

CENTRAL CONSUMER PROTECTION AUTHORITY
Room No. 567-A, Krishi Bhawan Dr. Rajendra Prasad Road, New Delhi - 110001

Ref: F. No. J - 25/33/2022 – CCPA

IN THE MATTER OF

On a complaint received from the Advertising Standards Council of India (ASCI).

AGAINST

Zen Industries Private Limited

CORAM:

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

Dated: 28-07-2022

ORDER

Zen Industries Private Limited., the manufacturing company of the product 'Eagle Mawa Mukhwas' was claimed to be a misleading advertisement by Advertising Standards Council of India (ASCI) and a complaint was sent to the Central Consumer Protection Authority.

2. Accordingly, the Central Consumer Protection Authority issued a show-cause notice to the Zen Industries Private Limited ("the company") on 30.05.2022 vide which the company was directed to substantiate the claim made in advertisement and provide the ingredients contained in the product with the necessary supporting documents for the ingredients.

3. The company responded to the aforesaid show-cause notice vide email dated 08.06.2022 stating as under:

- i. *"The subject advertisement has not been prepared / produced by the undersigned company. We have never authorized any person (including cable operators) to advertise, showcase and publish the subject advertisement. We have already raised this contention in our reply dated 08/10/2021 addressed to Advertising Standards Council of India (ASCI)*
- ii. *that we have never made / prepared the subject advertisement nor we have authorized / permitted any person (including the cable operators) to showcase / advertise / publish the subject advertisement.*
- iii. *that we are nowhere involved in advertising / telecast / production of the subject advertisement. However, we would like to clarify that none of the undersigned company's products contain tobacco.*
- iv. *that we had conducted our internal research and due diligence by observing Channel 100 on Siti Cable for a considerable period to ascertain the telecast of subject advertisement. However, we were unable to locate the subject advertisement on the said channel."*

4. From the reply of the company, it is concluded that there is no sufficient ground to proceed with the matter.

The matter therefore is closed.



Ms. Nidhi Khare
Chief Commissioner



Mr. Anupam Mishra
Commissioner