

Central Consumer Protection Authority (CCPA)
Ground Floor, CCPA Wing, Indian Institute of Public Administration, IP Estate
Ring Road, New Delhi- 110002

Ref. File No- J- 25/74/2021 – CCPA

In the Matter of:- Welspun Global Brands Limited (e-commerce platform - spaces)

CORAM:

MS. NIDHI KHARE, CHIEF COMMISSIONER
MR. ANUPAM MISHRA, COMMISSIONER

APPEARANCE:

- 1) Mr. Umasankar Mahapatra; Senior Vice President, Innovation Cell. (Head Innovation)
- 2) Mr. Anuj Arora; Vice President, Marketing.
- 3) Mr. Jai Bihani; Vice President, Category.
- 4) Kumar Anjani, Deputy General Manger – Legal
- 5) Mukulraj Raghorthy, Deputy General Manger – Legal

Dated- 11.01.2022

ORDER

1. The Central Authority has instituted the present case on the basis of complaint received on Grievance against misleading advertisement (GAMA) Portal regarding, an alleged misleading advertisement related to **Air Purifying Bedsheets**, published by Welspun Global Brands Limited (e-commerce platform - spaces) through Facebook which states that “ **Introducing the new Air purifying Bedsheet by SPACES that absorb the harmful greenhouse gases in the air and convert it into pure air so you can sleep happy**”.

2. Accordingly, a Notice dated 26th November, 2021 was issued to the Opposite Party asking them to Show Cause as to why “a preliminary enquiry” under Section 19(1) of the Consumer Protection Act, 2019 should not be conducted against them for making alleged false or misleading claims in the advertisement along with supporting documents.

3. On receipt of afore-said notice, the opposite party filed its reply dated 09th December 2021 along with test reports. Upon consideration of the Opposite Party's response, the hearing has been fixed for 11th January 2022.

4. Mr. Umasankar Mahapatra and Four (04) other officials appeared on the behalf of the company and submitted that, the claim made by them is based on Laboratory test reports of University of Alicante's Technical Research Services (SSTI), Spain. They further submitted that, it is an innovative addition of new technology used in the process of making Air Purifying Bedsheets. In support of his submissions, they further explained, the chemical process involved in the purification of CO₂ which in turn is used in forming the Air Purifying Bedsheet.

5. On being enquired about maintaining the effectiveness of the product, the company's representative submitted that, the product is effective for first 30 washes and the same is also mentioned in the disclaimer to the advertisement for the awareness of general public.

6. The Central Authority further noticed that the term "**greenhouse gases**" as used in the description of the product, **does not signify only one(1) gas i.e. Carbon di oxide (Co₂), but it also covers other gases, namely, Methane (CH₄), nitrous oxide (N₂O), and ozone (O₃) etc.** Therefore, the Authority asked the company to provide additional Laboratory reports stating that their product has been tested and found effective against other greenhouse gases also. In response, the company's representative submitted that, they had used the CO₂ process, as it is a pollutant which can be easily tested and they had created a laboratory conditions for testing CO₂ as a sample gas. With regard to other greenhouse gases (such as Methane (CH₄), nitrous oxide (N₂O), and ozone (O₃) the company's representative responded that, the company does not have any specific reports related to other greenhouse gases.

7. On the submission made by the company's representative, the Central Authority noticed that, the testing has been done under certain Laboratory conditions, but the product "bedsheet" would be used in houses, where room temperature would vary from place to place. It was also noted that, the test may be effective in their laboratory under certain temperature and pressure but there may not be the same scenario under normal room temperature in residential houses. Hence, it is difficult to accept the proposition of the company that the testing done in their laboratory condition would hold good for the conditions normally prevailing in the residential houses.

8. In this connection, the Central Authority was dissatisfied about the tall claim made by the company in their advertisement stating "**Introducing the new Air purifying Bedsheet by SPACES that absorb the harmful greenhouse gases in the air and convert it into pure air so you can sleep happy**". without scientific reports related to all the greenhouse gases.

9. Further, the Central Authority express their concern about the product being launched in the market without having all laboratory reports of greenhouses gases except Carbon di oxide. Further, the Authority is of the view that the company is misleading the consumers for promoting their product by taking advantage of the vulnerable consumers by giving vague statement.

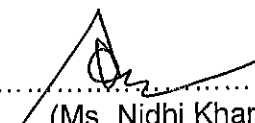
10. In view of above, the Central Authority directed the company to withdraw the advertisement with immediate effect, so that it does not mislead the general public with regard to the scope and effectiveness of the product advertised. Further the Authority also directed the company to file written submissions on the subject matter.


11. The company's representative agreed to abide by the direction passed by the Authority and requested for the permission of the Authority for publishing the advertisement in future on the basis of additional scientific test reports. The Authority in response stated that, the company should advertise only such claims which are truthful, honest and also supported by proper scientific evidence/laboratory test reports.

12. The Central Authority also warned the company to be careful in future and not to engage in such misleading advertisements, failing which the Authority shall impose penalty as per the provisions of the Consumer Protection Act, 2019 and also directed the company should file their written submission with regard to the withdrawal of the advertisement in question.

13. The company's response dated 11th January 2022 has since been received wherein they confirm that, they had **withdrawn the advertisement in question** across all media including Facebook link as mentioned in Authority's Notice dated 26th November 2021. They further mentioned that, they may re-launch the product with the modified claim/disclaimer along with all additional test reports and supporting documents.

14. In view of above, the matter may not be pursued further and the case may be treated as closed.


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(Ms. Nidhi Khare)
Chief Commissioner


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(Mr. Anupam Mishra)
Commissioner