

CENTRAL CONSUMER PROTECTION AUTHORITY
Ground Floor, CCPA Wing, Indian Institute of Public Administration, IP Estate, Ring Road,
New Delhi – 110002

Ref: F. No. J –25/02/2021– CCPA

In the Matter of: Godrej Consumer Products Limited

CORAM:

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

APPEARANCES: Godrej Consumer Products Ltd.

1. Mr. Chakradhar V – Head – Corporate Legal
2. Mr. Pankaj Phadnis – Associate Vice President – Corporate Legal
3. Mr. Rajan Raghavachari – Head – R&D (Group of Africa US Middle East)
4. Ms. Anuja Mishra – Vice President & Head of Marketing- (Personal Care & Hygiene)

Dated: 09.04.2021 at 3:00pm

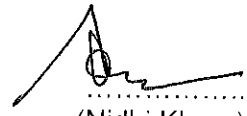
ORDER
(through Video Conferencing)

1. Mr. Pankaj Phadnis and 3 other officials appeared on behalf of the company and submitted that, the advertisement regarding Godrej protekt Mr. magic hand wash is not false or misleading. In support thereof, Mr. Pankaj Phadnis referred to Microbac Laboratory Inc, USA (CDC recognized), Report dated 10.11.2020 (Unaudited Preliminary report) and Report dated 22.01.2021 (Final Report), and stated that, the said reports shows that their product, Godrej protekt Mr. Magic hand wash is effective against SARS-CoV-2 (COVID-19). They further stated that, they launched the product at a very minimal and affordable price so that all consumers get benefited.
2. On the issue of launching the product, without receipt of final audit report, the company submitted that, due to urgency in the wake of COVID-19 pandemic situation, the product was launched. In the support of their contention, Mr. Phadnis invited the attention to both Reports i.e. unaudited preliminary and final report wherein, it was mentioned that, results of both reports were same.
3. It was submitted by the company that, during pandemic situation no adequate testing facility was available in India to meet the requirements. Hence, they sent their product to afore-said Laboratory during August 2020 for testing purpose. According to the company, now they have Indian Laboratory test reports as well.

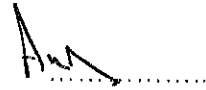
4. On being enquired about the shipping details of the product sent to afore-said laboratory in USA, the company in response thereto, stated that, they would submit all the essential documents related to shipping details to the Authority.

5. On being asked that, the advertisement is silent on 1(one) minute contact time as mentioned in test Reports, the company submitted that, usually people wash their hands for 1 minute but at the same time they accepted the fact that, insufficient knowledge was provided to general public. Hence they agreed to publish corrective advertisement of the same size and font for general awareness of the consumers.

6. The Central Authority emphasized the need for strict adherence to the advisory issued by it for avoiding misleading advertisement.



(Nidhi Khare)
Chief Commissioner



(Anupam Mishra)
Commissioner