



सत्यमेव जयते

राज्य सभा के पटल पर
रखे जाने वाले कागजात

(संश्लेषित)

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श्री बी. प्रताप/बर्मा
उपभोक्ता मामले, खाद्य एवं सार्वजनिक वितरण
राज्यमंत्री
भारत सरकार, नई दिल्ली

CENTRAL CONSUMER PROTECTION AUTHORITY

**Annual Report
2024-2025**

Central Consumer Protection Authority (CCPA)
Department of Consumer Affairs,
Krishi Bhawan, New Delhi 110001
<https://doca.gov.in/ccpa>

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Message from the Hon'ble Minister of Consumer Affairs, Food and Public Distribution and Minister of New and Renewable Energy, Government of India

The law on consumer protection in India has witnessed a progressive change. Consumer Protection Act, of 1986 was the first legislation to recognize the concept of 'consumer' in India and confer express rights to the consumer. However, the emergence of global supply chain, rapid development of e-commerce have led to the new delivery system for goods and services and have provided new opportunities to consumers. Equally, this has rendered the consumers vulnerable to new forms of unfair trade practice, misleading advertisement. Tele-marketing, direct-selling and e-commerce pose new challenges to the consumer protection and requires swift intervention to prevent consumer detriments. Therefore, to further strengthen the rights of consumer's, the Consumer Protection Act, 2019 was enacted. Under the new Act, 2019, a Central Consumer Protection Authority is established to take measures relating to violations of consumer rights, misleading advertisements, and unfair trade practices that adversely affect consumers as a class.

During the period of Annual Report 2024–2025, the CCPA undertook various initiatives aimed at strengthening consumer protection and preventing violations of consumer rights. These included the issuance of Guidelines for the Prevention and Regulation of Greenwashing and Misleading Environmental Claims, as well as the Guidelines for Prevention of Misleading Advertisements in the Coaching Sector, 2025.

In addition, the CCPA pursued focused enforcement actions against violations of consumer rights, misleading advertisements, and unfair trade practices across multiple sectors. Noteworthy among these were the issuance of Notices in the areas of food and health, sale of substandard products on e-commerce platforms, misleading advertisements in the coaching industry, cab aggregators, surrogate advertisements, and violations committed by direct selling entities, among others. The Authority also issued several Orders, including directions requiring corrective advertisements to ensure that claims related to product warranties are clear, transparent, and accurate. Further, the CCPA mandated the incorporation of consumer-friendly features in the web check-in process of service providers and ordered the discontinuation of false and misleading advertisements by coaching institutes that concealed material information relating to competitive examinations. As a result of these enforcement efforts, penalties amounting to ₹62 lakh were imposed on errant entities.

In this context, it is imperative to maintain an appropriate balance between consumer interests and legitimate business practices. By empowering consumers through transparent, accessible, and hassle-free market choices, we continue to reaffirm its commitment to fostering a fair, equitable, and consumer-centric economy, wherein informed consumer demand constitutes a vital pillar of national economic growth.

Pralhad Joshi

Chief Commissioner's Statement:

It is my privilege to present the Annual Report of the Central Consumer Protection Authority (CCPA) for the year 2024–2025.

The CCPA, constituted under the Consumer Protection Act, 2019, is entrusted with the power and functions to protect, promote, and enforce the rights of consumers as a class. The Authority is empowered to conduct investigations into violations involving violation of consumer rights, unfair trade practices, misleading advertisements, and other matters that adversely affect the interests of a class of consumers. In furtherance of its statutory mandate, the CCPA may direct the recall of goods, reimbursement of prices, discontinuation or modification of misleading advertisements, and imposition of penalties. In addition, the Authority actively works towards the promotion of consumer rights through awareness campaigns, and the issuance of guidelines.

During the year under review, pursuant to the direction issued by the CCPA, An airline has introduced a consumer-friendly feature within their web check-in process. This feature clearly informs consumers that check-in may be completed without selecting a preferred seat, in such case a seat shall be auto-assigned. This, represents a step towards enhancing transparency and informed consumer choice. In a separate matter, a seller operating on an e-commerce platform was directed to initiate a recall and provide reimbursement to consumers for products found to be non-compliant with the applicable Quality Control Order. A penalty was also imposed.

In another matter, the CCPA observed prevalence of false and misleading advertisements in the coaching sector, particularly for various competitive examinations. In this regard, it issued Notices to the concerned institutions and directions were subsequently issued in certain cases, mandating discontinuation of such misleading advertisements, and penalties were imposed in accordance with the provisions of the aforesaid Act. Further, a company undertook corrective actions to ensure that advertisements pertaining to product warranties carry accurate, unambiguous, and transparent disclosures, thereby upholding consumer rights and aligning business practices with the principles of fair trade and truthful representation.

In line with its commitment to ensuring fair trade practices, the CCPA notified two key Guidelines during the reporting period i.e. Guidelines for Prevention and Regulation of Greenwashing / Misleading Environmental Claims, 2024 and Guidelines for Prevention of Misleading Advertisements in Coaching Sector, 2024. These guidelines are aimed at safeguarding consumers against deceptive marketing practices and ensure truthful and transparent information for the sale of goods and services.

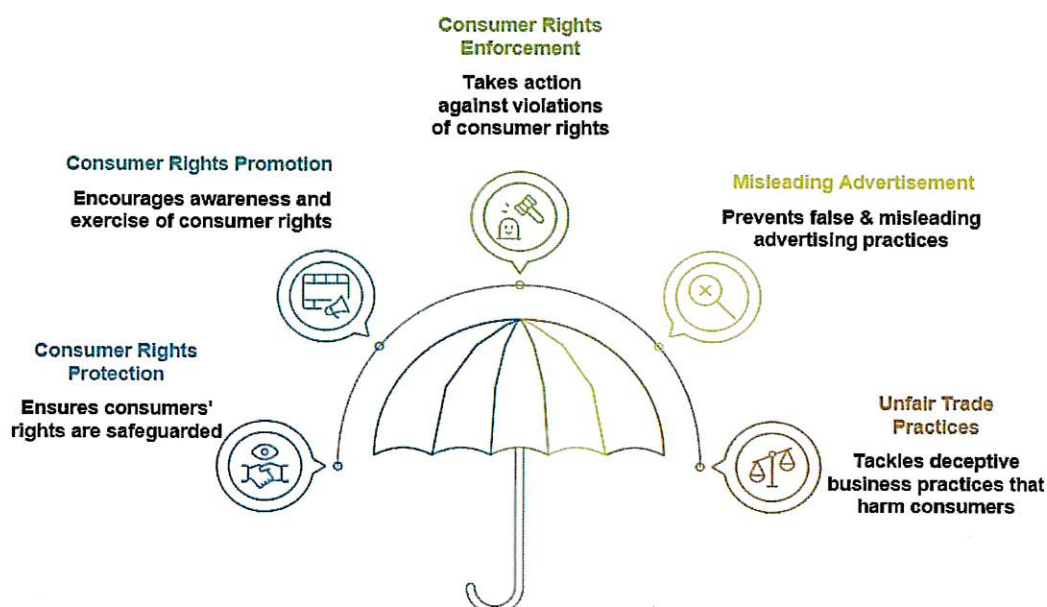
The Central Consumer Protection Authority remains committed in its mission to protect consumer rights and ensure ethical conduct for goods and services offered for sale.

Nidhi Khare

A. INTRODUCTION:

(i.) Objective:

CCPA's Established on 24th July, 2020
for safeguarding Rights of Consumer as a Class



To achieve the objective delineated in the Consumer Protection Act, 2019 (hereinafter referred as *ibid*), the Central Consumer Protection Authority was established on 24th July 2020.

The CCPA is entrusted to regulate the allocation of its business to protect, promote and enforce the rights of class of consumers in matters pertaining to violation of consumer rights, misleading advertisement and unfair trade practice.

The Central Authority is vested with the power to ensure that no person shall engage in any practice for the sale of goods and services in contravention with the provisions of the *ibid* Act or Rules and Regulations made thereunder.

In exercise of the powers vested with CCPA, several steps are been taken to promote the rights of consumers and accordingly notices and guidelines were issued.

(ii.) Important Achievement:

Several steps have been taken by the CCPA during the year under review which includes action against violation of consumer rights, misleading advertisement and unfair trade practice. This includes:

- a. Guidelines for Prevention and Regulation of Greenwashing/ Misleading Environmental Claims, 2024 and the Guidelines for Prevention of Misleading Advertisement in Coaching Sector, 2024.

- b. Pursuant to the Directions issued by the CCPA, a seller operating on an e-commerce platform was directed to recall and reimburse the cost of the concerned product sold to consumers in the absence of compliance to QCO. Additionally, a penalty was also imposed. Upon compliance with the said Directions, the matter was treated as closed.
- c. An airline has incorporated a consumer-friendly feature in their web check-in process, enabling consumers to complete check-in without selecting a preferred seat, in which case a seat shall be auto-assigned. This measure promotes transparency and facilitates informed consumer decision-making.
- d. Further a measures for corrective advertisement was undertaken to ensure that advertisements relating to product warranties contain accurate, clear, and transparent disclosures regarding their terms and conditions, thereby ensuring compliance with the principles of fair disclosure and safeguarding consumer rights.
- e. Directions were issued in cases pertaining to coaching institutes, including those carried forward from previous years and mandating discontinuation of false and misleading advertisements pertaining to various competitive examinations by concealing material information. Additionally, penalties were imposed on the respective institutes in accordance with the provisions of the Consumer Protection Act, 2019.

(iii.) The Year in review:

During the year 2024-2025, in exercise of the powers vested with CCPA, various steps has been taken to safeguard the interest of consumers and foster their rights. These efforts resulted in the issuance of Notices, Orders, and Guidelines.

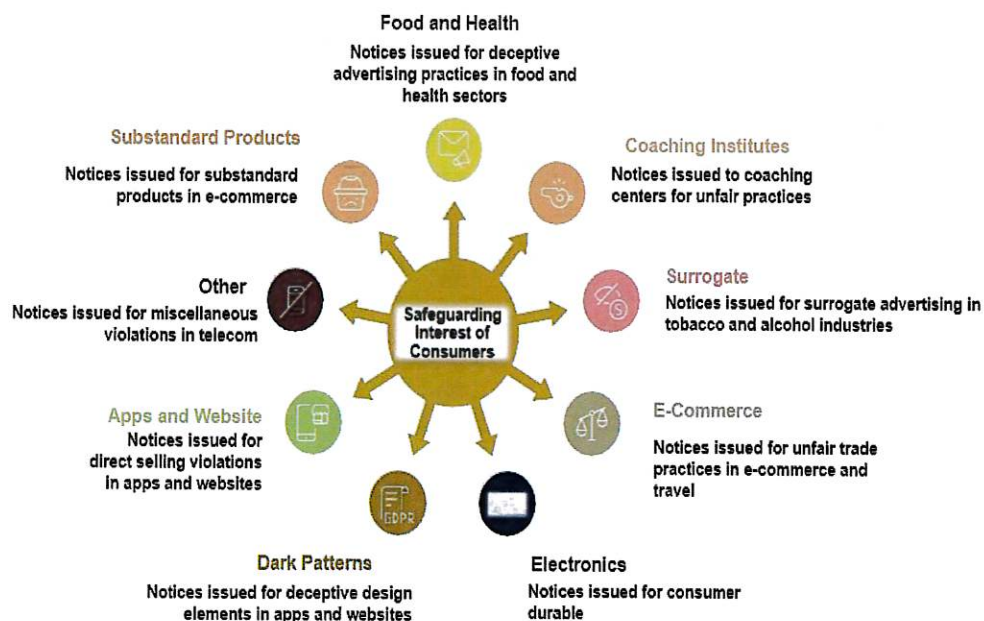
(iv.) Legislative Work:

To safeguard the rights of consumers as a class, CCPA has issued Guidelines for Prevention and Regulation of Greenwashing/ Misleading Environmental Claims, 2024 and the Guidelines for Prevention of Misleading Advertisement in Coaching Sector, 2024.

(v.) Sector Wise Case instituted:

To prevent and ensure that no person engages himself in the contravention of the provisions of the ibid Act, CCPA has issued 79 Notice to safeguard the rights and interest of consumers as a class. In terms of the same, the details of the broad sector wise classification are furnished hereunder:

Sectors where Notices were issued for violation of consumer rights misleading advertisement, and unfair trade practice



S.No.	Nature	Sector	Category	Number of Notice Issued
1.	Misleading Advertisement	Food / Health and Wellness	Food & Beverages or Medical Product Consultation	8
		Coaching Institutes	UPSC Civil Service / IIT / NEET and Others	16
		Surrogate	Tobacco & Alcohol	4
2.	Unfair Trade Practice	E-commerce	Tour & Travels	8
		Electronics	Consumer Durables	9
			Apps and Website - Dark Patterns	13
		Apps and Website	Direct Selling	17
		Other	Telecom	2
3.	Violation of Consumer Rights	E-commerce	Sub-Standardized Products	2
Total Notice issued during the year in review				79

(vi.) Outreach Programme:

- a. The Central Consumer Protection Authority (CCPA) instituted outreach programmes through Jago Grahak Jago (JGJ) campaign and has been consistently working towards empowering consumers by disseminating clear, timely, and actionable information regarding consumer rights, unfair trade practices, and the mechanisms available for grievance redressal. This includes information in the form of infographics/videos/podcasts on social Media handles i.e. Twitter, Instagram, you tube, whatsapp channel etc. Further, participated in fair/festivals (Maha Kumbh 2025, ITPO etc) for consumer awareness about CCPA's interventions and regulatory actions.
- b. During the Financial Year 2024–25, more than 1000 social media posts were disseminated through the Department's official handles, explaining CCPA's actions, highlighting penalties imposed on violators, and educating consumers on issues such as misleading advertisements, unfair trade practices, and dark patterns. These posts frequently used hashtags like #ConsumerAwareness, #MisleadingAds, and #DarkPatterns, and were supported with visually engaging creatives, infographics, and short videos. Significant emphasis was placed on publicizing enforcement actions against coaching centers, major e-commerce platforms, restaurants levying service charges, and ride-hailing companies, thereby creating strong deterrence as well as heightened public awareness.
- c. Participation in the National Conferences on Right to Repair in Mobile and Electronics Sector, conference on Dark Pattern and Standards Fake Reviews with the industry stakeholders were made highlighting consumer rights to stakeholders.
- d. Additionally, National Workshops on the occasions of National Consumer Rights Day as well as World Consumers Rights Day was organized.

(vii.) Impact on Consumers:

- a. To delve with the issues of violation of consumer rights, misleading advertisement, and unfair trade practice, various steps have been taken by CCPA such as:
- b. Pursuant to the directions issued by the Central Consumer Protection Authority (CCPA), a feature was incorporated into the web check-in process to ensure that consumers are distinctly, clearly, and unambiguously informed that the check-in process can be completed without selecting a preferred seat, and in such cases, a seat will be auto-assigned.

- c. In furtherance of safeguarding consumers right to be informed, companies have modified their advertisements to incorporate truthful and transparent disclosures regarding the terms and conditions of product warranties.
- d. In compliance with the directions of the CCPA, institutes in the coaching industry have initiated the practice of providing clear, accurate, and transparent information in their advertisements.
- e. Pursuant to CCPA's directions, sellers on e-commerce platforms have discontinued the publication of false and misleading advertisements related to skin whitening products, thereby promoting responsible advertising practices and safeguarding consumer interests.
- f. The Guidelines for Prevention and Regulation of Greenwashing / Misleading Environmental Claims, 2024 and the Guidelines for Prevention of Misleading Advertisement in Coaching Sector, 2024 were also issued in the interest of right of consumers.

B. Investigation and inquiries Ordered or undertaken by the Central Authority or the Director General or District Collector:

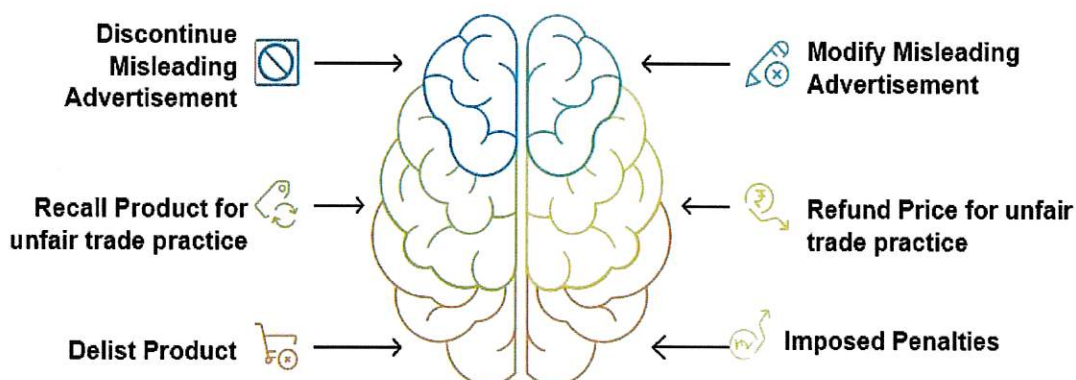


The Central Authority is empowered u/s 19(1) of the ibid Act to cause investigation by the Director General (Investigation) (DG) or the District Collector (DC), if there exists a prima facie case of violation of consumer rights, misleading advertisement and unfair trade practice. During the year under review, CCPA has caused investigation by DG, DC and inputs from other sector regulators were also obtained, where necessary.

C. Orders passed by the Central Authority:

The Central Authority has u/s 20 and 21 of the ibid Act, passed Orders to discontinue/modify misleading advertisements, to refund the price in matter of unfair trade practice and delist the product in matter of violation of consumer rights.

Orders Issued to Safeguard the Interest of Consumers



- a. The brief narrative of the Orders Passed by the Central Authority are mentioned in the table below:

S. No.	Name of the Company / Manufacturer / Product Seller	Case Summary – Issue & Directions
1.	Exide Industries Limited	<p>Issue: The company in the absence of any data or marketing study report, published an advertisement for its Exide Inva Tubular Battery on the platform of Youtube and on company's own website claimed that the product is "India's No. 1 Inverter Battery".</p> <p>Directions: Direction was issued to discontinue the misleading advertisement from all forms of electronic and print media, with immediate effect. Inter alia, a penalty of ₹2,00,000/- was imposed for the publication of a false and misleading advertisement bearing the claim "India's No. 1 Inverter Battery", which was found to be deceptive and prejudicial to the interests of consumers as a class. The penalty was warranted in view of the conduct of the opposite party in refusing to furnish the report purportedly formed the basis of the said claim.</p>

2.	Maluka IAS	<p>Issue: The Institute has been found to have made false and misleading advertisement published through its website with the following claims: <i>"120+ selections in UPSC CSE 2022"; and</i> <i>"Guaranteed Prelims & Mains".</i></p> <p>The Institute concealed important information w.r.t. specific course opted by the successful candidates. Further, it failed to substantiate the above claims.</p> <p>Directions: Directions was given to discontinue the false and misleading advertisement from all electronic and print media with immediate effect and a penalty of ₹ 3,00,000/- was imposed. Institute complied with the Directions of CCPA.</p>
3.	Edutap Learning Solution	<p>Issue: It was observed that the institute published a misleading advertisement on its official YouTube channel and official Telegram channel by a claim: <i>"144 selections in RBI Grade B exam 2023"</i></p> <p>However, it was found that 57 out of the 144 candidates had taken only the 'Interview Guidance Course' offered free of cost by Edu Tap. Yet, the institute concealed the important information with respect to the course opted by the said successful candidates in the said exam which misleads consumers as a class.</p> <p>Directions: Directions was given to discontinue the false and misleading advertisement from all electronic and print media with immediate effect and a penalty of ₹ 3,00,000/- was imposed. Institute complied with the Directions of CCPA.</p>
4.	Argasia Education Pvt. Ltd. (Plutus IAS & Yojana IAS)	<p>Issue: The institute published the misleading advertisements claim of <i>"Best IAS Coaching In Delhi, Hyderabad, Noida, Patna, and Lucknow."</i> and <i>"Ranks 18, 43, 44, 80, 225, 295, 388, 476, and 550 as Top Rankers in UPSC Civil Services Exam 2021"</i></p> <p>The advertisement was made without disclosing the course they have opted for from their institute. Yet the institute failed to substantiate the above claims.</p> <p>Directions: Directions was issued to immediately discontinue the misleading advertisement across all electronic and print media, as it impacts consumers as a class. Furthermore, a penalty of ₹3, 00,000 has been imposed. Institute complied with the Direction of CCPA.</p>

5.	Sriram's IAS	<p>Issue: The institute claimed: <i>"200+ selections in UPSC Civil Service Exam 2022"</i> and <i>"India's No.1 Prestigious UPSC/IAS Coaching Institute"</i>.</p> <p>However, CCPA found that Institute was able to provide details of only 171 successful candidates against the claim of 200 plus selection. Out of these, 102 were from the free interview guidance programme (IGP), 55 from the free test series, nine from the general studies classroom course, and five from free coaching under a state government scheme. This information was not disclosed in their advertisement.</p> <p>Directions: Directions was issued to immediately discontinue the misleading advertisement across all electronic and print media, and penalty of ₹ 3,00,000/- was imposed for publishing aforesaid false and misleading advertisement. Institute complied with the Directions of CCPA.</p>
6.	Shankar IAS Academy	<p>Issue: The institute claimed "336 selections out of 933" in UPSC CSE 2022 <i>"Best IAS Academy in India"</i> <i>"336 selections out of 933 at All India Level"</i> <i>"40 candidates in Top 100"</i> <i>"42 candidates have cleared from Tamil Nadu, of which 37 studied at Shankar IAS Academy"</i>.</p> <p>Subsequently, it was found that the out of 336 claimed students, 221 took Free Interview Guidance Programme, 71 took Mains Test Series, 35 took Prelims Test Series, 12 took General Studies Prelims cum Mains, 4 took Prelims Test Series with Some other mains course (optional and/or GS). This fact was not disclosed in their advertisement, thereby deceiving consumers.</p> <p>Directions: Directions was issued to immediately discontinue the misleading advertisement across all electronic and print media, as it impacts consumers as a class. Furthermore, a penalty of ₹ 5, 00,000 has been imposed. Institute complied with the Directions of CCPA.</p>
7.	Anuj Jindal (M/s AJC Edutech Pvt. Ltd.)	<p>Issue: The institute published a false and misleading advertisement on its official website and Youtube channel wherein it made the following claims: <i>"180 selections in RBI Grade B exam 2023"</i></p>

		CCPA has noted that the institute provides various types of courses, yet it failed to disclose clearly in the advertisement regarding the courses opted by successful candidates. Further, Institute has used terms such as "Shubhra Ranjan IAS" and "Students of Shubhra Ranjan IAS" in its advertisements and letterheads, creating a deceptive impression that Mrs. Shubhra Ranjan is/was an IAS officer.
		Directions: Directions was issued to immediately discontinue the misleading advertisement across all electronic and print media, as it impacts consumers as a class. A penalty of ₹ 2, 00,000 was also imposed. Institute complied with the Direction of CCPA.
12.	StudyIQ IAS (StudyIQ Education Pvt Ltd.)	<p>Issue: The institute made the misleading advertisements on its official platforms including YouTube, Facebook, Instagram, Twitter, LinkedIn and in newspapers. The following claims were made: <i>"120+ selections in UPSC CSE 2023"</i> <i>"Success Pakka Offer"</i> <i>"Selection Pakka Offer"</i></p> <p>The institute had prominently used the pictures of successful candidates in the advertisement claiming "120+ selections in UPSC CSE 2023", it deliberately concealed specific courses opted by each one of them. Further, it failed to substantiate the terms <i>"Success Pakka Offer and Selection Pakka Offer"</i>.</p> <p>Directons: Directions was issued to immediately discontinue the misleading advertisement across all electronic and print media, as it impacts consumers as a class. Additionally, a penalty of ₹7,00,000/- was also imposed. StudyIQ IAS has filed an appeal in NCDRC.</p>
13.	Edge IAS	<p>Issue: Edge IAS in its published advertisement prominently carried pictures and names of successful candidates of UPSC Civil Service Exam 2023. However, it was observed that the institute provides wide range of courses, yet the courses opted by the successful candidates were not disclosed besides concealing important information. Subsequently, CCPA found that majority of the successful candidates took Interview Guidance Programme (IGP) which comes into play only after clearing Preliminary and Mains examination. But the said IGP course was not even listed in the advertisement.</p>

		<p>Directions: Directions were issued to immediately discontinue the misleading advertisement across all electronic and print media, as it impacts consumers as a class. Furthermore, a penalty of ₹ 1, 00,000 was imposed. However, the Institute has filed an appeal before the National Consumer Disputes Redressal Commission.</p>
14.	Vision IAS	<p>Issue: The institute made the misleading advertisements on its official platforms that claimed: <i>"10 in Top 10 selections in CSE 2020 from various programs of Vision IAS"</i>.</p> <p>CCPA found that the institute offers wide range of courses and in the present matter only 2 candidates has taken foundation courses along with other courses, 8 took test series related to Prelims and Mains stage and 2 only took Abhyaas Test (Mock test for Prelims test). However, the information was not disclosed in the advertisement.</p> <p>Directions: Direction was issued to immediately discontinue the misleading advertisement across all electronic and print media, as it impacts consumers as a class. Furthermore, a penalty of ₹ 3, 00,000 was also imposed. However, the Institute has filed an appeal before the National Consumer Disputes Redressal Commission.</p>
15.	IITian's Prashikshan Kendra Pvt. Ltd. (IITPK)	<p>Issue: The institute made the misleading advertisements on its official platforms that claimed: <i>1384 IIT-Ranks in past 21 years by IITPK.</i> <i>IITPK students crack all 2023 exams.</i> <i>Highest success ratio year after year.</i> <i>Best success ratio for 21 years.</i> <i>Success Ratio 61%" "Retention Ratio at 97.5%.</i> <i>Terms such as "IIT Topper," "MHT GET Topper," "NEET Topper," "XII CBSE Topper," and "XII HSC Topper" used along with prominent & bold '1 and '2' symbols in front of candidates' names and pictures.</i></p> <p>The Institute failed to substantiate the above claims. Further, it was found that IITPK deliberately withheld information that the students (names advertised) were merely toppers within the institute, not at the national level, creating a misleading impression about its success rates.</p>

		Directions: Directions was issued to immediately discontinue the misleading advertisement as it impacts consumers as a class and penalty of ₹ 3, 00,000 was also imposed.
16.	Flinto Learning Solutions	<p>Issue: The institute made the false and misleading claim wherein it published itself as “India’s No. 1 Preschool Program” and “The India’s No. 1 Preschool Program Delivered Home”. The claims were not supported by any data or study report/survey.</p> <p>Directions: Upon taking of cognizance of the matter by by the CCPA, the institute discontinued the misleading advertisement as it impacts consumers as a class. Furthermore, direction was issued by CCPA to submit undertaking/apology letter to the effect that institute shall not repeat the activity of making misleading claims. Institute complied with the Direction of CCPA.</p>
17.	Budge Budge Refineries Ltd.	<p>Issue: The company Budge Budge Refineries misled consumers through its “<i>Doctor’s Choice</i>” advertisements by giving an impression that its <i>cooking oil as Doctors Recommended</i> and displayed unhealthy fried foods without proper disclaimers.</p> <p>Directions: The CCPA directed Budge Budge Refineries Ltd. with respect to its brand name “Doctor’s Choice” to display a disclaimer in not less than 3mm size at the appropriate place on the label stating that - “This is only a brand name or trade mark and does not represent its true nature” as required under Regulation 4(7) of the Food Safety and Standards (Advertising and Claims) Regulations, 2018. Company complied with the Direction of CCPA.</p>
18.	M/s Hindware Home Innovation Ltd.	<p>Issue: Action was taken in the matter of misleading advertisement published on the official website of the Company and other e-commerce platforms wherein it claimed “<i>Lifetime Warranty</i>” on its product- kitchen chimneys under the garb of ‘T&C Apply’ and deliberately concealing important information for the actual period of warranty.</p> <p>Directions: Direction was issued to discontinue the advertisement from all electronic and print media with immediate effect and a penalty of ₹ 1,00,000/- was also imposed for the misleading claim “<i>Lifetime Warranty</i>”. Company complied with the Direction of CCPA.</p>

19.	Vijay Sales (India) Pvt. Ltd.	<p>Issue: Pursuant to a complaint received through the GAMA Portal, the Central Consumer Protection Authority (CCPA) observed that Vijay Sales had published an advertisement for an Apple iPad at a lower price on social media platforms, namely Facebook and Instagram.</p> <p>However, the actual price on its website was higher. Despite claims attributing the discrepancy to a technical error originating from the platform Meta, Vijay Sales failed to ensure proper checks and Corrective measures were undertaken only subsequent to the action by the CCPA.</p> <p>Directions: A direction was issued to Vijay Sales to immediately withdraw all misleading advertisements regrading price mis-match across all print, electronic, and social media platforms. Further, the entity was instructed to establish a robust internal mechanism to ensure that all published advertisements are in strict compliance with the provisions of the Consumer Protection Act, 2019. Additionally, in accordance with the aforesaid Act, a penalty of ₹1, 00,000/- was imposed for publication of a false or misleading advertisement.</p>
20.	Indira IVF and Hospitals Pvt. Ltd.	<p>Issue: Action was taken against Indira IVF and Hospitals Pvt. Ltd. for publishing a misleading advertisement through a video on its YouTube channel wherein it <i>“Portrayed a model as a doctor”</i> in its advertisements representing <i>“free infertility consultation through the portrayal of a model attired in a white coat and stethoscope”</i>.</p> <p>Directions: Direction was issued to provide a clear and prominent disclaimer, inclusive of voice-overs, in its videos, such that the disclaimer is both visibly discernible to a person of ordinary vision and audibly perceivable to a person with normal hearing capacity on all platforms with immediate effect .However, the Indira IVF and Hospitals Pvt. Ltd. has filed an appeal before the National Consumer Dispute Redressal Commission against the Order of CCPA.</p>
21.	Mars Night	<p>Issue: Mars Night was the seller of <i>“Whitening Body Lotion Cream”</i> on the e-commerce platform. It claimed: <i>Whitening Body SPF 15+ Skin Lightening and Brightening Body Lotion Cream</i> and represented a transformation of skin tone from dark</p>

		<p>(black) to fair tone without any scientific validation and disclosure of ingredients. The claim was found to be misleading. It was observed that the seller was engaged in the same offence of misleading advertisement for skin whitening products through multiple identities, namely Western Edge and Mercury Health. In prior instances, directions were issued by CCPA for the discontinuation of such advertisements, and penalties of ₹1 lakh each were imposed in two separate matters involving the same seller.</p> <p>Pursuant to these actions, the impugned advertisements were withdrawn across all platforms by those entities, and the penalties were duly deposited. Additionally, the seller operating under the name Mars Night discontinued both advertisement and sale of the concerned product.</p> <p>Directions: Direction was issued restraining the entity publishing any false or misleading advertisements. It was further directed that any future contravention may result in prohibition of such endorsement for a period extending up to three years, and imposition of a penalty up to ₹50 lakhs. Seller complied with the Direction of CCPA.</p>
22.	Offer Word	<p>Issue: Offer Word was the seller of “Sandarbh Beauty” on the e-commerce platform. It claimed:</p> <p><i>Sandarbh Skin Whitening Cream look as young as U Feel, Face Cream for oily Skin, Anti Pimple Cream for Men and Women and reduced skin darkness, dark spots, rashes on all skin types.</i></p> <p>It further represented transformation of skin tone from dark (black) to fair tone without any scientific validation and disclosure of ingredients.</p> <p>The claim in question was found to be misleading. It was observed that the seller had engaged in similar offences related to misleading advertisements of skin whitening products through multiple identities, namely Western Edge and Mercury Health. In earlier cases, the seller had been directed to discontinue such advertisements, and penalties of ₹1 lakh each were imposed in two separate instances by same individual.</p>

		<p>In compliance with the directives, the misleading advertisements were withdrawn by those entities from all platforms, and the imposed penalties were duly remitted. The seller, operating under the identity Offer Word, also ceased the advertisement and sale of the said product.</p> <p>Directions: Direction was issued restraining the entity from publishing any false or misleading advertisements. It was further stipulated that any subsequent violation may attract a prohibition on endorsements for a period of up to three years and the imposition of a penalty not exceeding ₹50 lakhs. Seller complied with the Direction of CCPA.</p>
23.	Foxy Beauty	<p>Issue: Offer Word was the seller of “Latibule SPF PA 50 Whitening UVA/UVB Protect Body Lotion” on the e-commerce platform. It claimed:</p> <p><i>in 3 months on the use of Latibule SPF PA 50 Whitening UVA/UVB Protect Body Lotion</i></p> <p>and represented a transformation of skin tone from dark (black) to fair tone with before and after effect without any scientific validation and disclosure of ingredients.</p> <p>The claim in question was found to be misleading. It was further observed that the seller had committed similar offences for skin whitening products through multiple identities, namely Western Edge and Mercury Health. In earlier instances, the seller was directed to discontinue such advertisements, and penalties of ₹1 lakh each were imposed in two separate cases involving the same individual.</p> <p>In compliance with the aforementioned directives, the misleading advertisements were withdrawn by those entities from all platforms, and the penalties were duly deposited. The seller, operating under the identity Foxy Beauty, also discontinued the advertisement and sale of the same.</p> <p>Directions: Direction was issued to refrain from publishing any false or misleading advertisements. It was further stipulated that any future contravention may lead to a prohibition on endorsements for a period of up to three years and imposition of a penalty not exceeding ₹50 lakhs. Seller complied with the Direction of CCPA.</p>

24.	Suerte Cosmetic Science	<p>Issue: Suerte Cosmetic Science was seller of “La’Bangerry” on the e-commerce platform. It claimed: <i>La’Bangerry Whitening Body Lotion on Skin Lightening and Brightening Body Lotion Cream, Body of Gora aur Soft karne Waala Cream, Skin Goora Hone Waala Cream, whitening of skin within one minutes.</i></p> <p>It further falsely represented a transformation of skin tone from dark (black) to fair tone without any scientific validation and disclosure of ingredients.</p> <p>Directions: The claim was found to be misleading. Ordered to discontinue the said advertisement and Penalty of ₹ 50,000/- was imposed. The Penalty has been received & the advertisement discontinued. Seller complied with the Direction of CCPA.</p>
25.	Zoo Bee/Mowak	<p>Issue: It was found that <i>non-isi mark sub-standardized toys</i> were sold by the seller on e-commerce platform in violation of Quality Control Order (QCO).</p> <p>Directions: CCPA directed to recall and reimburse the price of 513 units of such products sold by them and imposed penalty amounted to ₹ 50,000/-.</p>
26.	InterGlobe Aviation Limited (IndiGo Airlines)	<p>Issue: Action was taken based on the grievances registered on NCH regarding unfair seat allocation practices, confirm shaming on Indigo Airlines App, lack of transparent communication on seat assignment.</p> <p>Directions: CCPA directed Indigo to examine the feasibility of introducing a feature in the web check-in process wherein the consumers are informed in distinct clear & unambiguous manner that web check-in can be completed without selecting a preferred seat as in such a scenario the same will be auto assigned. Accordingly, company started providing the option for skip button on their website and app both. Airline complied with the Direction of CCPA.</p>

D. Power and Duties of the Central Authority under Section 18:

With the rapid advancement of trade and commerce, consumers are increasingly vulnerable to deception through unfair trade practices and misleading advertisements. To address these challenges, the CCPA in exercise of the powers conferred u/s 18(l) of the Consumer Protection Act 2019 has issued guidelines, advisories, and safety notices aimed at curbing such malpractices. These initiatives include:



(i.) Guidelines:

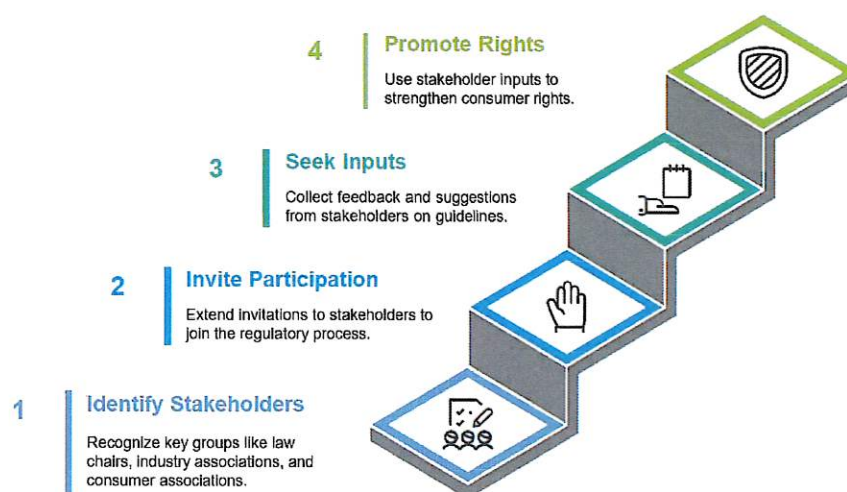
1. The Guidelines for Prevention and Regulation of Greenwashing/ Misleading Environmental Claims, 2024 were notified on the 15th Day of October 2024. These Guidelines clearly defines:
 - a. Application of the Guidelines;
 - b. Definition of Environmental Claims;
 - c. Definition of Greenwashing;
 - d. Clause for Prohibition against engaging in Greenwashing or Misleading Environmental claims;
 - e. Substantiation of Environmental claims and
 - f. Adequate Disclosure clauses.

In furtherance to the above, an accompanying Guidance Notes has been appended. This Guidance Note is intended to guide the industry to enhance a marketplace where environmental claims are both truthful and meaningful, thereby enhancing consumer trust and encouraging sustainable business practices. It is imperative to mention that the following parameters as exemplified through relevant illustrations should be duly considered while making environmental claims:

- a. Truthfulness and accuracy of claims;
 - b. Clarity and absence of ambiguity;
 - c. Fairness and meaningfulness of comparative statements;
 - d. Absoluteness and relevance of claims;
 - e. Appropriate use of imagery devoid of substantive claims;
 - f. Endorsement by recognized environmental organizations, experts, or other authorized endorsers.
2. The Guidelines for Prevention of Misleading Advertisement in Coaching Sector, 2024 were notified on the 13th Day of November, 2024. These guidelines applies to all forms of advertisements by any person including an endorser engaged in coaching sector. The Guidelines clearly defines:
- a. Coaching and Coaching Center;
 - b. Conditions for misleading advertisement;
 - c. Obligations of every person engaged in coaching.

(ii.) Inclusiveness of Stakeholder:

Enhancing Consumer Rights through Stakeholder Engagement



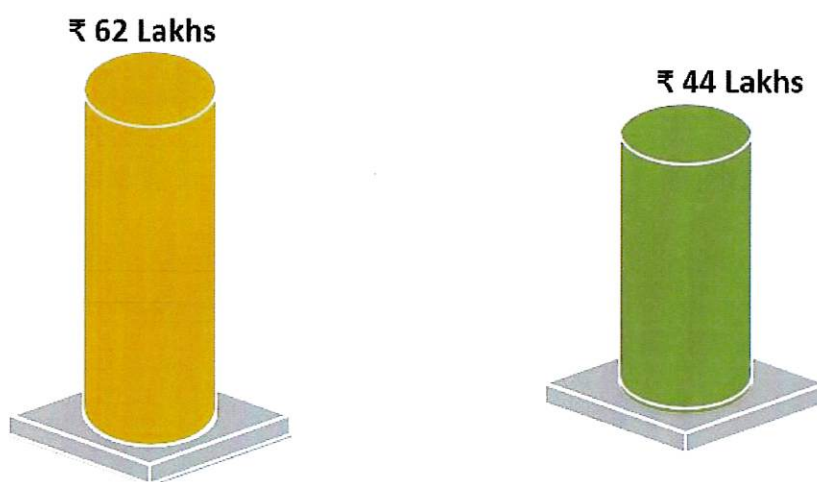
- a. The Central Authority to protect and promote the consumer rights has involved various stakeholder including technical educational institutes, law chairs, law firms, industry associations and companies while deliberating for formulating the Guidelines and other initiatives. Further, Chief Secretaries and District Collectors of States and Union Territories were also involved within their jurisdiction and to take appropriate steps as per law on issues brought to their information by the CCPA. Subsequently, voluntary consumer organizations were also urged to spread consumer awareness of the documents shared with them from time to time.

E. Execution of the Orders of the Central Authority and imposition of penalties:

- a. During the year in review based on the Orders passed the status of penalties includes the following:

Name of the Case	Details of Penalty Imposed	Details of Status of Penalty
Alternative Learning Systems (ALS IAS)	₹ 10 Lakhs	Appeal Pending in NCDRC
Vajirao & Reddy Institute	₹ 7 Lakhs	Appeal Pending in NCDRC
StudyIQ IAS (StudyIQ Education Pvt. Ltd.)	₹ 7 Lakhs	Appeal Pending in NCDRC
Shankar IAS Academy	₹ 5 Lakhs	Penalty Received
Maluka IAS	₹ 3 Lakhs	
Edutap Learning Solution	₹ 3 Lakhs	
Sriram's IAS	₹ 3 Lakhs	
Anuj Jindal (M/s AJC Edutech Pvt. Ltd.)	₹ 3 Lakhs	
Drishti IAS	₹ 3 Lakhs	
IITian's Prashikshan Kendra Pvt. Ltd. (IITPK)	₹ 3 Lakhs	
Argasia Education Pvt. Ltd. (Plutus IAS & Yojana IAS)	₹ 3 Lakhs	
Vision IAS	₹ 3 Lakhs	Appeal Pending in NCDRC
Shubhra Ranjan IAS Study	₹ 2 Lakhs	Penalty Received
Exide Industries Ltd.	₹ 2 Lakhs	
M/s Hindware Home Innovation Ltd.	₹ 1 Lakhs	
Edge IAS	₹ 1 Lakhs	Appeal Pending in NCDRC
Vijay Sales (India) Pvt. Ltd.	₹ 1 Lakhs	Penalty Received
Suerte Cosmetic Science	₹50 Thousand	
Zoo Bee/Mowak	₹50 Thousand	

Status of Penalty



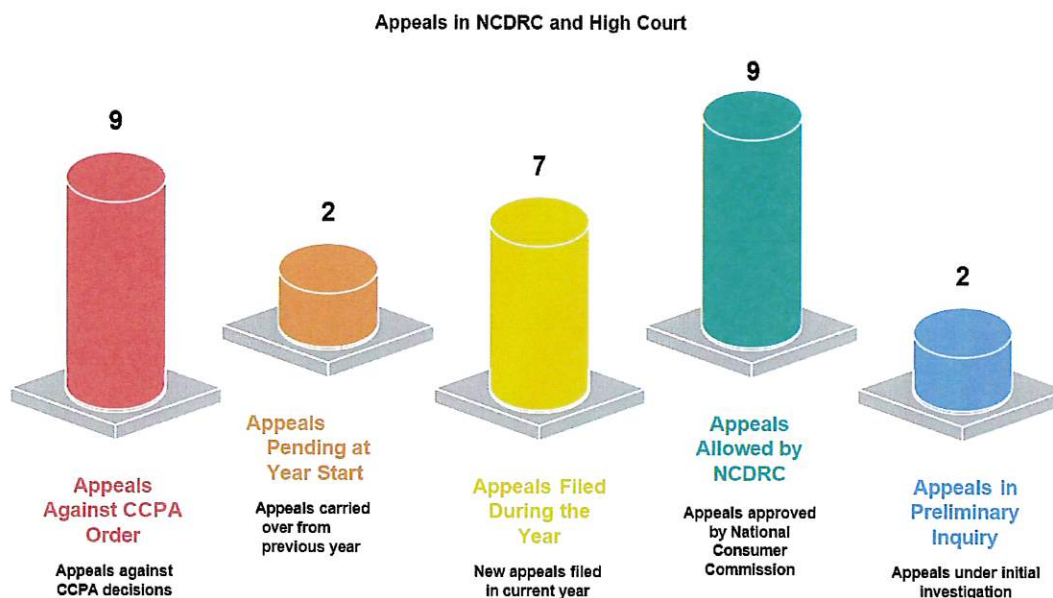
Total penalties imposed in current year

Total Penalties collected in current year

Details of Penalty	Total Amount of Monetary Penalty Levied	Total Amount of Monetary Penalty Received
Amount Details	₹ 62 Lakhs (Current Year)	₹ 44 Lakhs [₹ 33 Lakhs (Current Year) + ₹ 11 Lakhs (previous year)]

F. Appeals:

The Consumer Protection Act, 2019 u/s 24 provides that any person aggrieved by any order passed by the Central Authority u/s 20 and 21 may file an appeal to the National Commission within a period of thirty days from the date of receipt of such order.



Appeal in NCDRC				Appeal in Hon'ble Court / High Court	
Number of Appeals Pending at the beginning of the Year	Appeals filed during the year	Number of Appeals Against the Order of CCPA	Number of Appeals allowed by the National Consumer Commission during the Year	Number of Appeals during the stage preliminary inquiry	Number of Appeals Against the Order of CCPA
(A)	(B)	(A+B)	-----	-----	-----
2	7	9	9	2	9

G. Communication or References:

The work of CCPA seeks to safeguard the rights of class of consumers. Further, the consumer rights extends to diverse sector such as cab aggregators, consumer durables, direct selling, e-commerce, education, food and beverages, hotels and restaurants, health and wellness, real estate, surrogate advertisements, and travel and tourism etc. Accordingly, on receipt of any communication or references a preliminary investigation is carried out in accordance with the provisions of the ibid Act, Rules and Regulations made thereunder to determine whether there exist a prima facie or not.

H. Administration and Establishment matters:

- a. The Central Government in exercise of its power u/s 10(2) and u/s 15(2) of the ibid Act, 2019 issued revised Gazette Notification on the 07th day of May, 2024 in suppression of the following Gazette Notifications issued on 29th day of July, 2020, 25th day of September, 2023, 30th day of November, 2023 and 13th day of December, 2023, appointed the following Officials to discharge the their duties in CCPA in addition to their present duties:

S.No.	Name and Designation of the Officer	Charge of Post in the CCPA	Term of Office
1.	Smt. Nidhi Khare, Secretary Department of Consumer Affairs, Government of India.	Chief Commissioner	29 th day of July, 2020 To 30 th day November, 2023 And 27 th Day of April, 2024 To 31 st day of March 2025
2.	Shri Anupam Mishra, Joint Secretary, Department of Consumer Affairs, Government of India.	Commissioner	29 th day of July, 2020 To 31 st day of March 2025

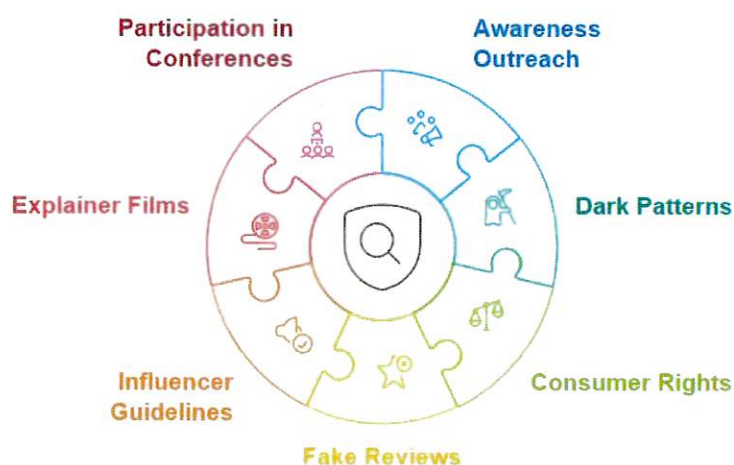
- b. Furthermore, composition of the Investigation Wing was also fulfilled through allocation of additional charges which are furnished here under.

S.No.	Name and Designation of the Officer	Charge of Post in the Central Consumer Protection Authority
1.	Shri Promod Kumar Tiwari, Director General, Bureau of Indian Standards	Director General (Investigation) of CCPA
2.	Dr. Shri Alok Kumar Srivastava, Director General, National Test House	Additional Director General (Investigation)

- c. In addition to the above, as on 31.3.2025, CCPA had appointed 2 Experts and Professionals for efficient performance of its functions out of which 1 had demitted the office of CCPA.

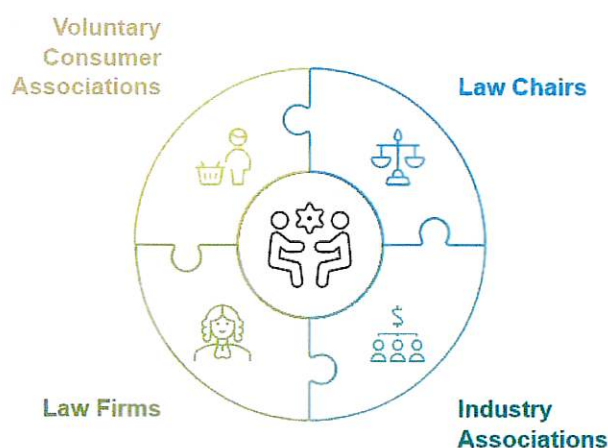
I. Consumer Awareness:

Consumer Awareness Initiatives through JagoGrahakJago



- a. The JagoGrahakJago platform widely amplified the awareness outreach against on issues of violation of consumer rights, misleading advertisement and unfair trade practice, manipulative online practices, particularly the 13 identified dark patterns including basket sneaking, subscription traps, drip pricing, confirm-shaming, and others. These were supported by detailed awareness posts and explainer creatives aimed at educating consumers about deceptive online design tactics. Further, dedicated content was shared on consumer rights, fake review mechanisms, influencer guidelines, and endorsement responsibilities. Short explainer films were circulated extensively through JGJ social media accounts. Further, it has proactively participated in awareness programmes/conferences organized by Department of Consumer Affairs.

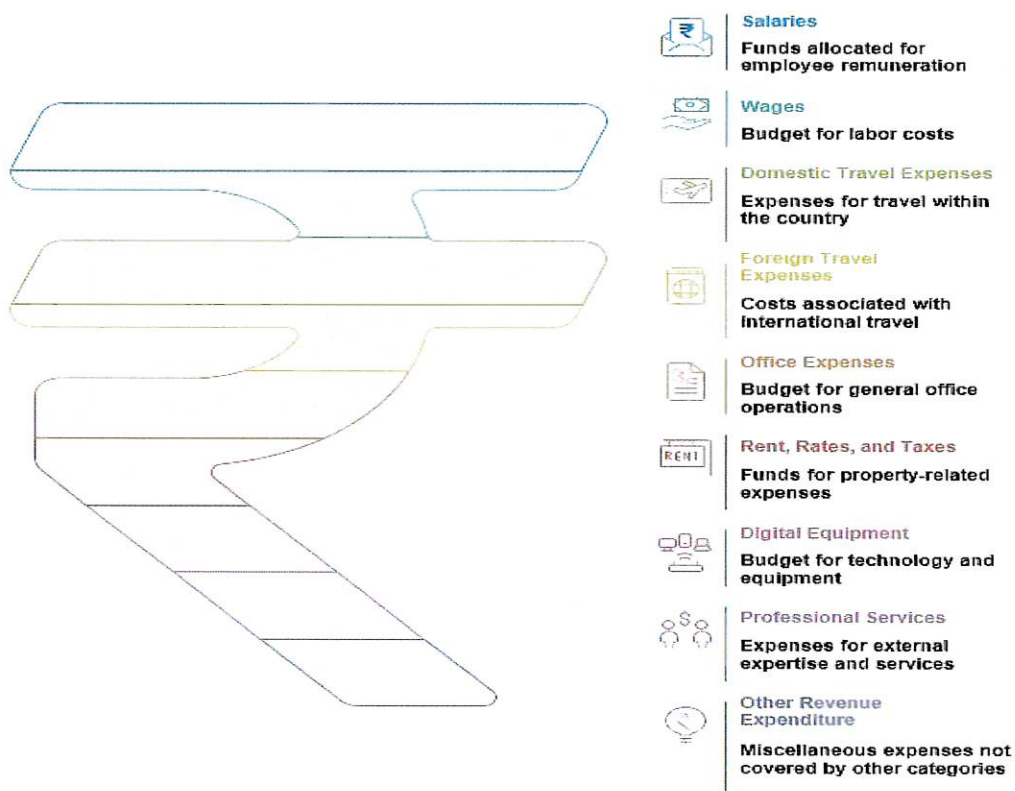
Enhancing Consumer Rights Through Collaboration



- b. On the other hand, capacity building of stakeholders were undertaken through continuous engagements. Law chairs, industry associations, law firms, voluntary consumer associations were invited to participate in the regulatory process by seeking inputs on the guidelines issued from time to time for promoting the rights of the consumers.

J. Budget and Accounts:

CCPA Budget Overview



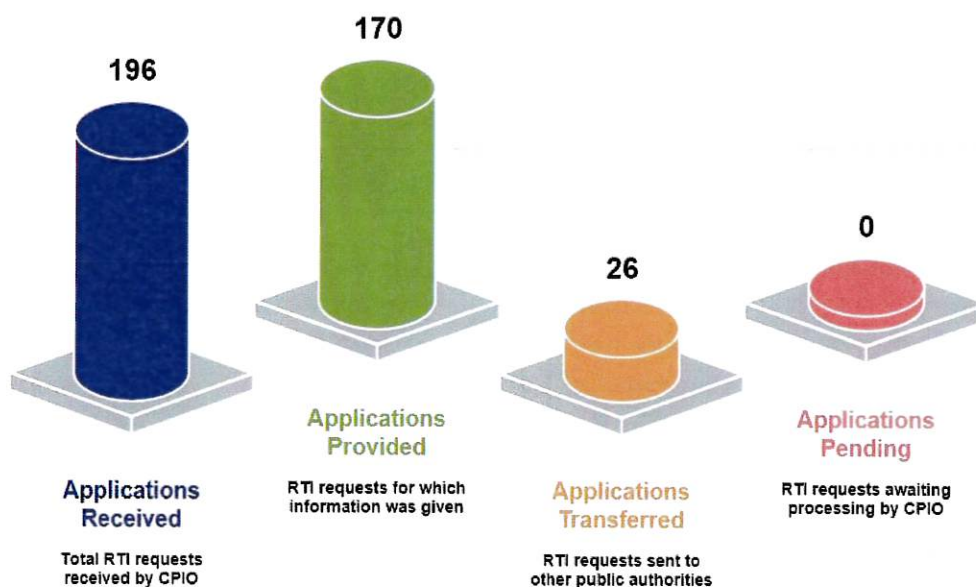
(In Lakh Rupees)

Central Consumer Protection Authority in broad Categories (Object Head)	B.E. 2024-25	Revised Estimates 2024-25	Expenditure upto 31 st March 2025
16.01.01 (Salaries)	1.00	3.50	0.00
16.01.02 (Wages)	1.00	1.00	0.00
16.01.11 (Domestic Travel Expenses)	1.00	1.00	0.00
16.01.12 (Foreign Travel)	1.00	1.00	0.00
16.01.13 (Office Expenses)	13.00	13.00	0.33
16.01.14 (Rent, Rates and Taxes for Land and Buildings)	1.00	1.00	0.00
16.01.19 (Digital Equipment)	1.00	1.00	0.00
16.01.28 (Professional Services)	50.00	50.00	28.85
16.01.49 (Other Revenue Expenditure)	1.00	1.00	0.00
Total	70	72.5	29.18

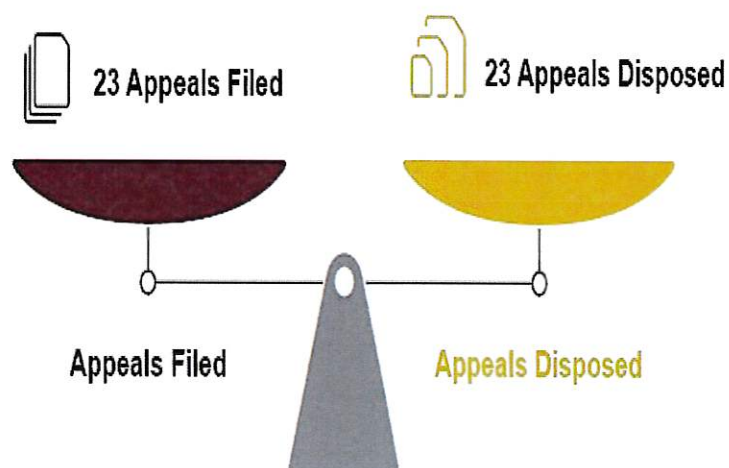
K. Right to Information Act, 2005 (RTI):

Shri Anupam Mishra, Commissioner, CCPA was the first appellate authority and Smt. Swwarupa Saraan, Deputy Secretary and Shri Mrinal Kumar Das Director on behalf CCPA, were the Central Public Information Officer (CPIO) of CCPA. The below table presents the receipt and disposal of RTIs:

RTI Application Status From 1st day of April, 2024 to 31st day of March 2025



Appeals Filed and Disposed From 1st day of April, 2024 to 31st day of March 2025



From 1st day of April, 2024 to 31st day of March 2025

Number of applications received by Central Public Information Officer or Assistant Central Public Information Officer (CPIO) seeking information under the RTI Act;	Number of applications for which information has been provided by Central Public Information Officer	RTI application transferred to Another Public Authority	Number of applications pending with Central Public Information Officer
196	170	26	0

From 1st day of April, 2024 to 31st day of March 2025

Number of appeals filed before First Appellate Authority against the order of CPIO	Number of appeals which have been disposed of by First Appellate Authority	Number of appeals pending with First Appellate Authority	Number of applications or appeals not disposed of in the stipulated time frame
23	23	0	0

L. Prevention of Sexual Harassment of Women at Workplace:

The Department of Consumer Affairs, Government of India has constituted a Committee to prevent sexual harassment at workplace in order to provide safe, secure and healthy environment to every employee including women at workplace. Further, no complaints regarding sexual harassment was reported in the CCPA.

End of Report

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