

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

F. No. CCPA-2/34/2022-CCPA

IN THE MATTER OF

Swanrose India Pvt. Ltd.

4th Floor, Bhandari House 91
Nehru Place- New Delhi, South Delhi- 110019

COMPLAINANT

Advertising Standards Council of India (ASCI)

CORAM:

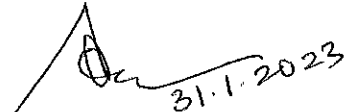
MS. NIDHI KHARE, CHIEF COMMISSIONER
MR. ANUPAM MISHRA, COMMISSIONER

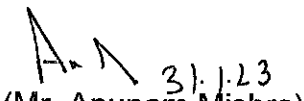
Dated: 31.01.2023

ORDER

The notice was issued to Swanrose India Pvt. Ltd. on a matter referred by ASCI for the alleged advertisement claiming their product as *"first hand sanitizer that gives 24 hours protection with just one use in a day"* and *"beat the second wave with just human sanitizer"* as misleading one, and has been examined in the light of response received from company.

Since, the company has taken down the advertisement post of superlative claim, the 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