

**GOVERNMENT OF INDIA  
CORPORATE AFFAIRS  
LOK SABHA**

UNSTARRED QUESTION NO:6791  
ANSWERED ON:06.05.2010  
UNFAIR TRADE PRACTICES  
Agarwal Shri Jai Prakash

**Will the Minister of CORPORATE AFFAIRS be pleased to state:**

- (a) whether the misleading advertisements released by the companies to allure the customers during festival seasons fall into the category of unfair trade practice according to MRTP;
- (b) if so, the details thereof; and
- (c) the steps taken by the Government in this regard during the last three years alongwith the names of the companies?

**Answer**

THE MINISTER OF CORPORATE AFFAIRS (SHRI SALMAN KHURSHID)

(a) to (c) The Monopolies and Restrictive Trade Practices (MRTP) Act has since been repealed with effect from 01st September, 2009, and the MRTP Commission has also been dissolved with effect from 14th October, 2009. As per Section 36A of the repealed MRTP Act misleading advertisements released by companies to allure the customers during festival seasons fall under the unfair trade practices. The MRTP Commission before its dissolution on 14th October, 2009 did not receive any complaint since 2006 specifically about misleading advertisement released by companies to allure the customers during the festival seasons.