

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

F.No. CCPA-11/8/2023
(Pre. Ref. F.No. J-25/29/2022-CCPA)

In the matter of Ayom Nutrition Pvt. Ltd regarding misleading advertisement.

COMPLAINANT:

ADVERTISING STANDARDS COUNCIL OF INDIA

CORAM:

MRS. NIDHI KHARE, CHIEF COMMISSIONER

MR. ANUPAM MISHRA, COMMISSIONER

Dated: 08-11-2023

ORDER

It has come to the notice of Central Consumer Protection Authority (hereinafter referred as 'CCPA') through complaint received by Advertising Standards Council of India (ASCI) that, misleading advertisement related to "Vitamin Gummies" has been published by Ayom Nutrition Pvt. Ltd. through company's own website. The company was claiming "Ayom Nutrition-India's First Vitamin Gummies.

2. Accordingly, CCPA took cognizance of the matter and issued a Show Cause dated 26th May, 2022 to the company for violation of provisions of the Consumer Protection Act, 2019 highlighting the issue of misleading advertisement.
3. In response to the notice, a reply dated 30th September, 2022 was received from company which stated that Ayom Nutrition Pvt. Ltd has taken down the advertisement claiming "Ayom Nutrition - India's First Vitamin Gummies" from website.
4. In the light of the response of the company, CCPA verified on their website and it was observed that company has taken down the advertisement claiming "Ayom Nutrition - India's First Vitamin Gummies" from its website. In future, if the company is found to be violating the provision of Consumer Protection Act, 2019 then as per Section- 21 of the Consumer Protection Act, 2019 CCPA may, by order, impose a penalty which may extend to ten lakh rupees and for every subsequent contravention may extend to fifty lakh rupees.
5. The issue stands resolved and hence the matter stands closed.



(Nidhi Khare)
Chief Commissioner


(Anupam Mishra)
Commissioner