

CENTRAL CONSUMER PROTECTION AUTHORITY
KrishiBhawan Dr. Rajendra Prasad Road, New Delhi-110001
F.No. CCPA/3/2022-CCPA
(Pre. Ref. F.No. J-25/9/2020-CCPA)

IN THE MATTER OF

Hindustan Unilever Ltd.

Unilever House, B.D., Sawant Marg, Chakala,
Andheri (E), Mumbai-400 099

COMPLAINANT

Sarjit Singh

Mahendragarh, Haryana

CORAM:

MRS. NIDHI KHARE, CHIEF COMMISSIONER

MR. ANUPAM MISHRA, COMMISSIONER

Dated: 19-10-2023

ORDER

This matter was taken up by CCPA on a complaint made by Sarjit Singh, Mahendragarh, Haryana against Hindustan Unilever Ltd. alleging the advertisement "lifebuoy Immunity Boosting Hand Sanitizer improve immunity and giving protection from COVID-19" on internet as misleading. Thereafter, Hindustan Unilever Ltd. was issued notice.

2. Further the Central Authority sought a status report from Drugs Controller General India (DCGI) with regard to aforementioned misleading claim. The Drugs Controller General India (DCGI) stated in their report that the claim made as "lifebuoy Immunity Boosting Hand Sanitizer" has not been validated by any Authority and therefore the claim cannot be substantiated for the product. The matter was examined in light of the response received from company.

3. In the light of the response of the company that Hindustan Unilever Ltd. has taken down the advertisement claiming "lifebuoy Immunity Boosting Hand Sanitizer improve immunity and giving protection from COVID-19" from internet and have since stopped manufacturing of said product, the issue stands resolved and hence the matter stands closed.



(Nidhi Khare)
Chief Commissioner



(Anupam Mishra)
Commissioner