

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

F. No. CCPA-2/19/2022-CCPA
(Pre. Ref: F. No. J - 25/27/2022 – CCPA)

IN THE MATTER OF

Gujarat Cooperative Milk Marketing Federation Ltd.
Amul Dairy Road, .Opp: Hotel Surubhi,
Anand-388001, Gujarat, India

COMPLAINANT

Advertising Standards Council of India (ASCI).

CORAM:

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

Dated: 08th December, 2022

ORDER

On the basis of preliminary inquiry, Central Authority has found that there exists no case of misleading advertisement on the part of Gujarat Cooperative Milk Marketing Federation Ltd. as alleged by Advertising Standards Council of India (ASCI), on the following grounds:

- i. As per Food Safety Regulations, Buffalo milk is defined to contain the highest content to fat and milk solids among various species, specific milk and providing the maximum amount of energy per 100 ml/100g of milk consumed.
- ii. A comparison of Nutritional information of Amul Buffalo milk with other brands indicates the fat content of 6.5g and energy content of 91 Kcal.
- iii. Gujarat Cooperative Milk Marketing Federation Ltd. Substantiated their claim with judgment of Supreme Court Colgate Palmolive (India) Ltd. v. Satish Kohra and Ors. 2005' (3) JLJ 375 Havells India Ltd. & Anr. v. Amritanshu j. Khaitan and Ors. (2015 (62) PTC 64 (Del). Quoting that it does not mislead the consumers by exaggerating the accuracy, scientific validity or practical usefulness or capability or performance or service of goods or product.

2 Hence, there is no sufficient ground to proceed with the matter and a little exaggeration in the advertisement cannot be treated as misleading advertisement.

The matter is, therefore, ordered to be closed.


(Ms. Nidhi Khare)
Chief Commissioner


(Mr. Anupam Mishra)
Commissioner