

## **Ministry of Consumer Affairs**

### **Gol releases draft guidelines for advertisements**

**September 7, 2020**

Relevant to Marketing/PR/Corporate Communication Team of All Mahindra Businesses

#### **Background**

- Celebrity endorsements through personal tweets, blogs, posts and other testimonials should be based on adequate information about or experience with the product or service being endorsed, according to the first draft of the advertising code released by the government
- The advertising code was drafted by the Central Consumer Protection Authority under the Consumer Protection Act, 2019 and is aimed at curbing unfair trade practices such as misleading claims made by advertisers
- It holds manufacturers, service providers, advertising agencies as well as brand endorsers accountable for any misleading claims. Once notified, these guidelines will cover "all advertising and marketing communications regardless of form, format or medium."

#### **Key Draft Guidelines:**

- Endorsement: The endorsements of celebrities through blogs, posts and tweet should be based on adequate information or experience with the product
- Disclaimers: The disclaimers that are not easily noticeable by or legible or easily understandable to an ordinary consumer will be treated as misleading advertisements under the Consumer Protection Act
- On Surrogate advertising: Goods or services whose advertising is otherwise prohibited shall not circumvent such restrictions by advertising other goods or services of which is not prohibited
- Free Product: The advertisement should not describe a product or service as free without charge or other similar terms if the consumer has to pay anything other than the cost while purchasing a product or service for delivery of the same

- Violation: The violation of the guidelines would face action by the Central Consumer Protection Authority

### For Further Study

1. <https://factly.forumias.com/goi-releases-draft-guidelines-for-advertisements/>
2. <https://economictimes.indiatimes.com/industry/services/advertising/government-releases-draft-guidelines-on-advertising-to-treat-non-legible-disclaimers-as-misleading-ads/articleshow/77963604.cms?from=mdr>
3. <https://currentaffairs.gktoday.in/goi-releases-draft-guidelines-for-advertisements-092020341756.html>