

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

Ref: F. No. J - 25/14/2022 – CCPA

IN THE MATTER OF

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

AGAINST

Bhanwar Rathore Design Studio (BRDS)
1st-2nd-4th-5th Floor, 100 Building, Nr. Rajvi Arcade,
Between Gurukul and Manav Mandir, Drive-In Road,
Ahmedabad, Gujarat - 380052.

Opposite Party

CORAM:

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

Dated:

ORDER

1. The Bhanwar Rathore Design Studio (BRDS) through its advertisement claimed that their BRDS Result in 2020: 168 NID, 1252 NIFT, 52 IIT, 74 CEPT, 824 NATA, 462 JEE paper II and further claimed that they have the highest selection record from BRDS as compared to any coaching institute in India. Recognizing the claims made in the advertisement the Advertising Standards Council of India (ASCI) made a complaint to the Central Consumer Protection Authority. The Central Authority, empowered under section 19(1) of the Consumer Protection Act, 2019 issued a show-cause notice to the opposite party on 17.05.2022 asking it to substantiate the claims made through their advertisement and why an action under sections 20 and 21 of the Consumer Protection Act, 2019 should not be taken against them.
2. The opposite party responded to the aforesaid show-cause notice vide email dated 24.05.2022. Through their letter, the opposite party admitted that the advertisement was published by them only because of lack of knowledge about the rules & regulations. They further agreed to change the impugned advertisement on an immediate basis.
3. Going by the admission of the opposite party, the opposite party is directed to discontinue the above-mentioned advertisement and should file its compliance within 7 days. If the continuance of such an advertisement is seen they will be liable to stringent actions under the Consumer Protection Act, 2019.


.....4/7/2022
Ms. Nidhi Khare
Chief Commissioner