

CENTRAL CONSUMER PROTECTION AUTHORITY
Krishi Bhawan Dr. Rajendra Prasad Road, New Delhi - 110001

F. No. CCPA-2/4/2022-CCPA
(Pre. Ref: F. No. J - 25/31/2022 – CCPA)

IN THE MATTER OF

MGM Healthcare Pvt. Ltd.

No.126, BNT Connections Building, 4th Floor Nelson Manickam Road,
Aminjikarai, Chennai-600029

COMPLAINANT

Advertising Standards Council of India (ASCI).

CORAM:

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

Dated: 05-01-2023

ORDER

The complaint made by the Advertising Standards Council of India (ASCI) against MGM Healthcare Pvt. Ltd. (company) alleging the advertisement "*MGM Healthcare is India's first TAVR Centre of Excellence*". on linkedIn and on other social media platforms as misleading one, has been examined in the light of response received from company.

In the light of the response of the company and the fact that MGM Healthcare Pvt. Ltd. has taken down the advertisement post of superlative claim as "*MGM Healthcare is India's first TAVR Centre of Excellence*" from LinkedIn and other social media platforms, Central Authority is of the opinion that there is no sufficient ground to proceed with the matter and hence decided to close the case.


(Ms. Nidhi Khare)
Chief Commissioner


(Mr. Anupam Mishra)
Commissioner