

## **News Coverage of Press Release**

**"CCP ASKS FIRMS TO REFRAIN  
FROM DECEPTIVE MARKETING PRACTICES"**

## CCP chairperson directs firms to refrain from entering into RPM arrangements

### RECORDER REPORT

ISLAMABAD: The Chairperson Competition Commission of Pakistan (CCP) Rahat Kaunain Hassan has directed the companies/manufacturers to refrain from entering into arrangements of retail price maintenance (RPM), as it is a form of price fixation and anti-competitive practice.

The CCP held a learning and awareness session with the members of Overseas Investors Chambers of Commerce & Industry (OICCI) hosted by one of its members, Unilever Pakistan. The purpose of the session was to sensitise OICCI member firms on the importance of fair marketing practices and the repercussions of violating Section 10 of the Competition Act, 2010 for consumers, businesses, and the economy in general.

The Chairperson, CCP, Rahat Kaunain Hassan, who was accompanied by CCP Member, Mujtaba Ahmed Lodhi, and other senior officers, addressed the session while the General Secretary, OICCI, Abdul Aleem, and CEO of Unilever Pakistan, Amir Paracha, along with

his senior team members, and member undertakings of OICCI attended the session.

Speaking to the marketing firms, Rahat Kaunain Hassan particularly highlighted that undertakings must refrain from entering into arrangements of retail price maintenance (RPM) as it is a form of price fixing and globally, in the majority of the jurisdictions (EU, China, UK Australia, and various States in America), it is taken to be by object/nature anti-competitive, and, unless exempted for any particular efficiency grounds, it is generally taken as violative of competition law. She referred to the recent case of RPM amongst electronic home appliance manufacturers where CCP imposed a total penalty of more than PKR 1 billion.

She further added that the choice to offer forms of discount or package deals is an important part of the negotiating process with consumers, which should be left to dealers as per their own independent commercial decisions. This, coupled with the manufacturer fixing

bargaining power.

Addressing the session, the chairperson said that deceptive marketing practices have a direct impact on consumers and businesses and therefore, firms that are engaged in the business of marketing and selling consumer goods and services must avoid deceptive marketing practices while advertising their products and services. The objective of the Office of Fair Trade at CCP is not merely deterrence but encouraging compliance and corrective behaviour in enforcing the provisions of Section 10. The Chairperson shared that guidelines in light of the Commission's decision/precedence will be issued shortly to lend clarity and help understand the precautionary principles relating to deceptive marketing.

Responding to several questions from the participants, the chairperson informed that under the Act, the undertakings can seek advice and clarity from CCP on any actual competition matter where any potential violation is apprehended to avoid such violation. She urged businesses to come

forward and flag all aspects where any practice or policy is resulting in competition infringement or market distortions as CCP is committed to provide fair play to businesses.

On this occasion, Abdul Aleem acknowledged that the CCP is playing an active role in ensuring a competitive business environment, which is a prerequisite for conducive foreign investment climate. Amir Paracha, CEO Unilever Pakistan, and his team thanked the CCP for arranging the advocacy session and acknowledged that CCP plays a critical role in keeping the industry grounded, fair and objective while protecting the interests of the stakeholders.

At the session, the CCP representatives emphasized that while designing the marketing campaigns, firms must not make deceptive claims, hide important/material information, and/or use the competitors' patent designs, firm name, colour scheme, and registered trademark. Another presentation was also given on the overall framework of the Competition Act.

## CCP warns businesses against fixing similar retail prices

By Kalbe Ali

ISLAMABAD: The Competition Commission of Pakistan (CCP) has said that businesses should not maintain the same retail prices of identical products since every company has a different production cost and profitability model.

CCP Chairperson Rahat Kaunain Hassan has said that maintaining similar retail rates is a form of price fixing and diminishes consumers' bargaining power.

"Undertakings must refrain from entering into arrangements of retail price maintenance (RPM) and it was a form of price fixing globally," Ms Hassan said. "In EU, China, UK Australia, and some states in America, it is considered anti-competitive."

Speaking at an awareness session at the Overseas Investors Chamber of Commerce and Industry (OICCI) hosted by Unilever Pakistan, she said that unless exempted for any particular efficiency grounds, RPM is generally taken as violative of Competition Law.

She referred to the recent case of

RPM amongst electronic home appliance manufacturers where the regulator CCP imposed a combined penalty of over Rs1 billion.

She added that the choice to offer forms of discount or package deals is an important part of the negotiating process with consumers, which should be left to dealers as per their own independent commercial decisions.

The purpose of the session was to sensitise OICCI member companies on the importance of fair marketing practices and the repercussions of violating Section 10 of the Competition Act 2010

for consumers, businesses and the economy in general.

The CCP chairperson said that deceptive marketing practices have a direct impact on consumers and businesses and therefore, firms that are engaged in the business of marketing and selling consumer goods and services must avoid deceptive marketing practices while advertising their products and services.

The objective of the Office of Fair Trade at CCP is not merely deterrence but encouraging compliance and corrective behaviour in enforcing the pro-

visions of section 10.

The chairperson shared that guidelines in light of the commission's decision/precedence will be issued shortly to lend clarity and help understand the precautionary principles relating to deceptive marketing.

Responding to several questions from the participants, she informed that under the act the undertakings can seek advice and clarity from the CCP on any actual competition matter where any potential violation is apprehended to avoid such violation.

She urged businesses to come for-

ward and flag all aspects where any practice or policy is resulting in competition infringement or market distortions as CCP is committed to providing fair play to businesses.

The CCP emphasised that while designing the marketing campaigns, firms must not make deceptive claims, hide important/material information, and/or use the competitors' patent designs, firm name, colour scheme, and registered trademark. Another presentation was also given on the overall framework of the competition act.



## ■ VIOLATION

# CCP terms retail price maintenance anti-competition

By our correspondent

ISLAMABAD: The Competition Commission of Pakistan (CCP) has said that businesses must avoid entering into arrangements of retail price maintenance as it is a form of price fixing and diminishes consumer bargaining power.

"Undertakings must refrain from entering into arrangements of retail price maintenance (RPM) as it is a form of price fixing and globally, in majority of the jurisdictions (EU, China, UK Australia, and various States in America), it is taken to be by object/nature anticompetitive," said CCP Chairperson Rahat Kaunain Hassan. She added that unless exempted for any particular efficiency grounds, RPM was generally taken as a violation of competition law.

She referred to the recent case of RPM amongst electronic home appliance manufacturers where CCP imposed a total penalty of more than Rs1 billion. She further added that the choice to offer forms of discount or package deals was an important part of the negotiating process with consumers, which should be left to dealers as per their own independent commercial decisions. This, coupled with the manufacturer fixing prices, diminishes consumer bargaining power.

She was speaking at an awareness session held with the members of Overseas Investors Chambers of Commerce and Industry (OICCI) hosted by one of its members, Unilever Pakistan. The purpose of the session was to sensitise OICCI member firms on the importance of fair marketing practices and the repercussions of violating Section 10 of the Competition Act, 2010 for consumers, businesses, and the economy in general.

The chairperson was accompanied by CCP Member, Mujtaba Ahmed Lodhi, and other senior officers, while General Secretary, OICCI, Abdul Aleem, and CEO of Unilever Pakistan, Amir Paracha, along with his senior team members, and member undertakings of OICCI attended the session.

Addressing the session, the chairperson said that deceptive marketing practices have a direct impact on consumers and businesses and therefore, firms that were engaged in the business of marketing and selling consumer goods and services should avoid deceptive marketing practices while advertising their products and services.

"The objective of the Office of Fair Trade at CCP is not merely deterrence but encouraging compliance and corrective behaviour in enforcing the provisions of Section 10," she added. Guidelines in light of the

Continued on page 16

## CCP terms...

**Continued from page 15**  
Commission's decision/precedence would be issued shortly to lend clarity and help understand the precautionary principles relating to deceptive marketing.

Responding to several questions from the participants, she informed that under the Act, the undertakings could seek advice and clarity from CCP on any actual competition matter where any potential violation was apprehended to avoid such violation.

She urged businesses to come forward and flag all aspects where any practice or policy was resulting in competition infringement or market distortions as CCP was committed to provide fair play to businesses.

Abdul Aleem acknowledged that CCP was playing an active role in ensur-

ing a competitive business environment, which was a prerequisite for conducive foreign investment climate.

Unilever Pakistan CEO Amir Paracha and his team thanked the CCP for arranging the advocacy session and acknowledged that CCP plays a critical role in keeping the industry grounded, fair and objective while protecting the interests of the stakeholders.

At the session, CCP representatives emphasised that while designing the marketing campaigns, firms should not make deceptive claims, hide important/material information, and/or use the competitors' patent designs, firm name, colour scheme, and registered trademark. Another presentation was also given on the overall framework of the Competition Act.



## CCP asks firms to refrain from deceptive marketing practices

OUR STAFF REPORTER  
ISLAMABAD

The Competition Commission of Pakistan (CCP) has asked firms to refrain from deceptive marketing practices.

The Competition Commission of Pakistan (CCP) held a learning and awareness session with the members of Overseas Investors Chambers of Commerce & Industry (OICCI) hosted by one of its members, Unilever Pakistan. The purpose of the session was to sensitize OICCI member firms on the importance of fair marketing practices and the repercussions of violating Section 10 of the Competition Act, 2010 for consumers, businesses, and the economy in general.

Chairperson CCP Ms Rahat Kaunain Hassan, who was accompanied by CCP Member Mujtaba Ahmed Lodhi, and other senior officers, addressed the session while the General Secretary, OICCI, Abdul Aleem, and CEO of Unilever Pakistan, Amir Paracha, along with his senior team members, and member undertakings of OICCI attended the session. Addressing the session, the chairperson

said that deceptive marketing practices have a direct impact on consumers and businesses and therefore, firms that are engaged in the business of marketing and selling consumer goods and services must avoid deceptive marketing practices while advertising their products and services. The objective of the Office of Fair Trade at CCP is not merely deterrence but encouraging compliance and corrective behaviour in enforcing the provisions of Section 10. The chairperson shared that guidelines in light of the Commission's decision/precedence will be issued shortly to lend clarity and help understand the precautionary principles relating to deceptive marketing.

Responding to several questions from the participants, the chairperson informed that under the Act, the undertakings can seek advice and clarity from CCP on any actual competition matter where any potential violation is apprehended to avoid such violation. She urged businesses to come forward and flag all aspects where any practice or policy is resulting in competition infringement or market dis-

tortions as CCP is committed to provide fair play to businesses.

Speaking to the marketing firms, she particularly highlighted that undertakings must refrain from entering into arrangements of retail price maintenance (RPM) as it is a form of price fixing and globally, in the majority of the jurisdictions (EU, China, UK Australia, and various

CCP playing active role in ensuring competitive business environment

States in America), it is taken to be by object/nature anticompetitive, and, unless exempted for any particular efficiency grounds, it is generally taken as violative of competition law. She referred to the recent case of RPM amongst electronic home appliance manufacturers where CCP imposed a total penalty of more than PKR 1 billion. She further added that the choice to offer forms of discount or pack-

age deals is an important part of the negotiating process with consumers, which should be left to dealers as per their own independent commercial decisions. This, coupled with the manufacturer fixing prices, diminishes consumer bargaining power.

On this occasion, Abdul Aleem acknowledged that CCP is playing an active role in ensuring a competitive business environment, which is a prerequisite for conducive foreign investment climate. Amir Paracha, CEO Unilever Pakistan, and his team thanked the CCP for arranging the advocacy session and acknowledged that CCP plays a critical role in keeping the industry grounded, fair and objective while protecting the interests of the stakeholders.

At the session, CCP representatives emphasized that while designing the marketing campaigns, firms must not make deceptive claims, hide important/material information, and/or use the competitors' patent designs, firm name, colour scheme, and registered trademark. Another presentation was also given on the overall framework of the Competition Act.



## CCP asks firms to refrain from deceptive marketing practices

### STAFF REPORTER

### ISLAMABAD

The Competition Commission of Pakistan (CCP) held a learning and awareness session with the members of Overseas Investors Chambers of Commerce & Industry (OICCI) hosted by one of its members, Unilever Pakistan. The purpose of the session was to sensitize OICCI member firms on the importance of fair marketing practices and the repercussions of violating Section 10 of the Competition Act, 2010 for consumers, businesses, and the economy in general.

The Chairperson, CCP, Ms. Rahat Kainain Hassan, who was accompanied by CCP Member, Mr. Mujtaba Ahmed Lodhi, and other senior officers,

addressed the session while the General Secretary, OICCI, Mr Abdul Aleem, and CEO of Unilever Pakistan, Mr. Amir Paracha, along with his



senior team members, and member undertakings of OICCI attended the session.

Addressing the session, the Chairperson said that deceptive marketing practices have a direct impact on consumers and businesses and therefore, firms that are engaged in the business of marketing and selling consumer goods and services must avoid deceptive marketing practices

while advertising their products and services. The objective of the Office of Fair Trade at CCP is not merely deterrence but encouraging compliance and corrective behaviour in enforcing the provisions of Section 10. The Chairperson shared that guidelines in light of the Commission's decision/precedence will be issued shortly to lend clarity and help understand the precautionary principles relating to deceptive marketing.

Responding to several questions from the participants, the Chairperson informed that under the Act, the undertakings can seek advice and clarity from CCP on any actual competition matter where any potential violation is apprehended to avoid such violation.



## Firms asked to refrain from deceptive marketing practices

### F.P. Report

ISLAMABAD: The Competition Commission of Pakistan (CCP) held a learning and awareness session with the members of Overseas Investors Chambers of Commerce & Industry (OICCI) hosted by one of its members, Unilever Pakistan. The purpose of the session was to sensitize OICCI member firms on the importance of fair marketing practices and the repercussions of violating Section 10 of the Competition Act, 2010 for consumers, businesses, and the economy in general.

The Chairperson, CCP, Ms. Rahat Kaunain Hassan, who was accompanied by CCP Member, Mr. Mujtaba Ahmed Lodhi, and other senior officers, addressed the session while the General Secretary, OICCI, Mr. Abdul Aleem, and CEO of Unilever Pakistan, Amir Paracha, along with his senior team members, and member undertakings of OICCI attended the session.

Addressing the session, the Chairperson said that

deceptive marketing practices have a direct impact on consumers and businesses and therefore, firms that are engaged in the business of marketing and selling consumer goods and services must avoid deceptive marketing practices while advertising their products and services. The objective of the Office of Fair Trade at CCP is not merely deterrence but encouraging compliance and corrective behaviour in enforcing the provisions of Section 10. The Chairperson shared that guidelines in light of the Commission's decision/precedence will be issued shortly to lend clarity and help understand the precautionary principles relating to deceptive marketing.

Responding to several questions from the participants, the Chairperson informed that under the Act, the undertakings can seek advice and clarity from CCP on any actual competition matter where any potential violation is apprehended to avoid such violation. She urged businesses to come forward and flag all

aspects where any practice or policy is resulting in competition infringement or market distortions as CCP is committed to provide fair play to businesses.

Speaking to the marketing firms, she particularly highlighted that undertakings must refrain from entering into arrangements of retail price maintenance (RPM) as it is a form of price fixing and globally, in majority of the jurisdictions (EU, China, UK Australia, and various States in America), it is taken to be by object/nature anticompetitive, and, unless exempted for any particular efficiency grounds, it is generally taken as violative of competition law. She referred to the recent case of RPM amongst electronic home appliance manufacturers where CCP imposed a total penalty of more than PKR 1 billion. She further added that the choice to offer forms of discount or package deals is an important part of the negotiating process with consumers, which should be left to dealers as per their own

independent commercial decisions. This, coupled with the manufacturer fixing prices, diminishes consumer bargaining power.

On this occasion, Mr. Abdul Aleem acknowledged that CCP is playing an active role in ensuring a competitive business environment, which is a prerequisite for conducive foreign investment climate. Mr. Amir Paracha, CEO Unilever Pakistan, and his team thanked the CCP for arranging the advocacy session and acknowledged that CCP plays a critical role in keeping the industry grounded, fair and objective while protecting the interests of the stakeholders.

At the session, CCP representatives emphasized that while designing the marketing campaigns, firms must not make deceptive claims, hide important/material information, and/or use the competitors' patent designs, firm name, colour scheme, and registered trademark. Another presentation was also given on the overall framework of the Competition Act.

## CCP asks firms to refrain from deceptive marketing practices

ISLAMABAD: The Competition Commission of Pakistan (CCP) held a learning and awareness session with the members of Overseas Investors Chambers of Commerce & Industry (OICCI) hosted by one of its members, Unilever Pakistan. The purpose of the session was to sensitize OICCI member firms on the importance of fair marketing practices and the repercussions of violating Section 10 of the Competition Act, 2010 for consumers, businesses, and the economy in general.

The Chairperson, CCP, Ms. Rahat Kaunain Hassan, who was accompanied by CCP Member, Mr. Mujtaba Ahmed Lodhi, and other senior officers, addressed the session while the General Secretary, OICCI, Mr. Abdul

Aleem, and CEO of Unilever Pakistan, Mr. Amir Paracha, along with his senior team members, and member undertakings of OICCI attended the session.

Addressing the session, the Chairperson said that deceptive marketing practices have a direct impact on consumers and businesses and therefore, firms that are engaged in the business of marketing and selling consumer goods and services must avoid deceptive marketing practices while advertising their products and services. The objective of the Office of Fair Trade at CCP is not merely deterrence but encouraging compliance and corrective behaviour in enforcing the provisions of Section 10. The Chairper-

son shared that guidelines in light of the Commission's decision/precedence will be issued shortly to lend clarity and help understand the precautionary principles relating to deceptive marketing.

Responding to several questions from the participants, the Chairperson informed that under the Act, the undertakings can seek advice and clarity from CCP on any actual competition matter where any potential violation is apprehended to avoid such violation. She urged businesses to come forward and flag all aspects where any practice or policy is resulting in competition infringement or market distortions as CCP is committed to provide fair play to businesses.

Speaking to the marketing firms, she particularly highlighted that undertakings must refrain from entering into arrangements of retail price maintenance (RPM) as it is a form of price fixing and globally, in the majority of the jurisdictions (EU, China, UK, Australia, and various States in America), it is taken to be by object/nature anticompetitive, and, unless exempted for any particular efficiency grounds, it is generally taken as violative of competition law. She referred to the recent case of RPM amongst electronic home appliance manufacturers where CCP imposed a total penalty of more than PKR 1 billion. She further added that the choice to offer forms of discount or package deals is an important part of



the negotiating process with consumers, which should be left to dealers as per their own independent commercial decisions. This, coupled with the manufacturer fixing prices, diminishes consumer bargaining power.

On this occasion, Mr. Abdul Aleem acknowledged that CCP is playing an active role in ensuring a competitive business environment, which is

a prerequisite for conducive foreign investment climate. Mr. Amir Paracha, CEO Unilever Pakistan, and his team thanked the CCP for arranging the advocacy session and acknowledged that CCP plays a critical role in keeping the industry grounded, fair and objective while protecting the interests of the stakeholders.

At the session, CCP representatives emphasized that while designing the marketing campaigns, firms must not make deceptive claims, hide important/material information, and/or use the competitors' patent designs, firm name, colour scheme, and registered trademark. Another presentation was also given on the overall framework of the Competition Act.



## سی سی پی کا او آئی سی سی آئی ممبران کیلئے آگاہی سیشن کا انعقاد

ممبر فرمز کو درست مارکیٹنگ پریکٹیسز کی اہمیت، کمپنیشن ایکٹ کی خلاف ورزی کے نتائج سے آگاہ کیا گیا۔

کرتے ہوئے کہا کنزیومر گڈز اور سروسز اور ان کی تشہیر میں مصروف کاروباری اداروں کو دھوکہ دہی پر مبنی تشہیری طریقوں سے گریز کرنا چاہیے، کمیشن کے فیصلوں کی روشنی میں تیار کی گئی گائیڈ لائنز جلد ہی جاری کی جائے گی۔ او آئی سی سی آئی کے جنرل سیکرٹری عبدالعلیم نے سی سی پی کے کمپیٹیٹو کاروباری ماحول کو یقینی بنانے کے لیے فعال کردار کو سراہا، اس موقع پر سی سی پی کے فریم ورک پر بھی ایک مفصل پریزنٹیشن پیش کی گئی۔

اسلام آباد (نامہ نگار) کمپنیشن کمیشن آف پاکستان (سی سی پی) نے اوور سیز انویسٹرز چیمبرز آف کامرس اینڈ انڈسٹری (او آئی سی سی آئی) کے ممبران کے ساتھ ایک آگاہی سیشن کا انعقاد کیا۔ اس آگاہی سیشن کے انعقاد کا مقصد او آئی سی سی آئی کی ممبر فرمز کو درست مارکیٹنگ پریکٹیسز کی اہمیت اور کمپنیشن ایکٹ کے سیکشن 10 کی خلاف ورزی کی صورت میں نتائج سے آگاہ کرنا تھا۔ چیئر پرسن سی سی پی راحت کونین حسن نے سیشن سے خطاب

## سی سی پی اداروں کو شفافیت فراہم کرنے میں پر عزم راحت کونین

کاروباری ادارے مسابقتی معاملے پر مشورہ یا وضاحت طلب کر سکتے ہیں، چیئر پرسن سی سی پی

اسلام آباد (خصوصی رپورٹر) مسابقتی کمیشن | کونین حسن کا کہنا ہے کہ مسابقتی ایکٹ کے تحت آف پاکستان (سی سی پی) کی چیئر پرسن راحت | کاروباری ادارے کسی بھی (باقی صفحہ 4 نمبر 2)

CS Scanned with CamScanner

### راحت کونین

مسابقتی معاملے پر سی سی پی سے مشورہ یا وضاحت طلب کر سکتے ہیں۔ سی سی پی کاروباری اداروں کو فیئر پلے فراہم کرنے کے لئے پر عزم ہے۔ اس حوالے سے گذشتہ روز یہاں سے جاری کردہ اعلامیہ کے مطابق ان خیالات کا اظہار انہوں نے اورینر انویسٹرز چیئرمین آف کامرس اینڈ انڈسٹری (او آئی سی آئی) کے ممبران کے ساتھ منعقدہ ایک آگاہی سیشن میں شرکاء کے سوالات کے جوابات دیتے ہوئے کیا۔

CS Scanned with CamScanner



## سی سی پی کا او آئی سی سی آئی کے ممبران کے ساتھ آگاہی سیشن

اسلام آباد (نمائندہ خصوصی) کمپیشن کمیشن آف پاکستان (سی سی پی) نے اوور سیز انویسٹرز چیئرمینز آف کامرس اینڈ انڈسٹری (او آئی سی سی آئی) کے ممبران کے ساتھ ایک آگاہی صفحہ 5 پر بقیہ نمبر 30

CS Scanned with CamScanner

## بقیہ 30 آگاہی سیشن

سیشن کا انعقاد کیا جس کی میزبانی او آئی سی سی آئی کے ممبر یونی لیور نے کی۔ چیئر پرسن سی سی پی راحت کونین حسن نے ممبر سی سی پی مجتبیٰ احمد لودھی اور سینئر آفیسرز کے ساتھ اس سیشن سے خطاب کیا جبکہ او آئی سی سی آئی کے جنرل سیکرٹری عبدالعلیم اور یونی لیور پاکستان کے سی ای او عامر پراچہ نے بھی اپنے سنیر ٹیم ممبران کے ساتھ سیشن میں شرکت کی۔

CS Scanned with CamScanner

## CCP کی تجارتی مراکز کو دھوکا دہی پر مبنی تشہیر سے باز رہنے کی تشبیہ

مقصد کمپلائنس، اصلاحی رویوں کی حوصلہ افزائی کرنا ہے، راحت حسن

کے سیشن 10 کی خلاف ورزی کی صورت میں نتائج سے آگاہ کرنا تھا۔ چیئر پرسن سی سی پی راحت کونین حسن نے ممبری سی پی جیٹی احمد لودھی اور سینئر آفیسرز کیساتھ اس سیشن سے خطاب کیا جبکہ او آئی سی سی آئی کے جنرل سیکرٹری عبدالعلیم اور یونی لیور پاکستان کے سی ای او عامر پراچہ نے بھی اپنے سینئر ٹیم ممبران کیساتھ سیشن میں شرکت (باقی صفحہ 9 بقیہ نمبر 22)

اسلام آباد (اوصاف نیوز) کمپیشن کیشن آف پاکستان (سی سی پی) نے اور سیز انویسٹرز چیئرمینز آف کامرس اینڈ انڈسٹری (او آئی سی سی آئی) کے ممبران کیساتھ ایک آگاہی سیشن کا انعقاد کیا جس کی میزبانی او آئی سی سی آئی کے ممبر یونی لیور نے کی۔ اس آگاہی سیشن کے انعقاد کا مقصد او آئی سی سی آئی کی ممبر فرمز کو درست مارکیٹنگ پریکٹسز کی اہمیت اور کمپیشن ایکٹ

CS Scanned with CamScanner

## اوصاف راحت حسن 22

کی۔ چیئر پرسن سی سی پی راحت کونین حسن نے سیشن سے خطاب کرتے ہوئے کہا کہ دھوکا دہی پر مبنی تشہیر صارفین اور کاروباری اداروں کو براہ راست متاثر کرتی ہے اس لئے کنزیومر گڈز اور سروسز اور ان کی تشہیر میں مصروف کاروباری اداروں کو دھوکا دہی پر مبنی تشہیری طریقوں سے گریز کرنا چاہیے۔

CS Scanned with CamScanner



## سی سی پی کا او آئی سی سی آئی ممبران کیساتھ آگاہی سیشن

سی سی پی کی کارروباری اداروں کو دھوکا دہی پر مبنی تشہیر سے باز رہنے کی تنبیہ

اسلام آباد (نئی بات رپورٹ) کمپنیشن کمیشن آف پاکستان (سی سی پی) نے اوور سیز انویسٹرز چیمبرز آف کامرس اینڈ انڈسٹری (او آئی سی سی آئی) کے ممبران کیساتھ ایک آگاہی سیشن کا انعقاد کیا جس کی میزبانی او آئی سی سی آئی کے ممبر یونی لیور نے کی۔ اس آگاہی سیشن کے انعقاد کا مقصد او آئی سی سی آئی کی ممبر فرمز کو درست مارکیٹنگ پریکٹیسز کی اہمیت اور کمپنیشن ایکٹ کے سیکشن 10 کی خلاف ورزی کی صورت میں نتائج سے آگاہ کرنا تھا۔ چیئر پرسن سی سی پی راحت کونین حسن نے ممبر سی سی پی مجتبیٰ احمد لودھی اور سینئر آفیسرز کے ساتھ اس سیشن سے خطاب کیا۔

## سی سی پی کی کاروباری اداروں کو دھوکا دہی پر مبنی تشہیر روکنے کی تنبیہ

### کمیشن کے فیصلوں کی روشنی میں تیار گائیڈ لائنز جلد ہی جاری کی جائے گی، راحت کونین

اسلام آباد (جناح نیوز) کمیشن آف پاکستان (سی سی پی) نے اوور سیز انویسٹرز چیئرمین آف کامرس اینڈ انڈسٹری (او آئی سی سی آئی) کے ممبران کے ساتھ ایک آگاہی سیشن کا انعقاد کیا جس کی میزبانی او آئی سی سی آئی کے ممبر یونی لیور نے کی۔ اس آگاہی سیشن کے انعقاد کا مقصد او آئی سی سی آئی کی ممبر فرمز کو درست مارکیٹنگ پریکٹیسز کی اہمیت اور کمپنیشن ایکٹ کے سیکشن 10 کی خلاف ورزی کی صورت میں نتائج سے آگاہ کرنا تھا۔ چیئر پرسن سی سی پی راحت کونین حسن نے سیشن سے خطاب کرتے ہوئے کہا کاروباری اداروں کو دھوکا دہی پر مبنی تشہیری طریقوں سے گریز کرنا چاہیے۔ سی سی پی کے آفس آف فینئر ٹریڈ کا بنیادی مقصد یہی ہے کہ کمپلائنس اور اصلاحی رویوں کی حوصلہ افزائی کی جائے۔ انہوں نے مزید کہا کہ اس سلسلے میں کمیشن کے فیصلوں کی روشنی میں تیار کی گئی گائیڈ لائنز جلد ہی جاری کی جائے گی۔



## CCP روڈی اڈا کو دھوکہ دہی پر مبنی تشہیر سے باز رہنے کی تہذیب

کنز یومر گڈز اور سروسز اور ان کی تشہیر میں مصروف کاروباری اداروں کو دھوکہ دہی پر مبنی تشہیری طریقوں سے گریز کرنا چاہیے

کاروباری اداروں کو ریشیل پرائس میٹیننس (آر پی ایم) جیسے معاملات میں ملوث ہونے سے لازمی گریز کرنا چاہیے، سی سی پی

اسلام آباد (نامہ نگار خصوصی) کمپینیشن کمیشن آف پاکستان (سی سی پی) نے اورینٹل انویسٹمنٹس چیئرمین آف کامرس اینڈ انڈسٹری (او آئی سی سی آئی) کے ممبران کے ساتھ ایک آگاہی سیشن کا انعقاد کیا جس کی میزبانی او آئی سی سی آئی کے ممبر یونی لیور نے کی، اس آگاہی سیشن کے انعقاد کا مقصد او آئی سی سی آئی کی ممبر فرمز کو درست مارکیٹنگ پریکٹس کی اہمیت اور کمپینیشن ایکٹ کے سیکشن 10 کی خلاف ورزی کی صورت میں نتائج سے آگاہ کرنا تھا۔ چیئرمین سی سی پی راحت کونین حسن نے ممبر سی سی پی پی جی احمد اودھی اور سینئر آفیسرز کے ساتھ اس سیشن سے خطاب کیا جبکہ او آئی سی سی آئی (باقی صفحہ 8 بقیہ نمبر 41)

CS Scanned with CamScanner

41

سی سی پی

بقیہ

سی سی آئی کے جنرل سیکرٹری عبدالعلیم اور یونی لیور پاکستان کے سی ای او عامر پراچہ نے بھی اپنے سینئر ممبران کے ساتھ سیشن میں شرکت کی۔ چیئرمین سی سی پی راحت کونین حسن نے سیشن سے خطاب کرتے ہوئے کہا کہ دھوکہ دہی پر مبنی تشہیر صارفین اور کاروباری اداروں کو براہ راست متاثر کرتی ہے۔

CS Scanned with CamScanner