



2024



DIGEST OF DECISIONS

OF THE CENTRAL CONSUMER PROTECTION AUTHORITY (CCPA)



**CONSUMER
RIGHTS**

THE CHAIR ON CONSUMER LAW
NATIONAL LAW UNIVERSITY DELHI

Established by

DEPARTMENT OF CONSUMER AFFAIRS
GOVERNMENT OF INDIA





MESSAGE

It gives me great pleasure to note that the Chair on Consumer Law at National Law University Delhi, established by the Department of Consumer Affairs, has prepared the Digest of Decisions of the Central Consumer Protection Authority (CCPA) 2024.

The Central Consumer Protection Authority (CCPA), established on 24 July 2020 under the Consumer Protection Act, 2019, represents one of India's most significant institutional reforms in the domain of consumer protection. As the country's apex authority for safeguarding consumer rights, the CCPA is entrusted with wide-ranging regulatory, investigative and enforcement powers to protect consumers from unfair trade practices, misleading advertisements, and violations of consumer rights. It is empowered to conduct inquiries and investigations, undertake *Suo moto* action, order recall hazardous goods and unsafe services, direct discontinuation or modification of deceptive advertisements, impose penalties on erring entities, and issue safety notices to caution consumers.

Over the years, the CCPA has undertaken significant interventions across major sectors including e-commerce, healthcare, FMCG, food and beverages, travel and hospitality, education, and digital services. Its actions have addressed diverse consumer concerns such as deceptive advertisements by coaching institutes, hidden cancellation charges, dark patterns, fake online reviews, unsafe or substandard goods, misleading nutritional and health claims, opaque subscription models, false real-estate representations, refund failures etc. A hallmark of the CCPA's approach has been its focus on clarity, compliance, and ethical conduct, reflected in the issuance of robust regulatory guidelines. These include the Guidelines for Prevention of Misleading Advertisements and Endorsements, the Dark Patterns Guidelines, guidelines to curb greenwashing and due-diligence obligations for advertisers, manufacturers, and service providers. The Authority has also issued targeted advisories on Schedule-E Ayurvedic drugs, wireless jammers, illegal betting promotions, corrosive acids, and unsafe car seat-belt alarm stoppers.

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The CCPA's proactive actions during the COVID-19 pandemic were especially noteworthy, as it cracked down on false claims - such as "COVID-curing" products like bedsheets etc. - and issued key guidelines during this period. The Authority also played a vital role in ensuring that travel companies and airlines refunded consumers for tickets cancelled due to lockdowns, resulting in ₹1,454 crores being returned to passengers. Since its establishment, the CCPA has issued numerous notices, conducted major investigations, and passed significant enforcement orders, strengthening consumer rights and promoting safer digital marketplaces. It has also declared mandatory restaurant service charges an unfair trade practice and taken Suo moto action against violators. Alongside these efforts, its initiatives - such as a voluntary e-commerce Safety Pledge, right-to-repair consultations, and the promotion of online dispute resolution and mediation - have helped build a transparent, fair, and consumer-centric regulatory environment.

The Authority's stakeholder engagement has been equally noteworthy. The CCPA has collaborated closely with State Chief Secretaries, District Collectors, voluntary consumer organisations, law schools, industry bodies, and regulatory counterparts. Its outreach efforts - press conferences, workshops, national consumer-rights events, and have significantly strengthened nationwide consumer awareness.

The present Digest brings together the CCPA's key interventions, offering a clear and reliable account of its decisions, reasoning, and regulatory priorities. By providing both concise summaries and the full text of orders, it serves as an essential resource for policymakers, consumer organisations, academics, legal practitioners, businesses, and citizens seeking to understand the evolving landscape of consumer protection in India.

I commend the Chair on Consumer Law at National Law University Delhi for its impactful work through training, research, and close collaboration with the Department of Consumer Affairs and the CCPA, which has strengthened consumer-law scholarship and public awareness. The Digest of Decisions of the CCPA 2024 represents an important step toward greater transparency and understanding, and I am confident it will further empower consumers, encourage responsible business practices, and support a more informed and rights-aware society.


(Pralhad Joshi)

बी. एल. वर्मा

उपमोक्ता मामले, खाद्य और सार्वजनिक वितरण एवं
सामाजिक न्याय और अधिकारिता राज्य मंत्री
भारत सरकार



B. L. VERMA
MINISTER OF STATE FOR
CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION &
SOCIAL JUSTICE AND EMPOWERMENT
GOVERNMENT OF INDIA



Message

I am pleased to note the publication of the *Digest of Decisions of the CCPA 2024*, prepared by the Chair on Consumer Law at the National Law University, Delhi. This digest comes at a time when India's consumer-protection framework is evolving rapidly to address emerging market dynamics and technological advancements.

Since its establishment on 24 July 2020, the CCPA has emerged as the central regulator for consumer rights across goods, services, and online platforms and has not only issued important regulatory frameworks but has also undertaken concrete enforcement actions to protect consumer rights. Through its regulatory, supervisory, and enforcement functions, the CCPA has played a pivotal role in building a more accountable, transparent, and consumer-friendly marketplace. A notable example is the issue of mandatory "service charges" earlier being imposed by restaurants, which the Authority identified as an unfair trade practice. The CCPA's guidelines on this matter were also upheld in Delhi High Court's judgment in March 2025.

On the enforcement front, the Authority continues to issue notices, undertake investigations, and pass orders against misleading advertisements and unfair trade practices. Its introduction of forward-looking frameworks, such as the dark-patterns guidelines, further strengthens a safe and transparent digital marketplace. Collectively, these measures underscore the CCPA's expanding and deepening commitment to consumer protection.

The CCPA has also advanced several stakeholder-oriented initiatives, including a **voluntary Safety Pledge** for e-commerce platforms - now adopted by major marketplace players - to strengthen product and service safety. It has undertaken consultations on the "right to repair," promoted online dispute-resolution systems, and encouraged the use of mediation under the Act, signalling a shift from traditional product-safety and advertising concerns toward broader reforms in the digital-services economy.

This Digest will serve as a useful reference for businesses, consumer groups, academia, regulators, and citizens by providing clear insights into the CCPA's jurisprudence and priorities.

I congratulate the Department of Consumer Affairs and the Chair on Consumer Law, NLU Delhi, for this contribution and look forward to its continued role in empowering consumers and advancing fair market practices.


(B L Verma)



Message

I extend my appreciation to the *Chair on Consumer Law* at National Law University Delhi for preparing the *Digest of Decisions of the Central Consumer Protection Authority (CCPA) 2024* under the aegis of the Department of Consumer Affairs.

The CCPA stands at the forefront of consumer welfare in India, acting against unfair practices and misleading representations that harm consumer interests. Through its adjudicatory and enforcement powers, the Authority ensures that businesses operate responsibly and that consumer rights remain protected in an increasingly dynamic marketplace.

This publication will serve as a practical and educative tool for consumers, legal practitioners, and industry participants alike. By consolidating key decisions of the CCPA in an accessible format, the Digest reinforces the government's commitment to protecting consumer interests and ensuring fair market practices.

I commend the team for their dedication in compiling this important resource and hope that its annual publication will further strengthen the consumer protection ecosystem in the country.

(Nimuben Bambhaniya)

निधि खरे, भा.प्र.से.
NIDHI KHARE, I.A.S.



सचिव
भारत सरकार
उपभोक्ता मामले विभाग
Secretary
Government of India
Department of Consumer Affairs

MESSAGE

I am delighted to see the *Chair on Consumer Law* at National Law University Delhi bring out the *Digest of Decisions of the Central Consumer Protection Authority (CCPA) 2024*.

The CCPA is the cornerstone of India's modern consumer protection framework. By monitoring market conduct, taking enforcement actions, and issuing guidelines to curb misleading advertisements and unfair trade practices, the Authority ensures that consumer confidence and welfare remain central to the nation's economic growth.

The Digest captures, in a concise and accessible form, the essence of CCPA's decisions that seek to uphold consumer rights and ensure fair conduct in the marketplace. It is a vital step towards institutional transparency and knowledge dissemination, enabling researchers, policymakers, and citizens to engage more meaningfully with the evolving landscape of consumer law enforcement.

I congratulate the Chair on Consumer Law for this initiative and look forward to the continued collaboration between the Department of Consumer Affairs, CCPA and academic institutions in advancing consumer empowerment and market fairness.

A handwritten signature in blue ink, appearing to read "Nidhi Khare", is written over a white background.

(Nidhi Khare)

Chief Commissioner,
Central Consumer Protection Authority
20th November, 2025

Prof. (Dr.) Sushila
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National Law University Delhi (NLUD)
&
Research Director
Centre for Study of Consumer Law & Policy, NLUD
&
Project Director
Chair on Consumer Law, NLUD



About the Digest

It is with great pleasure that I present the inaugural Digest of Decisions of the Central Consumer Protection Authority (CCPA), 2024, prepared under the aegis of the Chair on Consumer Law at National Law University Delhi, set up by the Department of Consumer Affairs, Government of India.

The Consumer Protection Act, 2019, which came into effect on 20 July 2020, ushered in a strengthened framework to protect, promote and enforce the rights of consumers as a class. One of its most significant innovations was the establishment of a dedicated regulatory authority—the Central Consumer Protection Authority (CCPA). The CCPA was conceived as a guardian of consumer interests, entrusted with regulating violations of consumer rights, curbing misleading advertisements, and addressing unfair trade practices that adversely affect consumers and the public at large.

Since its inception, the CCPA has consistently worked to advance consumer protection and empowerment. Through the enforcement of progressive legislative provisions, it strives to ensure that no person engages in any practice relating to the sale of goods or services that contravenes the mandate of the Act. Its role extends from proactive oversight to responsive intervention, reflecting a holistic commitment to safeguarding consumer welfare.

The Authority exercises a wide range of powers and performs several vital functions. It undertakes inquiries and investigations into violations of consumer rights and unfair trade practices, files complaints before Consumer Commission, reviews emerging issues relating to consumer protection, and recommends the adoption of international best practices. It also promotes research and public awareness on consumer rights, issues safety notices regarding hazardous or unsafe goods or services, advises Central and State Government Ministries on consumer welfare measures, and issues guidelines to prevent unfair trade practices.

In carrying out its mandate, the CCPA is further empowered to conduct investigations into violations of consumer rights, direct recall of goods, initiate refunds or discontinuation of harmful practices, and order modification or cessation of misleading advertisements. Where necessary, it may also impose penalties to ensure deterrence and promote a fair marketplace.

The CCPA, since its establishment, has played a pivotal role in safeguarding consumer rights and addressing unfair trade practices, misleading advertisements, and violations that undermine the trust of consumers. The year 2024 has witnessed several important interventions by the Authority, which merit systematic documentation and wider dissemination.

This Digest brings together the key decisions of the CCPA rendered during 2024, along with concise summaries designed to provide clarity and accessibility. It is our endeavour to ensure that consumers, practitioners, businesses, regulators, and policymakers alike are able to appreciate the significance of these decisions and draw guidance from them.

Going forward, this Digest will be prepared on an annual basis, with the aim of creating an evolving repository of CCPA's jurisprudence. We hope that this initiative will contribute to greater awareness, promote compliance, and strengthen the framework of consumer protection in India.

On behalf of the Chair on Consumer Law, NLUD, I extend my sincere appreciation to all those who contributed to this publication, particularly student volunteers, and reaffirm our commitment to advancing research, dissemination, and stakeholder engagement in the field of consumer law.



Prof. (Dr.) Sushila



About the Chair on Consumer Law at NLU Delhi

The Chair on Consumer Law was established at the National Law University, Delhi by the Department of Consumer Affairs, Ministry of Consumer Affairs, Food & Public Distribution, Government of India in the year 2019.

The primary objective of the NLU Consumer Chair is to facilitate better protection of consumers' rights, interests and welfare by promoting research, teaching and training in the area of consumer protection and consumer welfare.

The Chair undertakes outreach programmes in the form of workshops, seminars, publications and training programmes for academics, professionals, government officials, members of consumer fora, Voluntary Consumer Organisations (VCO/NGOs) etc. Besides, the Chair also undertakes rigorously consumer advocacy initiatives in collaboration with academia, VCOs/NGOs etc. As a think tank, the Chair sends its suggestions to the policy makers relating to law and policy, besides participating in the law-making process by being a member of various drafting committees.

The Chair also organizes Certificate Courses in Consumer Law and Practice for students, academia, lawyers, members of VCOs etc. with a view to strengthen consumer protection regime in India.

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In Re: Case against Idle Brain e-Tail with regard to sale of domestic pressure cookers without ISI mark, decided by Central Consumer Protection Authority on 19.01.2024

CCPA Penalizes Idle Brain e-Tail for Sale of Non-ISI Pressure Cookers; Orders Recall of Defective Units

Key Highlights

- Sale of non-compliant pressure cookers found in violation of mandatory Quality Control Order.
- CCPA directs recall of nine defective units, reimbursement to consumers, and imposes ₹1,00,000 penalty.
- Order reinforces strict liability of e-commerce sellers for ensuring product safety and quality compliance.

Summary

The Central Consumer Protection Authority (CCPA) initiated suo moto proceedings against Idle Brain e-Tail for selling domestic pressure cookers without the mandatory ISI mark as required under the Domestic Pressure Cooker (Quality Control) Order, 2020. The order, which came into effect on 1 February 2021, made it compulsory for all domestic pressure cookers sold in India to conform to IS 2347:2017 standards, and any non-compliant product is considered “defective” under the Consumer Protection Act, 2019.

Despite repeated notices issued in 2021, 2022 and 2023, the company initially failed to respond. It finally replied in December 2023, admitting that it had sold nine units of the Pristine brand pressure cooker through Amazon but denying responsibility for 465 units reported by Flipkart, attributing those sales to another seller, Sohil Impex.

At the hearing in January 2024, the company tendered an unconditional apology, accepted responsibility for the nine sales on Amazon, and expressed readiness to recall the units and compensate affected customers. It denied any involvement in the Flipkart sales, though the address recorded for the Flipkart seller matched its own, creating some suspicion.

After considering the submissions, the CCPA held that sale of non-standard pressure cookers was a violation of the Quality Control Order, which directly compromises consumer safety and infringes their rights to safe products and to be protected against unfair trade practices.



Even though the scale of admitted sales was limited to nine units, the Authority emphasized that any sale of unsafe products is unacceptable, particularly in the case of household items like pressure cookers which pose high safety risks. Accordingly, the CCPA directed Idle Brain e-Tail to recall the nine defective units sold on Amazon, reimburse the customers, and submit a compliance report within thirty days. The company was also penalized with a fine of ₹1,00,000, payable to the Department of Consumer Affairs.

This order underscores that sellers on e-commerce platforms, including resellers, are responsible for ensuring compliance with compulsory quality standards, and even small-scale violations can lead to recalls and penalties where consumer safety is at stake.

**In Re: Suo Moto case against Yatra Online Limited (Yatra),
decided by Central Consumer Protection Authority on
14.02.2024**

CCPA Directs Expedited COVID-19 Refunds: Yatra Online Limited and Airlines Told to Clear All Pending Consumer Claims

Key Highlights

- CCPA intervenes amid massive consumer complaints, mandating Yatra Online Limited and airlines to fast-track all pending COVID-19 ticket refunds.
- Yatra Online Limited refunded ₹1,318 crore; residual cases to be resolved through proactive consumer outreach and airline coordination.
- Order reinforces obligation of intermediaries and airlines to ensure fair, transparent, and timely refunds in line with Supreme Court directions.

Summary

The Central Consumer Protection Authority (CCPA) took up a suo moto case against Yatra Online Limited after numerous complaints on the National Consumer

Helpline regarding non-refund of air tickets cancelled due to the COVID-19 lockdown. Yatra initially argued that, under the DGCA circular of October 2020, the primary responsibility for refunds lay with the airlines and that travel agents like itself only passed on amounts once received from airlines. However, CCPA directed the company to explain what steps it had taken to expedite refunds, disclose pending refunds, and clearly communicate the refund process to consumers.



Yatra reported that out of over 1.44 lakh bookings affected by the lockdown, a large number had been refunded but tens of thousands remained unresolved, either because airlines had not refunded the amounts or because consumers had not provided their bank details, or opted to exchange tickets directly with airlines. Orders passed by CCPA in 2021 and 2022 required Yatra to actively contact customers, update its website with clear refund procedures, and launch a campaign to collect missing details so that pending refunds could be settled.



Over time, the number of pending cases reduced significantly, but delays persisted due to airlines' non-cooperation and customer inaction. Hearings held throughout 2023 involved several airlines who were issued notices by CCPA, some of whom contended that Yatra had not provided required documentation on time. By early 2024, Yatra stated that it had refunded around ₹1,318 crore for over 1.26 lakh bookings, bringing the pendency down from 36,000 in mid-2021 to just over 5,300. Of these, 127 cases involving ₹38.8 lakh were still pending with airlines, while over 5,200 cases worth about ₹27 crore were held up due to non-availability of consumer bank details.

CCPA, while noting the progress, emphasized that both airlines and intermediaries must ensure consumers are not left without refunds, as unjust enrichment in such situations is impermissible. It referred to the Supreme Court's decision in *Pravasi Legal Cell v. Union of India* (2020), which had mandated full refunds for tickets cancelled during the lockdown period, with credit shells allowed only at the option of passengers. Yatra's practice of charging convenience fees was also scrutinized, with the company defending it as necessary to cover operational costs, though CCPA underscored that such charges must remain fair and transparent.



In its final directions dated 14 February 2024, the CCPA ordered airlines to expedite refunds in the 127 pending cases and report compliance. Yatra was instructed to proactively approach consumers in the 5,362 pending cases and resolve them quickly, including through coordination with NCH. To facilitate consumer access, a "Claim your Covid-19 Refund" hyperlink was also to be created on the NCH portal, redirecting complainants to Yatra's refund page. The company was required to submit a final compliance report within thirty days.

In sum, the order reflects CCPA's insistence that both airlines and travel agents must fulfill their obligations fairly and transparently, ensuring consumers receive timely refunds for cancelled travel, particularly in extraordinary circumstances like the pandemic.

In Re: Case against Kaya Limited regarding misleading advertisement decided by Central Consumer Protection Authority on 18.03.2024

CCPA Fines Kaya Limited for Misleading ‘CoolSculpting’ Claims; Orders Withdrawal and Correction of Advertisements

Key Highlights

- FDA approval found limited to specific body areas and BMI ≤ 30 ; no clearance for full-body or weight-loss claims.
- CCPA holds Kaya’s “easy inch loss” and visual depictions to be exaggerated, misleading, and violative of the 2019 Act and 2022 Ad Guidelines.
- Kaya was directed to withdraw misleading ads, clearly disclose limitations and lack of Indian clinical trials, and pay a penalty of ₹3,00,000.

Summary

The Central Consumer Protection Authority (CCPA) received a complaint against Kaya Limited regarding misleading advertisements about its “CoolSculpting” machine, which was promoted as an easy and non-surgical way to achieve fat or inch loss across the body. The complainant alleged that the pictorial representations and claims amounted to false promises of significant fat or weight loss. Kaya denied the allegations, stating that its advertisements were consistent with information provided by the manufacturer, Zeltic Aesthetics Inc., whose technology is US-FDA approved. Kaya claimed it never advertised CoolSculpting as a weight-loss method but only as a fat-reduction procedure, and further argued that it had the necessary regulatory approvals, including import licenses from CDSCO, to use the equipment in India.

On examining the material, the CCPA found that the FDA clearance for CoolSculpting is limited to specific parts of the body such as the abdomen, flanks, thighs, arms and under the chin, and only for individuals with a Body Mass Index (BMI) of 30 or less. No clearance exists for full-body application, nor had Kaya provided clinical evidence of effectiveness in the Indian demographic. The investigation by BIS also confirmed that Kaya's use of the term "easy inch loss" and its visual claims went beyond what was scientifically validated, and customer feedback evidence was not produced. The Authority observed that such representations exaggerated the scope of the procedure, concealed important limitations, and misled consumers, which amounted to a violation under Section 21 of the Consumer Protection Act, 2019 and the 2022 Guidelines for Prevention of Misleading Advertisements.

CCPA emphasized that consumer rights include being fully informed about the scope, efficacy, and risks of such procedures, and that exaggerated claims using foreign approvals without appropriate disclaimers in India constitute unfair trade practices. Since Kaya's advertisements on social media had a large outreach, misleading lakhs of potential consumers, the Authority held the company accountable.

Accordingly, CCPA directed Kaya Limited to withdraw all misleading advertisements relating to CoolSculpting and strictly ensure that future advertisements clearly mention the specific body areas where the procedure is approved, the BMI limitation, that it is only for focal fat deposits and not for weight loss, and that there is no FDA clearance for use across the entire body in India. Further, consumers must be informed about the absence of clinical trials on the Indian population. For violation of these standards and publishing misleading advertisements, Kaya was also penalized with a fine of ₹3,00,000 and directed to submit a compliance report within 15 days.

**1 CUP BEFORE BED
LOST 40 LBS
IN 1 MONTH!**

In Re: Maluka IAS (Malukas Coaching OPC Pvt. Ltd) regarding Misleading Advertisement, decided by Central Consumer Protection Authority on 28.05.2024

CCPA Penalizes Maluka IAS for Misleading UPSC Claims; Orders Immediate Withdrawal of False Advertisements

Key Highlights

- “120+ selections” and “Guaranteed Prelims & Mains” found to be unsubstantiated and deceptive, with only 2 of 136 candidates having taken paid courses.
- CCPA orders immediate withdrawal of misleading advertisements and imposes a ₹3,00,000 penalty for violating the Consumer Protection Act.
- Institute admitted that the advertisement was inappropriate; CCPA stresses protection of students from false promises in high-stakes exams.

Summary

The Central Consumer Protection Authority (CCPA) took up a suo moto case against Maluka IAS (Malukas Coaching OPC Pvt. Ltd.) for publishing misleading advertisements on its website that claimed “120+ selections in UPSC CSE 2022” and offered “Guaranteed Prelims & Mains.” A preliminary inquiry by CCPA revealed that the institute concealed critical information regarding the nature of courses taken by successful candidates and falsely gave an impression of guaranteed success. No substantiation was provided in the advertisement to justify these claims, making it a clear case of misleading advertisement under the Consumer Protection Act, 2019.

In response to the CCPA's notice, Maluka IAS argued that the guarantee was conditional and linked to internal test performance, and that refunds were available if assurances were not met.



They claimed to have never represented that mere enrollment in the Institute would guarantee success in UPSC exams. They also provided names of 136 successful students from their Institute who cleared UPSC CSE 2022. However, investigation by the Director General showed that 134 of these candidates had only attended a free interview guidance programme and not the paid courses being advertised. Only 2 had enrolled in paid courses. The guarantee claims were found to be misleading since no prerequisite conditions were mentioned in the advertisements, and aspirants were being misled into believing that enrollment alone guaranteed UPSC success.

During hearings, the institute admitted that the advertisement was inappropriate, accepted responsibility, and claimed to have removed the misleading content from its website. It assured compliance in future and argued that reappearance of the earlier advertisement was accidental. Nonetheless, the CCPA concluded that the claims of “120+ selections out of the 933 totals selections” and “Guaranteed Prelims & Mains” were false and deceptive, as they concealed material facts and misrepresented the quality of services, thereby luring aspirants into admissions under false pretenses.

Given the seriousness of misleading students in such a highly competitive exam that attracts over 11 lakh applicants annually, CCPA directed Maluka IAS to discontinue the impugned advertisements across all platforms immediately. A penalty of ₹3,00,000 was imposed on the institute for publishing these misleading advertisements which affected the consumers as a class, and it was further directed to submit compliance report and penalty amount within 15 days.



In Re: Case against Budge Budge Refineries Ltd. regarding Misleading Advertisement, decided by Central Consumer Protection Authority on 30.05.2024

CCPA Flags Misleading ‘Doctor’s Choice’ Edible Oil Ads; Orders Prominent Disclaimers to Prevent Perceived Medical Endorsement

Key Highlights

- Brand name, doctor imagery, and health claims found to mislead consumers without mandatory FSSAI disclaimers.
- After FSSAI confirmed non-compliance, company withdrew earlier ads and updated labels; CCPA orders 3mm prominent disclaimer across all media.
- Future violations may attract penalties up to ₹50 lakh under the Consumer Protection Act, 2019.

Summary

The Central Consumer Protection Authority (CCPA) examined a complaint filed against Budge Budge Refineries Ltd. for misleading advertisements of its edible oil product “Doctor’s Choice.” The complaint alleged that the advertisements misled consumers by using the name “Doctor’s Choice” in a manner suggesting endorsement by medical professionals, by displaying visuals of a person dressed as a doctor, and by claiming that the oil contained MUFA and PUFA which kept the heart healthy while simultaneously promoting fried food. Importantly, the advertisement carried no mandatory disclaimer under the Food Safety and Standards (Advertising and Claims) Regulations, 2018, which requires clear disclosure that such names are only brand names and do not represent the true nature of the product.

In response to CCPA's notice, the company argued that "Doctor's Choice" is their long-standing registered trademark used in the commercial market for edible vegetable oil (since 1999), that disclaimers were already being displayed on packaging, and that health-related claims about MUFA and PUFA were permitted under FSSAI Regulations. The company also submitted laboratory reports and other documents to show compliance and stated that it had modified its advertisements to include clearer disclaimers. During hearings, the company accepted that its advertisements had been altered and assured that disclaimers were being added across all media platforms and product packaging.



The matter was also referred to FSSAI, which confirmed that the earlier advertisements were misleading and not compliant with Schedule II of the FSSAI Regulations. FSSAI issued an improvement notice, after which the company withdrew its misleading advertisements and rectified the labels. CCPA found that although corrective steps had since been taken, the company had indeed misled consumers by earlier failing to provide appropriate disclaimers and by implying medical endorsement.

Accordingly, CCPA directed Budge Budge Refineries Ltd. to ensure that the disclaimer stating “This is only a brand name or trademark and does not represent its true nature” is prominently displayed in not less than 3mm font size on all labels and advertisements of the brand “Doctor’s Choice.” The Authority also warned that any subsequent violations could attract a penalty of up to fifty lakh rupees under Section 21 of the Consumer Protection Act, 2019.



In Re: Edu Tap Learning Solutions regarding Misleading Advertisement and Unfair Trade Practice, decided by Central Consumer Protection Authority on 12.06.2024

CCPA Penalizes EduTap for Misleading RBI Grade B Results Claim; Orders Immediate Withdrawal of Advertisements

Key Highlights

- “144 selections” claim found misleading, as only 87 candidates had taken paid courses; others joined only free interview guidance.
- Use of RBI emblem in ads created false impression of endorsement, violating consumer-protection norms.
- EduTap was directed to discontinue all misleading ads and pay a ₹3,00,000 penalty with compliance due in 15 days.

Summary

The Central Consumer Protection Authority (CCPA) initiated suo moto proceedings against Edu Tap Learning Solutions after observing advertisements on its official YouTube and Telegram channels claiming “144 selections in RBI Grade B Exam 2023.” A preliminary inquiry found that while EduTap projected these results as evidence of its coaching effectiveness, the advertisements concealed critical details about the courses actually taken by successful candidates. The material suggested that aspirants could be misled into believing that enrolling in EduTap’s paid courses directly translated into such results.

On being issued notice, EduTap defended its position, stating that the advertisements were true, genuine, and not intended to mislead, emphasizing that they acknowledged only playing a “small part” in candidates’ success. The company submitted details of the 144 students

claiming that most were paid course enrollees, while some were part of free initiatives. However, investigation by the Director General revealed that only 87 out of the 144 had purchased any paid course, while 57 had only joined the Free Interview Guidance Programme, which is taken after candidates clear both Prelims and Mains independently. Some of those counted had purchased EduTap courses years earlier, unconnected to their latest attempt.

The CCPA found that the advertisements had deliberately concealed this crucial information and misrepresented EduTap's role, creating a misleading impression that all 144 selected candidates were products of its paid coaching. The Authority also noted that EduTap used the official emblem of the Reserve Bank of India in its publicity, thereby suggesting affiliation or endorsement which did not exist. Such practices were held to constitute both "misleading advertisement" and "unfair trade practice" under the Consumer Protection Act, 2019.

Taking into account the large number of aspirants who appear for RBI Grade B every year and the wide reach of EduTap's platforms, the CCPA concluded that the misleading claims had the potential to seriously affect consumers as a class. Accordingly, EduTap was directed to immediately discontinue the impugned advertisements across all media and was penalized with a fine of ₹3,00,000.

The company was also instructed to submit the penalty amount and a compliance report within 15 days of the order.



In Re: Suo Moto case against InterGlobe Aviation Ltd., decided by Central Consumer Protection Authority on 19.06.2024

CCPA Directs IndiGo to Improve Transparency in Seat Allocation and Web Check-In Following Passenger Complaints

Key Highlights

- Over 800 consumer complaints examined; issues flagged on damaged baggage, cancellations, and misleading seat-selection prompts.
- CCPA finds lack of clear communication that passengers can check in without paying for a seat despite DGCA guidelines.
- IndiGo directed to introduce clear, unambiguous web check-in messaging and file a compliance report within 15 days.

Summary

The Central Consumer Protection Authority (CCPA) initiated suo moto proceedings against InterGlobe Aviation Ltd. (IndiGo Airlines) after receiving numerous consumer grievances on the National Consumer Helpline about luggage damage, last-minute flight cancellations, inadequate assistance during delays, and poor customer service. The Authority also noted issues such as unfair seat allocation practices, confirm-shaming on the IndiGo app, lack of transparent communication on seat assignment, and 813 registered complaints, of which 234 were unresolved. In response, IndiGo claimed that all NCH complaints had been resolved and defended its seat allocation system, explaining that “Seat Select” is an optional unbundled service permitted by the Directorate General of Civil Aviation (DGCA) under its April 2024 circular. IndiGo maintained that passengers are always guaranteed a seat without extra payment, but those wishing to choose specific seats may pay additional charges.

It also argued that the app's travel assistance feature was optional, provided by a third party, and never intended to create fear or guilt, adding that the wording of the pop-up had been modified from "No, I will take the risk" to "No, I will not add to the trip" to remove bias. IndiGo further submitted that seat selection and "skip" options were clearly displayed on its website and app and that its practices were in line with DGCA guidelines. The CCPA, after examining the submissions, observed that while IndiGo had rectified some issues, including modifying the confirm-shaming language, there was still a lack of clear communication during web check-in about the fact that passengers could complete the process without choosing a preferred seat, as seats would otherwise be auto-assigned. Referring to the DGCA circular, which requires services offered as add-ons to be described clearly and without ambiguity, CCPA held that IndiGo's system still risked misleading passengers.

Accordingly, CCPA directed IndiGo to ensure full compliance with the DGCA circular and to examine the feasibility of introducing a distinct and unambiguous feature in the web check-in process clearly informing consumers that they can check in without selecting a paid seat. IndiGo was ordered to submit a compliance report within fifteen days.



**In Re: Suo Moto case against Yatra Online Limited (Yatra),
decided by Central Consumer Protection Authority on
27.06.2024**

CCPA Orders Yatra Online Limited to Clear All Pending Covid-19 Refunds; Directs Dedicated NCH Call Support for Consumer Outreach

Key Highlights

- 4,837 consumer cases (₹2.52 crore) still pending due to expired payment modes; 98 bookings (₹31.79 lakh) stuck with airlines.
- Yatra Online Limited to set up five dedicated NCH calling seats for two months to proactively obtain consumer bank details and process refunds.
- CCPA mandates immediate resolution of airline-pending cases and submission of a detailed compliance report within 60 days.

Summary

The Central Consumer Protection Authority (CCPA) continued proceedings against Yatra Online Limited (Yatra) regarding long-pending refunds for air tickets cancelled during the Covid-19 lockdown. Despite earlier directions, a large number of refunds were still unresolved. As of June 21, 2024, Yatra reported that 98 bookings worth about ₹31.79 lakh were pending with airlines, while 4,837 bookings amounting to over ₹2.52 crore remained unresolved because the original mode of payment had expired and fresh bank details from consumers were awaited. Yatra informed the Authority that it had reduced pendency from over 36,000 cases in July 2021 to 4,837 cases by June 2024. It had engaged a tele-calling agency through the National Consumer Helpline (NCH) to reach passengers, with calls attempted to over 3,600 consumers, of which nearly 2,000 could be contacted and 160 refunds processed. However, the arrangement ended in June 2024 after the agreement expired. Yatra also explained that it had spent around ₹7 lakh on these dedicated calls, but some airlines, including Ethiopian and Etihad Airways, had refused refunds for certain tickets, amounting to about ₹22 lakh, on grounds such as expiry or purging of records.

After hearing both Yatra and representatives of Air Arabia, which confirmed readiness to process some pending cases, the CCPA directed Yatra to resolve the 98 airline-pending refunds immediately and submit detailed tabular information on passengers, booking origins, intermediaries, and airlines that denied refunds. Yatra was also instructed to proactively address the 4,837 pending consumer cases by setting up five dedicated calling seats at the NCH for two months, fully funded by the company, to inform passengers and collect necessary details for processing refunds. A final compliance report must be submitted within 60 days.

The order underlines the CCPA's focus on ensuring that consumers receive timely refunds and that travel platforms like Yatra remain accountable for coordinating with airlines and taking proactive measures to protect consumer rights.



In Re: Case against Plutus IAS and Yojana IAS regarding Misleading Advertisement, decided by Central Consumer Protection Authority on 05.07.2024

CCPA Penalizes Plutus IAS & Yojana IAS for Misleading UPSC Result Claims; Orders Immediate Withdrawal of Deceptive Advertisements

Key Highlights

- Institutes falsely projected top UPSC ranks as outcomes of their coaching while concealing actual course participation of candidates.
- Claims like “Best IAS Coaching” found unsubstantiated; continued misuse of candidate photos despite assurances.
- CCPA directs complete withdrawal of misleading ads and imposes a ₹3,00,000 penalty, with compliance due in 15 days.

Summary

The Central Consumer Protection Authority (CCPA) initiated suo moto proceedings against Plutus IAS and Yojana IAS, both owned by Argasia Education Pvt. Ltd., for publishing misleading advertisements relating to the UPSC Civil Services Examination 2021 results. The institutes had claimed top ranks as their own achievements without disclosing which courses the successful candidates had opted for, and also advertised themselves as the “Best IAS Coaching in Delhi, Hyderabad, Noida, Patna, and Lucknow” without substantiation.

During inquiry, CCPA found that many of the rank-holders highlighted in the advertisements had only appeared for free mock interviews or test series rather than full-fledged paid courses, and in some cases had not attended any session at all. The institutes admitted that they did not maintain proper records, citing loss of data due to theft of hard drives, and conceded that not mentioning the course details could mislead aspirants. They further claimed that it was not customary in the industry to specify courses in advertisements, but agreed to stop using such claims after being issued notice.

Despite these assurances, the investigation revealed that the institutes continued to use names, photographs, and ranks of successful candidates on their website without disclosing course details, thereby deliberately concealing vital information that could mislead aspirants into believing that all such candidates had taken their paid coaching. The CCPA observed that this amounted to false and misleading advertisements, violating consumer rights under the Consumer Protection Act, 2019, and that ignorance of the law was no excuse. It also held that the claim of being the “Best IAS Coaching” was unsubstantiated and deceptive.

Considering the scale of the UPSC examination, which attracts around 11 lakh candidates annually, and the wide reach of the institutes through multiple social media platforms, the Authority concluded that such misleading practices adversely affected consumers as a class. Accordingly, CCPA directed Plutus IAS and Yojana IAS to discontinue all such advertisements immediately across print, electronic, and online platforms, and imposed a penalty of ₹3,00,000 on the institutes. A compliance report along with proof of penalty payment was ordered to be submitted within fifteen days.

BEST IAS COACHING IN DELHI

OUR SUCCESSFUL CANDIDATES

 Divya Mishra AIR- 28	 Divyanshu Choudhary AIR- 30	 Anjali Shrotriya AIR- 44	 Nikhil Mahajan AIR- 80
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Many More

8448440231

PLUTUS IAS
www.plutusias.com

The advertisement features a background image of the Lion Capital of Ashoka on the dome of the Parliament Building in Delhi, with the Indian national flag flying in front. The text is overlaid on this image.

In Re: M/s Hindware Home Innovation Ltd. regarding misleading advertisement, decided by Central Consumer Protection Authority on 08.07.2024

CCPA Fines Hindware for Misleading ‘Lifetime Warranty’ Claim; Orders Immediate Withdrawal and Clear Disclosure of Actual Warranty Terms

Key Highlights

- “Lifetime Warranty” found misleading, as actual coverage was limited (10 years, specific parts) and disclosed only post-purchase.
- CCPA directs removal of all such claims and mandates upfront clarity on real warranty terms in all advertisements.
- Hindware was penalized ₹1,00,000, with compliance and proof of payment required within 15 days.

Summary

The Central Consumer Protection Authority (CCPA) took suo moto action against Hindware Home Innovation Ltd. after noticing that the company was advertising a “Lifetime Warranty” on several chimneys and sinks on its official website and e-commerce platforms. A preliminary inquiry found that the warranty claim was vague, with no clear upfront disclosure of its actual scope or duration. Instead, the company defined “lifetime” as 10 years and restricted coverage only to specific parts, such as the motor of chimneys, while concealing these limitations in manuals provided only after purchase. The Authority observed that such representations falsely described the products, gave a misleading guarantee, and concealed material information, thereby violating provisions of the Consumer Protection Act, 2019. In its response, Hindware argued that warranty details were available in product manuals and that consumers were expected to understand these before purchase. It further contended that other brands used similar terminology and that it was only following industry practice.

However, the company admitted that the “Lifetime Warranty” claim had marketing value and assured that it had since removed the term from its website and platforms, replacing it with specific warranties such as “2 years comprehensive; 10 years on motor.” Investigation by the Director General confirmed that the misleading term was still in use until February 2024, which could have significantly influenced consumer decisions.

After reviewing the submissions and investigation findings, CCPA held that the use of “Lifetime Warranty” amounted to a false and misleading advertisement. It noted that the Consumer Protection (E-Commerce) Rules, 2020 specially provided for all information relating to return, refund, warranty, etc. to be clearly stated upfront in advertisements and e-commerce platforms, and not hidden in manuals after purchase, since guarantees and warranties directly impact consumer choice. Considering the fact that chimneys and sinks are widely used household products, and Hindware deliberately concealed important information as to the nature, substance or quality of its products, the Authority stressed that such misleading claims could affect a large class of consumers.

Accordingly, CCPA directed Hindware to discontinue the misleading advertisement with immediate effect across all print and electronic media and imposed a penalty of ₹1,00,000. The company was also ordered to submit penalty payment and a compliance report within fifteen days.



In Re: Case against Zoo Bee/Mowak with regard to sale of toys without ISI mark, decided by Central Consumer Protection Authority on 11.07.2024

CCPA Orders Recall of 513 Non-Compliant Toys Sold by Zoo Bee/Mowak; Imposes Penalty for Violating Mandatory BIS Standards

Key Highlights

- Seller found marketing toys without the mandatory BIS mark, posing safety risks to children.
- CCPA directs recall and full reimbursement for all 513 units sold; imposes a ₹50,000 penalty.
- Ignorance of Quality Control norms rejected—mandatory standards must be met before sale.

Summary

The Central Consumer Protection Authority (CCPA) initiated a suo moto case against Zoo Bee/ Mowak after it was found selling toys on Amazon without the mandatory Bureau of Indian Standards (BIS) mark required under the Toys (Quality Control) Order, 2020. Despite being issued notice in March 2023, the seller initially did not respond and later, in January 2024, admitted that it was unaware of the BIS certification requirement, claimed to have destroyed non-compliant stock, and requested leniency. Data provided by Amazon showed that 513 units of the impugned toy had been sold, generating seller revenue of ₹2,34,733. A BIS-led investigation confirmed that non-ISI toys, both electric and non-electric, were found and seized from the seller's premises, even while listings continued on Amazon.

At subsequent hearings, the proprietor of Zoo Bee reiterated that he was new to the business, had limited knowledge, and was now shifting to other employment. He gave an undertaking that he would not violate the Quality Control Order in the future.

The CCPA observed that selling toys without compliance to mandatory standards posed serious risks to child safety and amounted to supplying defective goods under the Consumer Protection Act, 2019. It emphasized that ignorance of the law could not be accepted as a defence, especially when adequate time and consultation had preceded the enforcement of the QCO.

Accordingly, the CCPA directed Zoo Bee / Mowak to recall all 513 units of non-compliant toys sold, reimburse consumers for their purchases, and submit compliance within thirty days. Additionally, the seller was penalized ₹50,000 for violating the mandatory standards prescribed under the Toys (Quality Control) Order, 2020.



In Re: Case against Vijay Sales (India) Pvt. Ltd. regarding Misleading Advertisement, decided by Central Consumer Protection Authority on 12.07.2024

CCPA Fines Vijay Sales for Misleading iPad Price Advertisement; Orders Immediate Withdrawal and Stronger Internal Checks

Key Highlights

- Instagram/Facebook ads showed a lower price than the actual website price, misleading a large consumer base.
- Technical glitch” defence rejected—CCPA holds company responsible for accurate ad display across platforms.
- Vijay Sales directed to withdraw misleading ads, strengthen checks, and pay a ₹1,00,000 penalty with compliance in 15 days.

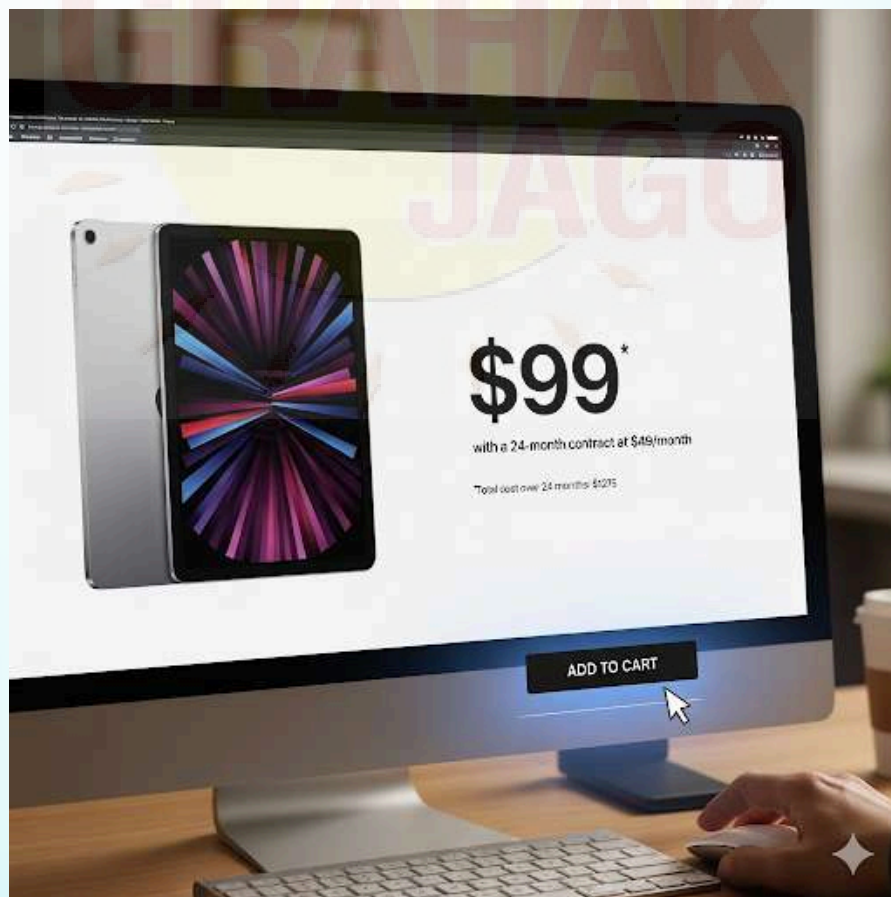
Summary

The Central Consumer Protection Authority (CCPA) examined a complaint against Vijay Sales (India) Pvt. Ltd. for a misleading advertisement concerning the Apple iPad Air 4th Gen on its online store and social media platforms. The complaint highlighted that while the product was advertised at a lower price on Instagram and Facebook, when consumers clicked through to the store’s website, the price shown was higher. A preliminary inquiry found that with over 106,000 Instagram followers and 531,000 Facebook followers, the misleading advertisement had wide reach and could deceive a large class of consumers.

In response, Vijay Sales argued that the error was not intentional but caused by a technical glitch in the integration of its product catalog with Facebook’s systems. It claimed that the mismatch was due to Meta’s Commerce Manager tool not syncing prices properly and submitted that Meta had acknowledged ongoing investigations into the issue. However, Meta informed CCPA that advertisers themselves are responsible for proper use of the tools, and that Vijay Sales had delayed providing necessary details to resolve the problem.

The Director General's investigation confirmed that the advertisement indeed displayed a misleading lower price compared to the actual sale price, which could constitute a violation of Section 2(28) of the Consumer Protection Act, 2019, and the 2022 Guidelines for Prevention of Misleading Advertisements. Though Vijay Sales maintained that there was no *mala fide* intent and that no consumer had been harmed, the CCPA noted that the advertisement remained live for about seven days, potentially influencing consumer decisions and benefiting the company.

Holding that it is the company's responsibility to maintain a robust system to prevent such errors, the CCPA directed Vijay Sales to immediately withdraw all misleading advertisements across media platforms and to establish stronger internal checks. A penalty of ₹1,00,000 was imposed on the company, with a requirement to submit compliance within fifteen days.



In Re: Sriram's IAS regarding Misleading Advertisement, decided by Central Consumer Protection Authority on 01.08.2024

CCPA Penalizes Sriram's IAS for Misleading UPSC Success Claims; Orders Immediate Withdrawal of Deceptive Advertisements

Key Highlights

- “200+ selections” and “India’s No.1 Institute” found exaggerated and unsubstantiated, with most highlighted candidates having joined only free programmes.
- CCPA directs immediate removal of misleading ads and imposes a ₹3,00,000 penalty, citing concealment of crucial course-participation details.
- Misleading representations held to misguide lakhs of UPSC aspirants, violating their right to truthful and transparent information.

Summary

The Central Consumer Protection Authority (CCPA) initiated suo moto proceedings against Sriram's IAS after noticing advertisements on its website claiming “200 plus selections in UPSC Civil Service Exam 2022” and describing itself as “India’s No.1 Prestigious UPSC/IAS Coaching Institute.” A preliminary inquiry found that the institute had not disclosed details of which courses the successful candidates had opted for, nor provided documents to substantiate the tall claims. It was therefore held that there existed a *prima facie* case of misleading advertisement under the Consumer Protection Act, 2019. In its reply, the institute admitted it had records of only 171 successful candidates, not 200+, and that the claim of being “India’s No.1” was only glorification meant to attract students. It later modified this to “India’s leading institute.”

The Director General's investigation revealed that out of 171 claimed candidates, only 9 had purchased full General Studies classroom courses, 55 had joined free test series, and 102 had merely enrolled for the free Interview Guidance Programme, which comes into play only after clearing both prelims and mains. Even top rankers like AIR 2, 9, 12, and 15 were only part of free programmes. Thus, the majority of students highlighted had not taken any paid course, and this crucial fact was concealed. The CCPA noted that such concealment and exaggeration created a false impression that all the successful candidates were products of Sriram's IAS's paid programmes, thereby misleading aspirants and their parents into believing that high success rates were linked to the expensive courses.

The Authority emphasized that consumer rights include the right to truthful and clear information, and that aspirants numbering over 11 lakh every year are particularly vulnerable to such misrepresentations.

Accordingly, the CCPA directed Sriram's IAS to discontinue the impugned advertisements immediately across all platforms and imposed a penalty of ₹3,00,000 for publishing false and misleading claims. The institute was ordered to submit proof of penalty payment and a compliance report within fifteen days.



In Re: Shankar IAS Academy regarding misleading advertisement, decided by Central Consumer Protection Authority on 14.08.2024

CCPA Fines Shankar IAS Academy for Misleading UPSC Success Claims; Orders Immediate Withdrawal of Deceptive Advertisements

Key Highlights

- Claims like “336 selections” and “Best IAS Academy” found misleading, with only 12 candidates having taken the full paid course.
- Majority of highlighted candidates had joined only free interview guidance or test series—crucial facts concealed from aspirants.
- CCPA directs immediate removal of all misleading ads and imposes a ₹5,00,000 penalty, with compliance due in 15 days.

Summary

The Central Consumer Protection Authority (CCPA) initiated suo moto proceedings against Shankar IAS Academy after noting advertisements on its website claiming “336 selections out of 933,” “40 candidates in Top 100,” “37 of 42 successful candidates from Tamil Nadu studied at the academy,” and branding itself the “Best IAS Academy in India.” A preliminary review showed that while the academy prominently displayed photographs and names of successful candidates, it concealed the specific programmes those candidates had actually attended, thereby creating a misleading impression. In its reply, the academy admitted that the candidates were enrolled in different programmes—prelims coaching, mains coaching, or the free interview guidance programme—but this was never disclosed in the advertisements.

The Director General's investigation revealed that of the 336 claimed selections, 221 candidates had only joined the free interview guidance programme after clearing prelims and mains independently, 106 had enrolled in test series, and only 12 had taken the full paid General Studies Prelims-cum-Mains course. These omissions made it appear as if all successful candidates were full-time paid students. The investigation also flagged inconsistencies in fee receipts and programme data submitted by the academy. CCPA held that this concealment and exaggeration constituted false and misleading advertisements under the Consumer Protection Act, 2019. It observed that the academy's use of toppers' names and photographs—without disclosing the limited nature of their engagement—misled UPSC aspirants into believing that their success stemmed from the academy's high-cost coaching programmes. Given that nearly 11 lakh aspirants sit for the UPSC annually, the Authority highlighted the heightened risk of such deception.

The CCPA therefore directed Shankar IAS Academy to cease all misleading advertisements across media platforms and imposed a penalty of ₹5,00,000, requiring submission of penalty proof and a compliance report within fifteen days.



In Re: Exide Industries Limited, decided by Central Consumer Protection Authority on 27.09.2024

CCPA Penalizes Exide for Unsubstantiated “India’s No. 1 Inverter Battery” Claim; Orders Withdrawal of Misleading Advertisements

Key Highlights

- “No. 1” claim found unsubstantiated, with Exide failing to provide audited data or the full third-party study it relied upon.
- Continued use of old ads without proper disclaimers deemed misleading and an unfair trade practice.
- CCPA directs immediate discontinuation of the claims and imposes a ₹2,00,000 penalty, with compliance due in 15 days.

Summary

The CCPA examined a complaint from ASCI against Exide Industries Ltd. for advertising its Exide Inva Tubular Battery as “India’s No. 1 Inverter Battery” on YouTube and its website. During the preliminary inquiry, Exide could not provide credible substantiation for this claim—no comparative market data, audited sales figures, or independent consumer surveys. Despite repeated notices, the company submitted only a limited CA certificate and later an unverified excel sheet from a third-party agency, while refusing to share the full underlying study on grounds of confidentiality. The DG’s investigation showed that Exide continued running older ads without disclaimers, and even in newer ads the disclaimer stating that the “No. 1” claim was based on market share was unsupported by valid evidence. Exide relied on sales volume and revenue but failed to provide audited financials or consumer-feedback studies. Its refusal to disclose the full report was held unjustified since Exide itself had commissioned and paid for the survey.

The CCPA concluded that the omissions and concealment amounted to a misleading advertisement under the Consumer Protection Act, 2019, as consumers were not given honest and verifiable information about the basis of the claim. It held that the exaggerated claim was likely to mislead consumers across India due to the wide reach of Exide batteries. Accordingly, the Authority directed Exide to discontinue the misleading advertisements on all platforms and imposed a penalty of ₹2,00,000, requiring proof of payment and compliance within fifteen days.



In Re: Anuj Jindal (M/s AJC Edutech Pvt. Ltd) regarding Misleading Advertisement and Unfair Trade Practice, decided by Central Consumer Protection Authority on 30.09.2024

CCPA Penalizes Anuj Jindal's AJC Edutech for Misleading RBI Grade B Claims and False "Guaranteed Success" Promotions

Key Highlights

- "180 selections" and "guaranteed job" claims found misleading, with 135 of 180 candidates enrolled only in free programmes.
- CCPA flags use of false guarantees and dark-pattern of false urgency, directing immediate removal of all deceptive ads.
- A ₹3,00,000 penalty imposed, with compliance and proof of payment required within 15 days.

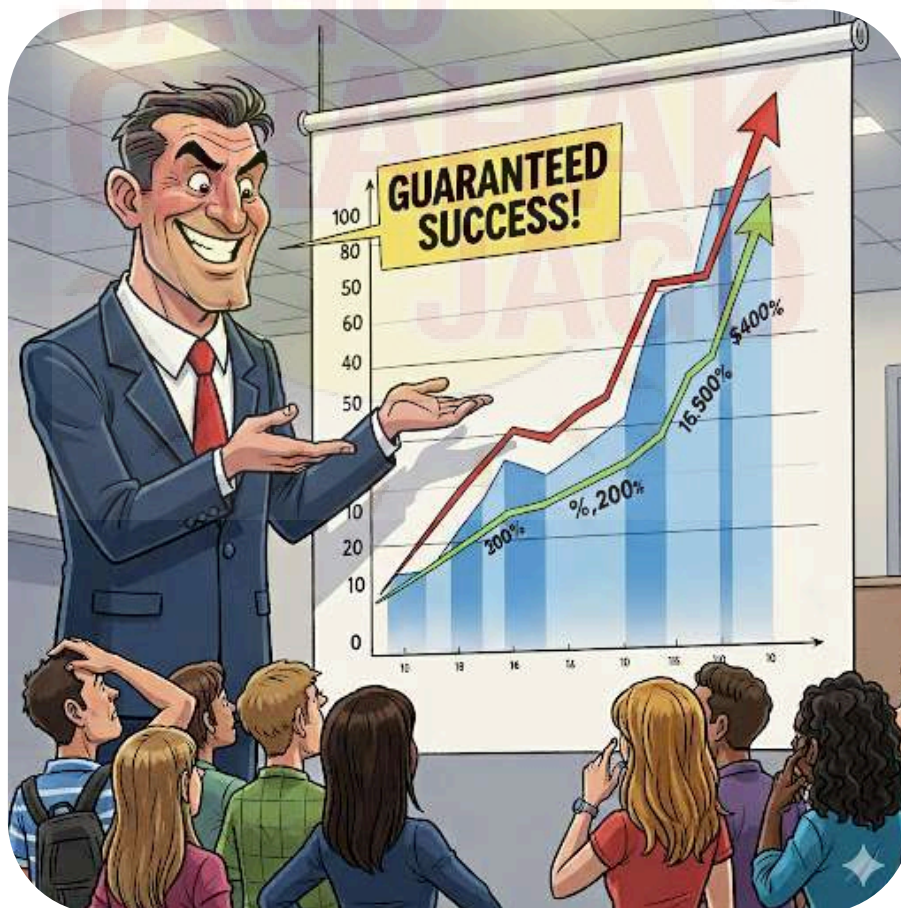
Summary

The Central Consumer Protection Authority (CCPA) initiated suo moto proceedings against Anuj Jindal (AJC Edutech Pvt. Ltd.) after observing advertisements on its website and YouTube channel claiming "180 selections in RBI Grade B Exam 2023" and promoting the "Octa 08 Winning Formula That Guarantees You Your Dream Job." A preliminary inquiry revealed that while the advertisements prominently displayed names and photographs of successful candidates, they concealed crucial details about which courses those candidates had actually undertaken.



Moreover, the use of terms like “guarantees” and the creation of false urgency through countdown timers amounted to unfair trade practices aimed at luring aspirants.

In its response, the company admitted that candidates had enrolled in a mix of paid and free programmes, including interview guidance and current affairs courses, but argued that there was no intent to mislead. The Director General’s investigation confirmed that out of 180 candidates, 135 had only joined free courses such as interview guidance or current affairs updates, while only 45 were paid course students. It also found that three candidates listed as successful had not availed any services from the institute at all. This deliberate concealment of material information, coupled with exaggerated guarantees of success, was held to be misleading under the Consumer Protection Act, 2019.



The CCPA concluded that the advertisements falsely described the service, gave false guarantees, concealed important information, and employed dark patterns of false urgency to manipulate aspirants. Given the wide outreach of the platform with 3.35 lakh YouTube subscribers and thousands of students registering annually, such misrepresentations were found to adversely impact a large class of vulnerable consumers.

Accordingly, the Authority directed AJC Edutech to discontinue the misleading advertisements immediately across all platforms and imposed a penalty of ₹3,00,000. The company was also ordered to submit the penalty amount and a compliance report within fifteen days.



Misleading and False “Guaranteed Success” Promotion

In Re: Drishti IAS (UPSC-2021 Results) regarding Misleading Advertisement, decided by Central Consumer Protection Authority on 30.09.2024

CCPA Fines Drishti IAS for Misleading UPSC Result Claims; Orders Immediate Withdrawal of Concealed-Course Advertisements

Key Highlights

- Out of 161 candidates, 148 joined only the free Interview Guidance Programme; crucial course details were concealed.
- “150+ selections” ads held misleading for implying paid-course success; CCPA directs immediate discontinuation.
- ₹3,00,000 penalty imposed, with proof of payment and compliance due within 15 days.

Summary

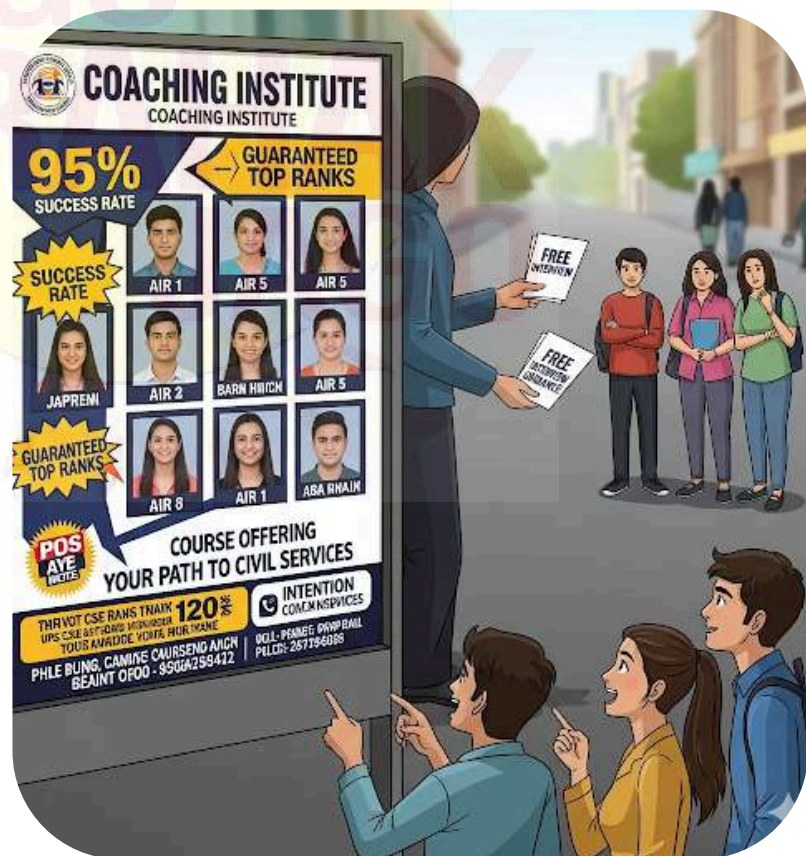
The Central Consumer Protection Authority (CCPA) took suo moto cognizance of advertisements published by Drishti IAS claiming “150+ selections in UPSC CSE 2021” and highlighting that many candidates had joined its mentorship, mains test series, or foundation courses. The advertisements prominently displayed names and photos of successful candidates but did not disclose the actual courses opted for by them. CCPA noted that this concealment could mislead aspirants into believing that the institute’s full-fledged paid programmes were responsible for these results, whereas most candidates had only attended short-term or free programmes such as the Interview Guidance Programme.

Drishti IAS, in its defence, argued that it had no intent to mislead and that the advertisements were more of congratulatory messages rather

than promotional campaigns. It stressed its long-standing reputation, free video lectures on YouTube, and the significance of interview guidance. However, the Director General's investigation revealed that out of 161 candidates cited, 148 had only enrolled in the Free Interview Guidance Programme, seven in the Free Mains Mentorship Programme, and only a handful in full courses. This information was not disclosed in the advertisements, thereby depriving potential aspirants of material facts necessary to make informed choices.

CCPA observed that by concealing the true nature of the courses taken by successful candidates, the institute had falsely described its services and engaged in unfair trade practices. The Authority emphasized that given the massive number of UPSC aspirants each year, such advertisements had the potential to seriously mislead consumers as a class.

Accordingly, CCPA held the advertisements to be misleading under Section 2(28) of the Consumer Protection Act, 2019, and directed Drishti IAS to discontinue them with immediate effect. A penalty of ₹3,00,000 was imposed on the institute, along with a requirement to submit the payment amount and a compliance report within fifteen days.



In Re: Case against Alternative Learning Systems (ALS) IAS regarding misleading advertisement, decided by Central Consumer Protection Authority on 17.10.2024

CCPA Imposes ₹10 Lakh Penalty on ALS IAS for Misleading UPSC Success Claims; Orders Immediate Withdrawal of Deceptive Advertisements

Key Highlights

- Claims like “156 selections” and “India’s largest coaching network” found false and unsubstantiated, with 108 of 127 candidates attending only the free interview programme.
- ALS cited 2022 selections even before official results, and concealed actual course participation of successful candidates.
- CCPA orders complete removal of misleading ads across all platforms and mandates penalty payment within 15 days.

Summary

The Central Consumer Protection Authority (CCPA) initiated suo moto proceedings against Alternative Learning Systems (ALS) IAS for publishing misleading advertisements on its website that claimed “156 total selections,” “4 in top 10,” “10 in top 150,” “India’s largest coaching network,” “3291+ successful candidates in past 21 years,” and “20% selection consistently every year.” The inquiry revealed that while ALS prominently



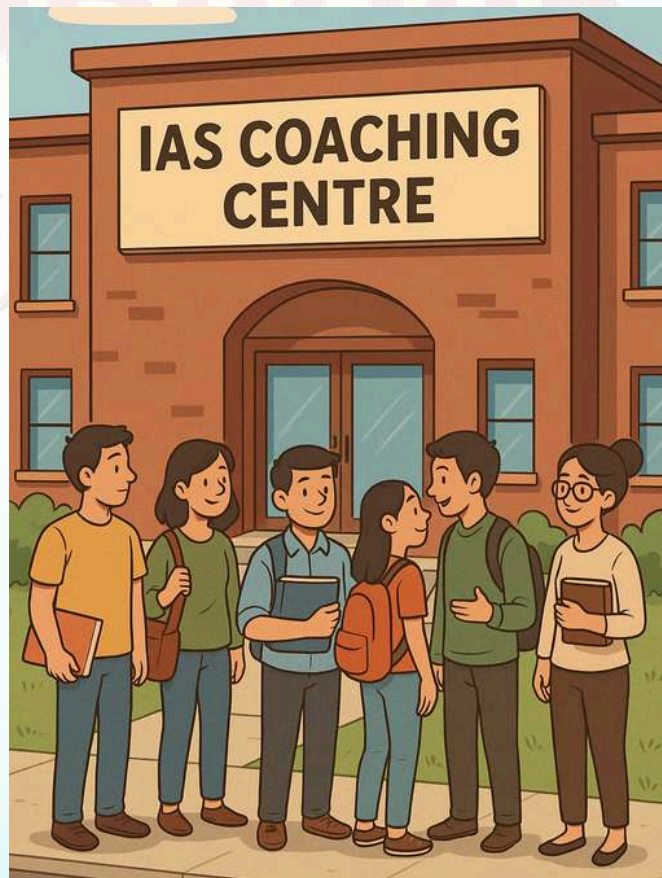
used the names and photographs of successful UPSC candidates, it failed to disclose the actual courses those candidates had enrolled in, thereby creating a false impression that they were full-time paid students of the institute.



Despite repeated notices, ALS did not furnish concrete evidence such as fee receipts, student IDs, verified testimonials, or proof of study material coverage. The Director General’s investigation found that of the 127 candidates cited for UPSC CSE 2021, 108 had only attended ALS’s free interview programme and not its paid classroom courses, a fact deliberately concealed in the advertisements. Similarly, for UPSC CSE 2022, ALS cited 126 selections even before the official results were declared, and most of the candidates listed were from 2021, further exposing the falsity of the claim. The investigation also noted that while ALS previously claimed to have over 91 centers through VSAT, most had shut down post-Covid, and its assertion of being “India’s largest coaching network” lacked credible substantiation.

The CCPA observed that such misleading claims violated consumer rights under Section 2(28) of the Consumer Protection Act, 2019, as they falsely described services, concealed important information, and made unsubstantiated guarantees. Considering the large number of vulnerable UPSC aspirants—over 11 lakh annually, and the wide reach of ALS through social media and its website, the Authority held that the advertisements had a significant adverse impact on consumers as a class.

Accordingly, the CCPA directed ALS IAS to immediately discontinue all such misleading advertisements across print, electronic, and digital platforms. A penalty of ₹10,00,000 was imposed on the institute, with instructions to deposit the amount and submit a compliance report within fifteen days.



In Re: Suo Moto case against Indira IVF and Hospitals Pvt. Ltd. for misleading advertisement and unfair trade practice, decided by Central Consumer Protection Authority on 18.10.2024

CCPA Pulls Up Indira IVF for Misleading “Free Consultation” Video; Orders Clear Disclaimers to Prevent Misrepresentation

Key Highlights

- Model depicted as a doctor in the ad found misleading, with disclaimers too fleeting to protect consumers.
- CCPA holds portrayal and claims to be deceptive and commercially motivated, violating the Consumer Protection Act.
- Indira IVF directed to use clear, visible, and audible disclaimers in all ads and submit compliance within 15 days.

Summary

The Central Consumer Protection Authority (CCPA) initiated suo moto proceedings against Indira IVF and Hospitals Pvt. Ltd. after finding that a video advertisement on its official YouTube channel promoted “free infertility consultation” by depicting a model dressed in a doctor’s white coat and stethoscope. The Authority observed that this representation could easily mislead ordinary consumers into believing the model was a qualified doctor, thereby amounting to a misleading advertisement and unfair trade practice under the Consumer Protection Act, 2019.

The video, published in November 2021, had gathered nearly 4.7 lakh views, but carried no supporting documentation or proper disclosures to substantiate its claims. Further, the Indian Medical Council (Professional Conduct, Etiquette and Ethics) Regulations, 2002 require that soliciting of patients by a physician is unethical, and tout or agents

should not be used for procuring patients.

Indira IVF argued that the video was only an awareness film aimed at destigmatizing infertility, that it included a disclaimer stating the model was for illustrative purposes, and that services advertised were free and thus outside the scope of misleading advertisement under the law. The company also cited WHO and other studies to support its statements on infertility prevalence. However, the Director General's investigation found that no credible evidence had been presented in the advertisement, that the disclaimer was fleeting and not prominent enough to protect consumers from being misled, and that the portrayal of a model as a doctor was a deliberate tactic to create trust. The investigation also noted that Indira IVF had invested heavily in producing the video, indicating commercial intent behind the representation.

CCPA held that the advertisement falsely described services, concealed important information, and used deceptive practices to influence consumers. It emphasized that disclaimers must be clear, prominent, and attention-grabbing, and cannot be limited to a few seconds in a long video. Considering the wide viewership of the advertisement and the sensitivity of infertility treatment, CCPA concluded that Indira IVF had engaged in an unfair trade practice.



Accordingly, the Authority directed the company to ensure that all such advertisements carry clear, visible, and audible disclaimers, including voice-overs, making it evident that the individuals portrayed are models and not doctors. Indira IVF was ordered to comply immediately and submit a compliance report within fifteen days.



JAGO
GRAHAK



In Re: Vajirao & Reddy Institute regarding misleading advertisement and unfair trade practice, decided by Central Consumer Protection Authority on 22.11.2024

CCPA Fines Vajirao & Reddy Institute ₹7 Lakh for Misleading UPSC Selections Claim and Unsubstantiated “No.1” Status

Key Highlights

- “617 selections” claim found misleading as all candidates had only joined the short-term Interview Guidance Programme.
- Use of “No.1 ranked UPSC coaching institute” held unsubstantiated, with no neutral ranking or survey to support the claim.
- Institute directed to withdraw all misleading ads, stop using a candidate’s name/photo without consent, and file compliance within 15 days.

Summary

The Central Consumer Protection Authority (CCPA) initiated suo moto proceedings against Vajirao & Reddy Institute after noticing advertisements on its website claiming “617 selections out of 933 in UPSC CSE 2022,” including “7 in Top 10,” “16 in Top 20,” and “72 in Top 100,” along with assertions of being the “No.1 ranked UPSC coaching institute in India.”



The Authority observed that while the institute prominently used names and photos of successful candidates, it failed to disclose the courses those candidates had actually undertaken. Investigations revealed that all 617 candidates were only enrolled in the Personality Test/Interview Guidance Programme, which is a short-term course taken after clearing prelims and mains independently, a crucial fact that was concealed in the advertisements.



Despite repeated notices, the institute refused to provide complete enrolment forms, receipts, or proof of fees paid and only submitted partial documents, many of which lacked course details or student consent. The CCPA also found that at least one candidate (AIR 737) had explicitly restricted use of his name and photo to the interview programme only, yet the institute used his details in broader advertisements. Further, the claim of being the “No.1 coaching institute” was found to be unsubstantiated, as no third-party survey or neutral ranking agency had conferred such a status.

The CCPA held that these practices amounted to false and misleading advertisements under Section 2(28) of the Consumer Protection Act, 2019, as they falsely described services, concealed important information, and engaged in unfair trade practices. Given that over 11 lakh aspirants appear for UPSC exams annually and the institute has significant reach through its website and YouTube channel, the Authority stressed that such misrepresentations had the potential to mislead consumers on a large scale.

Accordingly, CCPA directed Vajirao & Reddy Institute to immediately discontinue all misleading advertisements across print, electronic, and online media, and imposed a penalty of ₹7,00,000. The institute was further directed to stop using the name and photo of the candidate whose consent was violated and to submit the penalty amount and a compliance report within fifteen days.



In Re: Misleading advertisement and unfair trade practice by Shubra Ranjan IAS, decided by Central Consumer Protection Authority on 19.12.2024

CCPA Penalizes Shubhra Ranjan IAS for Misleading UPSC Success Claims and Misuse of “IAS” Title; Ads Ordered to Be Withdrawn Immediately

Key Highlights

- Majority of 114 highlighted candidates had joined only short-term courses like PSIR modules and test series; crucial details were concealed.
- Use of the term “Shubhra Ranjan IAS” deemed misleading, falsely implying that the founder was an IAS officer.
- CCPA orders immediate discontinuation of deceptive ads and imposes a ₹2,00,000 penalty, with compliance due in 15 days.

Summary

The Central Consumer Protection Authority (CCPA) initiated suo moto proceedings against Shubhra Ranjan IAS (M/s Shubhra Viraj Edutech Pvt. Ltd.) after observing advertisements on its website and social media platforms claiming “13 students in Top 100,” “28 students in Top 200,” and “39 students in Top 300” in UPSC CSE 2023. These advertisements prominently featured the names and photographs of successful candidates but failed to disclose the actual courses they had taken.



The inquiry revealed that most candidates had only enrolled in short-term programmes like PSIR crash courses, test series, or essay modules, but this crucial fact was concealed, misleading aspirants into believing that full-time programmes of the institute were responsible for their success.



Despite repeated notices, the institute failed to furnish enrolment or consent forms and did not provide clear proof of payments by candidates. Instead, it submitted partial documents such as student profiles and test copies, which did not substantiate its tall claims. The Director General's investigation confirmed that out of 114 successful candidates listed, 73 were enrolled only in the PSIR course, 25 in PSIR combined with another course, and 16 in other courses like essay writing or sociology optional. Yet, the institute continued to display advertisements without mentioning course details, thereby concealing vital information.

The CCPA also noted that the use of the term “Shubhra Ranjan IAS” created a misleading impression that the founder was an IAS officer, which was untrue and amounted to unfair trade practice. The institute later admitted that this was a “clerical mistake,” but the Authority held that its repeated use in advertisements and official communication could not be dismissed lightly.

Holding that the advertisements falsely described services, concealed material information, and violated consumer rights under Sections 2(9), 2(28), and 2(47) of the Consumer Protection Act, 2019, the CCPA directed the institute to discontinue such misleading advertisements immediately across all platforms. A penalty of ₹2,00,000 was imposed, and the institute was ordered to submit a compliance report within fifteen days.



In Re: Misleading advertisement and unfair trade practice by StudyIQ IAS, decided by Central Consumer Protection Authority on 23.12.2024

CCPA Fines StudyIQ ₹7 Lakh for Misleading “120+ Selections” and “Success Pakka” Claims; Orders Immediate Withdrawal of Advertisements

Key Highlights

- 126 of 134 candidates had joined only the free Interview Guidance Programme; core course details were concealed.
- Terms like “Success Pakka Offer” held misleading and amounting to false guarantees under the Consumer Protection Act.
- CCPA directs immediate removal of deceptive ads and mandates penalty payment and compliance within 15 days.

Summary

The Central Consumer Protection Authority (CCPA) initiated suo moto proceedings against StudyIQ IAS (StudyIQ Education Pvt. Ltd.) for publishing advertisements across newspapers, YouTube, Facebook, Instagram, Twitter (X), and LinkedIn that claimed “120+ selections in UPSC CSE 2023” and promoted a “Success Pakka Offer.”

The Authority found that while the advertisements prominently displayed names and photographs of successful candidates, they did not disclose which specific courses these students had actually taken, creating a misleading impression that their success was attributable to StudyIQ’s full-fledged courses. Further, the phrase “Success Pakka Offer” suggested a guarantee of success, which was likely to mislead aspirants regarding the nature and quality of services being offered.

In its reply, StudyIQ argued that “Success Pakka” was meant to convey comprehensive support and quality teaching, not a guarantee of exam selection, and submitted a list of 134 successful candidates. However, the Director General’s investigation revealed that out of these, 126 candidates had only joined the Interview Guidance Programme, which comes into play only after clearing prelims and mains independently. Only a handful were enrolled in substantive courses like essay, ethics crash courses, or residential programmes. Despite repeated notices, the institute failed to produce enrolment or consent forms, fee receipts, or substantive evidence to support its sweeping claims.

The CCPA concluded that StudyIQ deliberately concealed crucial information about the actual courses taken by successful candidates and falsely created the impression that its foundation and optional courses were responsible for their results. The use of terms such as “Success Pakka Offer” and “Selection Pakka Offer” in advertisements, without any substantiation, was held to be a hollow promise and an

unfair trade practice under the Consumer Protection Act, 2019. Considering StudyIQ’s vast reach, with 1.85 crore YouTube subscribers and large followings across multiple platforms, the Authority stressed that such misleading claims could misguide a large class of aspirants.



Accordingly, CCPA directed StudyIQ to discontinue the misleading advertisements with immediate effect, imposed a penalty of ₹7,00,000, and ordered submission of compliance report within fifteen days.

In Re: Misleading advertisement and unfair trade practice by Edge IAS, decided by Central Consumer Protection Authority on 24.12.2024

CCPA Fines Edge IAS for Misleading UPSC Advertisements and Unauthorized Use of Topper's Name

Key Highlights

- Majority of highlighted candidates had joined only the short-term Interview Guidance Programme, not full courses; crucial details were concealed.
- Institute misused UPSC topper Sachin Jain's name without consent and circulated unverified promotional material.
- CCPA orders immediate withdrawal of misleading ads, removal of the topper's name, and imposes a ₹1,00,000 penalty with compliance due in 15 days.

Summary

The Central Consumer Protection Authority (CCPA) initiated proceedings against Edge IAS after receiving a complaint from UPSC CSE 2016 topper Sachin Jain, who alleged that the institute falsely used his name in its promotional material. Further scrutiny revealed that Edge IAS was also prominently featuring the names and photographs of several successful candidates of UPSC CSE 2023 while concealing crucial details about the courses they had actually undertaken. Advertisements showcased a wide range of its courses, including GS Foundation, Ethics, Sociology Optional, and Mains mentoring, but most of the successful candidates had only enrolled in short-term programmes like the Interview Guidance Programme (IGP) taken after clearing prelims and mains independently.

When issued notice, the institute submitted details of 13 candidates it claimed as its students, but investigation revealed that 11 were only part of IGP and 2 of mentoring courses. Of these, several admission forms were unsigned, raising doubts about candidate consent for use of their details. The Director General's investigation further uncovered discrepancies in brochures circulated by the institute—while Edge IAS denied Mr. Jain's allegations, the version obtained by the investigation team confirmed his claim, establishing that the institute had indeed used his name without consent.



The CCPA concluded that Edge IAS engaged in misleading advertising and unfair trade practices by falsely claiming association with successful candidates, concealing information about the actual courses opted by them, and publishing unverified promotional material.

Such practices, the Authority observed, mislead aspirants into believing that full-time or foundation courses at Edge IAS were responsible for the results, when in fact candidates had largely succeeded through their own efforts prior to taking limited interview guidance

Accordingly, CCPA directed Edge IAS to immediately discontinue such misleading advertisements, stop using Mr. Sachin Jain's name in any promotional material or website, and pay a penalty of ₹1,00,000. The institute was ordered to submit proof of compliance within fifteen days.



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