

**GOVERNMENT OF INDIA  
CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION  
LOK SABHA**

UNSTARRED QUESTION NO:4524

ANSWERED ON:30.08.2011

MISLEADING ADVERTISEMENTS

Bapurao Shri Khatgaonkar Patil Bhaskarrao;Gaikwad Shri Eknath Mahadeo;Pandey Saroj;Paranjpe Shri Anand Prakash;Vinay Kumar Alias Vinnu Shri

**Will the Minister of CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION be pleased to state:**

- (a) whether a large number of complaints has been received about misleading advertisements making tall and false claims about the products;
- (b) if so, the details thereof indicating the number of complaints received alongwith the names of the defaulting companies and the remedial steps taken in this regard;
- (c) whether the Government has set up an Inter-Ministerial Committee to suggest ways of checking misleading advertisements and also to review the various existing laws to make them more effective; and
- (d) if so, the time by which it is likely to submit its report to the Government?

**Answer**

THE MINISTER OF STATE (INDEPENDENT CHARGE) FOR CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION (PROF. K. V. THOMAS)

(a) : Yes, Madam. A few complaints regarding misleading advertisements in connection with multi-level marketing have been received.

(b) to (d): The Department of Consumer Affairs had taken initiative to tackle the problem of Misleading Advertisement by calling a meeting of official of various Ministries, eminent journalists, NGOs and consumer activists. First meeting was held on 4th August, 2011 which was presided by Hon'ble Minister of Consumer Affairs. Meeting deliberated on various ways and means to tackle the problem including, inter-alia, through setting up of an Inter-Ministerial Committee.