, Liaquat Ali's lawyer assured the Commission of making suitable alteration in the TV commercial of his client to address CCP's concerns but no revised TV commercial had been submitted till date. Moreover, since the last hearing, the respondents have started airing the TV commercials on other channels in different languages. In process of the hearings, CCP is further investigating the authenticity of his claims to cure various chronic diseases.

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CCP orders homeopathic doctor to stop deceptive TV commercial

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OUR STAFF REPORTER
ISLAMABAD

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As per the inquiry report, Liaquat Ali used the term "Doctor" instead of "Homeopathic Doctor" with his name thus resorting to deceptive marketing practices. Moreover, he made absolute claims in his TV commercials that he can cure diseases like Hepatitis A, B and C, sugar, obesity, dandruff, and vitiligo or phulbehri, guaranteed birth of son, and he also offered treatment to people on telephone.

Based on the findings of the inquiry report, show cause notices were issued to the respondent. During the hearings, Liaquat Ali's lawyer assured the Commission of making suitable alteration in the commercial of his client to address CCP's concerns, but no revised commercial has been submitted till date. Moreover, since the last hearing the respondents have started airing the commercials on other channels in different languages. In the process of hearings, CCP is further investigating the authenticity of his claims to cure various chronic diseases.

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Homoeopathic doctor asked to stop deceptive commercial

By Our Staff Reporter

KARACHI: The Competition Commission of Pakistan (CCP) has issued an interim order directing a homoeopathic doctor in Lahore to immediately stop his 'deceptive' commercial being aired on various TV channels making absolute claims to treat various diseases.

A press release issued by the CCP on Friday stated that the commission had initiated an inquiry against Al Haaj Dr Mian Liaquat Ali of Liaquat Hospital Lahore after receiving complaints that he was allegedly involved in deceptive marketing practices through television commercial in violation of Section 10 of the Competition Act, 2010.

The CCP also contacted Pakistan Medical and Dental Council and College of Surgeons and Physicians in this regard.

"As per the inquiry report, Mr Liaquat Ali used

the term 'Doctor' instead of 'Homeopathic Doctor' with his name, thus resorting to deceptive marketing practices," CCP stated. "Moreover, he made absolute claims in his TV commercials that he could cure diseases like hepatitis A, B and C, sugar, obesity, dandruff, and vertigo, guarantee birth of son; and he also offered treatment to people on telephone," the commission stated.

The CCP release observed that based on the findings of the inquiry report, show cause notices were issued to the respondent. During the hearings, Mr Liaquat Ali's lawyer assured the commission of making suitable alteration to be made in the TV commercial to address CCP's concerns, but no revised TV commercial had so far been submitted.

Moreover, since the last hearing the respondent had started airing the TV commercials on other channels in different languages.

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مسابقتی کمیشن کا ڈاکٹر میاں لیاقت علی کو امراض
کے بارے میں گمراہ کن اشتہار بند کر دینا حکم
اسلام آباد (خبر نگار خصوصی) مسابقتی کمیشن آف
پاکستان (سی بی پی) نے الحاج ڈاکٹر میاں لیاقت علی کو
فوری طور پر اشتہارات بند کرنے کا حکم جاری کیا ہے۔ سی
باقی صفحہ 6 نمبر 11

بقیہ اشتہارات بند کر دینا حکم 11
سی بی پی کی اعلامیہ کے مطابق الحاج ڈاکٹر میاں لیاقت علی جو کہ
مختلف امراض کے بارے میں ٹیلی ویژن چینلز پر امراض کے
بارے میں گمراہ کن معلومات فراہم کر رہے تھے ان کو مسابقتی
کمیشن نے زبردفعہ 10 مسابقتی قانون تجزیہ 2010 کے
تحت فوری طور پر ایسی نشریات کو روکنے کی ہدایت جاری کر دی
ہیں۔ اعلامیہ کے مطابق تحقیقات میں یہ بات سامنے آئی کہ
مذکورہ بالا ڈاکٹر اپنے نام کیساتھ تا صرف پروفیسر اور ڈاکٹر لکھنے
کے بجائے بلکہ مختلف امراض کے مکمل خاتمے اور علاج کے
دعوے بے بنیاد ہیں۔ اعلامیہ کے مطابق مسابقتی کمیشن کا چار
رکنی بیج جو کہ چیئر پرسن، ڈیپٹی چیئر، ڈاکٹر شہزاد عظیم مہر، ڈاکٹر جو
زف و گن مہر اور اکرام الحق قریشی مہر ان پر مشتمل تھا۔ کمیشن
نے میاں لیاقت علی کے دکلا کو یہ واضح کر دیا کہ قانون کے مطا
بق نہ صرف اس اشتہار کو بند کر لیا جائے بلکہ ڈاکٹر مذکورہ اپنے
نام کیساتھ عمومی ڈاکٹر لکھا کریں۔ مسابقتی کمیشن میاں لیاقت
علی کی طرف سے سنج شدہ اشتہار آنے کے بعد تفصیلی فیصلہ جا
ری کرے گا۔

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مسابقتی کمیشن کا ڈاکٹر لیاقت کو گمراہ کن اشتہار بند کر نیک حکم

ٹیلی ویژن چینلز پر ایسی نشریات روکنے کی ہدایت، نام کے ساتھ پروفیسر لکھنے پر بھی پابندی

اسلام آباد (خصوصی رپورٹر) مسابقتی کمیشن کا الحاج ڈاکٹر میاں لیاقت علی کو فوری طور پر گمراہ کن اشتہار رات بند کرنے کا حکم دیدیا ہے، میاں لیاقت جو مختلف امراض کے بارے میں ٹیلی ویژن چینلز پر گمراہ کن معلومات فراہم کر رہے تھے ان کو مسابقتی کمیشن نے زبردفعہ 10 مسابقتی قانون مجر یہ 2010 کے تحت فوری طور پر ایسی نشریات روکنے کی ہدایت جاری کردی ہیں کمیشن نے شکایت کنندہ کی درخواست پر نوٹس لینے ہوئے تحقیقات شروع کیں بعد ازاں پاکستان میڈیکل اینڈ ڈینٹل کونسل اور کالج آف سرجنز اینڈ فزیٹینز سے بھی اس سلسلے میں رجوع کیا گیا۔ تحقیقات کے دوران یہ بات سامنے آئی کہ مذکورہ بالا ڈاکٹر اپنے نام کے ساتھ نا صرف پروفیسر اور ڈاکٹر لکھنے کے جائز نہیں بلکہ ان کی پہچان نہیں آئے، بی اوری، بی بی ایٹس، اولادزینہ کا انتخاب، قدم میں اضافے کے دعوے، آڈیو ٹرانس اور مہلہ جی جیسے امراض کے بارے میں مکمل خاتے اور علاج کے دعوے بے بنیاد ہیں۔ مسابقتی کمیشن کے چار رکنی بیچ چیئر پرسن دودھیہ خلیل، ڈاکٹر شہزاد ناصر، ڈاکٹر جو زف ولسن مہر اور اکرام الحق قریشی نے تفصیلی سماعت کے بعد فوری حکم امتناعی جاری کرتے ہوئے تمام چینلز اور زبانوں میں اس اشتہار پر پابندی لگائی اور میاں لیاقت کے وکلاء پر واضح کر دیا کہ قانون کے مطابق نہ صرف اس اشتہار کو تہہ میں کیا جائے بلکہ ڈاکٹر مذکورہ اپنے نام کے ساتھ ٹی وی ڈاکٹر لکھا کریں۔ انکار پروفیسر ہونے کا دعویٰ کرنا بے بنیاد ہے۔