

**Central Consumer Protection Authority**

**Krishi Bhawan, New Delhi --110001**

Case No: CCPA-2/69/2023-CCPA

In the matter of: Misleading advertisement by Drishti IAS (VDK Eduventures Pvt. Ltd.).

CORAM:

Mrs. Nidhi Khare, Chief Commissioner

Mr. Anupam Mishra, Commissioner

**APPEARANCES**

For Drishti IAS: -

1. Mr. Sumeer Sodhi, Advocate
2. Ms. Kanika Bhatia, Representative of Drishti IAS
3. Mr. Gaurav Bana, Representative of Drishti IAS
4. Mr. Kartikay Garg, Advocate

Date: 30.09.2025

**ORDER**

1. This is a *suo-moto* case taken up by the Central Consumer Protection Authority ('CCPA') against Drishti IAS (VDK Eduventures Private Limited) [hereinafter referred as 'opposite party'] with regard to alleged misleading advertisements on its official website ([www.drishtiiias.com](http://www.drishtiiias.com)). The following claims were made in the advertisement –

- i. *“216+ selections in UPSC CSE 2022” (Annexure-1)*

2. Taking cognizance of the issue, the Central Consumer Protection Authority (hereinafter referred as 'CCPA') in exercise of power conferred under Section 19 of the Consumer Protection Act, 2019 (hereinafter referred to as 'the Act') conducted a

preliminary inquiry to examine authenticity of the claims in the impugned advertisement made by the opposite party.

3. The CCPA prima facie observed that the opposite party had allegedly published abovementioned claim/advertisement prominently featuring the pictures and names of successful candidates from UPSC CSE 2022 and simultaneously advertised various types of courses provided by them on its official website while concealing important information such as the specific courses opted for by the successful candidates.

4. Guidelines for Prevention of Misleading Advertisements and Endorsements for Misleading Advertisements, 2022, Clause 4 mandates that any claim made in an advertisement must be truthful and should not mislead consumers with unsubstantiated claims. Additionally, Clause 12 places a duty on service providers and advertisers to ensure that claims related to objectively verifiable facts are capable of substantiation and to produce such evidence if required by the CCPA, without exaggerating the accuracy, performance, or service of the product.

5. Accordingly, CCPA issued a notice dated 31.08.2023 to the opposite party for violation of provisions of the Consumer Protection Act, 2019 highlighting the issue of alleged misleading advertisement by concealing important information i.e. specific courses opted by the successful candidates. An opportunity to furnish response within 15 days of the issue of the Notice was given to the opposite party to submit the following requisite documents to substantiate their claims:-

- a. Details of 216 plus students who were claimed to have cleared the UPSC 2022 exam from Drishti IAS.
- b. Date of joining of each such student
- c. Type of course attended by such student
- d. Duration of the course attended by such student.
- e. Fees paid along with the copies of receipt
- f. Student Id
- g. Performance of the respective student in the UPSC exam 2022.

6. In response to the notice, a reply dated 15.09.2023 was received wherein the opposite party made the following submissions:-

- i. Drishti the Vision Foundation has been a reputed institution since its establishment in 1999, providing coaching for IAS aspirants.
- ii. Over the years, our numerous UPSC aspirants have successfully cleared the UPSC Civil Services Examination, reflecting the quality of education our experienced faculty members imparted.
- iii. Our institute strives to provide comprehensive information through its website and other public media channels. In cases where information cannot be made available on our website, we ensure that it is provided at our admission help desks, allowing aspirants to clarify any queries before enrolling with us.
- iv. The primary mode of advertisement for Drishti the Vision Foundation is our free video lectures, accessible to all on YouTube, showcasing our teaching methodologies to aspirants.
- v. On our official website, we have transparently disclosed our accomplishments for the year 2022, Drishti IAS achieved exceptional results in the UPSC Civil Services Examination, with more than 216 of our candidates securing success.
- vi. A subset of these aspirants availed of our newly launched Drishti IAS Mains Mentorship Programme, while others opted for our Mains Test Series, GS Foundation Program, and various other offerings.
- vii. The institute has not only quantified the number of successful candidates but has also meticulously listed their names, ranks, and roll numbers. This comprehensive information is presented to the public to underscore our commitment to transparency and integrity, demonstrating our firm resolve to avoid any form of misleading advertising through the website.
- viii. Open disclosure not only empowers prospective aspirants to make informed decisions about their educational journey but also exemplifies our dedication to fostering trust and credibility in our institution.

- ix. The institute does not charge fees for aspirants applying to the Interview Guidance Program and Mentorship Program.
- x. The details of 216 plus candidates who claimed to be student of the institute are submitted.

7. Thereafter, CCPA provided an opportunity of hearing to the opposite party on 25.10.2023 at 04:30 PM. However, opposite party failed to appear for the hearing.

8. In view of the above, the CCPA examined the opposite party's reply dated 15.09.2023 and found that the opposite party only provided data in tabular form, listing the names of candidates and the courses they opted for and submitted enrollment forms of only 4 candidates. However, it failed to submit requisite documents like enrolment/consent form, fees receipts of the remaining 212 successful students. CCPA further found out that majority of the candidates opted for free mock interview and test series. Considering the facts and circumstances presented, the CCPA was satisfied that there existed a prima facie case of misleading advertisement under the Consumer Protection Act, 2019. Therefore, the CCPA, vide letter dated 26.10.2023, requested the Director General (Investigation) to conduct a detailed investigation into the matter.

9. The Director General (Investigation) in its investigation report dated 05.09.2024 submitted the following:

- i. The details of 216 candidates was provided by the Institute.
- ii. Out of these 216 candidates. 162 were enrolled in Interview Guidance Program (IGP) and 54 candidates were enrolled in IGP+ other courses. This information should have been mentioned in the advertisement so that the potential aspirants and their parents/guardians could make informed decision.
- iii. Information regarding course(s) opted by the successful candidates is an important information for consumers to know so that they can make informed choice while deciding which institute to join & which course to opt for to prepare for UPSC Civil Service exams.

- iv. Section- 2(28) of Consumer Protection Act, 2019 define misleading advertisement in relation to any product or service, means an advertisement, which includes deliberately concealing important information or gives a false guarantee to, or is likely to mislead the consumers as to the nature, substance, quantity or quality of such product or service.
- v. Several coaching institutes prominently use the same successful candidates' names, pictures and videos in their advertisements while deliberately concealing important information from consumers as a class with respect to course opted by such successful candidates which consequently misled consumers believing that respective successful candidates has taken paid classroom course from the coaching institutes.
- vi. It is misleading to the potential aspirants (consumer as a class) because it is nowhere mentioned in the advertisement about the courses opted by the selected candidate. Therefore, in the present case, Drishti IAS has deliberately concealed important information like type/name of courses opted by selected candidates and duration of the course attended by such student.
- vii. However, it was also found that for UPSC CSE, 2023 results, Drishti IAS is now displaying course details along with the candidate name on its website.
- viii. It should be noted that UPSC CSE contains 3 phase i.e., Prelims, Mains and Interview. Prelims is a screening process and for final result, Mains and Interview (personality test) marks are considered. Also, after qualifying two rigorous stages Pre and Mains stage, candidates get a chance to appear for interview.
- ix. In the present case, Out of claimed 216+ candidates, 162 candidates which is 75% of total claimed selections cleared the Pre and Mains stage of UPSC CSE, 2022 without any assistance of Drishti IAS Institute. They have taken free Interview Guidance Program (IGP). This information is vital for consumers (students) in choosing the right coaching institute.
- x. Drishti IAS in the impugned advertisement has deliberately concealed this important information from prospective consumers as a class. The advertisements by the Drishti IAS which claimed 216+ selected candidates should have also mentioned the type/name and duration of the course opted

by the selected candidate so that potential aspirants can make well informed choice as its consumer right under Section-2(9) of the Consumer Protection Act, 2019. As this was not done by the Drishti IAS in its advertisement, hence it appears to be in potential violation of Section- 2(9) and Section 2 (28) (ii) & (iv) of the Consumer Protection Act, 2019.

10. The Investigation Report submitted by DG (Investigation) was shared with the opposite party vide letter dated 12.08.2025 to furnish its comments and simultaneously hearing was scheduled on 25.08.2025 at 04:00 PM.

11. CCPA received a request from opposite party via mail dated 19.08.2025 and 25.08.2025 wherein the opposite party made the following submissions:-

- i. Opposite party has authorized VSA Legal to file a reply/objections to the said Investigation Report and to represent them before CCPA.
- ii. Given the fact that we have been recently engaged by Institute and a comprehensive response would have to be prepared, we most respectfully request a reasonable extension of four weeks to file our reply/objections to the Investigation Report.

12. Considering the opposite party's request CCPA rescheduled the hearing on 15.09.2025 at 04:00 PM. And directed the opposite party may submit its written response to the Investigation report at the earliest. During the hearing opposite party was represented by Mr. Sumeer Sodhi, Advocate, Ms. Kanika Bhatia & Mr. Gaurav Bana, Representative of Drishti IAS, and Mr. Kartikay Garg, Advocate. They submitted the following:-

- i. That the impugned advertisement was removed voluntarily.
- ii. That the opposite party has complied with earlier order dated 30.09.2024 regarding UPSC CSE 2021 results wherein opposite party claimed "*150+ selection in UPSC CSE 2021*". Opposite party submitted the penalty and compliance report. In light of such past compliance, the opposite party prayed that a lenient view may kindly be taken in the present matter.

- iii. Institute realized that there is some non-compliance or problem with the advertisement. Thereby, started displaying specific course opted by successful candidates in future advertisement. For example- in UPSC CSE 2023 results, Institute started mentioning course opted by successful candidates and Inv. Report also acknowledged this fact.
- iv. That the powers of the CCPA under the Consumer Protection Act, 2019 are already under challenge before the Hon'ble Delhi High Court, and therefore the proceedings in the present matter ought to be viewed in that context.
- v. That interim orders have been passed by the Hon'ble National Consumer Disputes Redressal Commission (NCDRC), staying final orders of the CCPA in similar matters concerning other coaching institutes.
- vi. That at the relevant time, no official guidelines existed for regulating advertisements in the coaching sector.

13. Further, in response to the investigation report, the CCPA received a reply from the opposite party on 15.09.2025, wherein, following submissions were made:-

- i. The opposite party states that the copy of CCPA directions dated 26.10.2023 to DG (Inv.) was never provided to them, so it does not know the terms of reference or scope of investigation. This amounts to a violation of natural justice and makes the proceedings invalid, since the Respondent cannot even verify whether the DG stayed within or exceeded its mandate.
- ii. Denial of Wrongdoing: Opposite party denies making false or misleading advertisements regarding Drishti IAS. It submitted that there was no law or guideline at the relevant time prohibiting the kind of advertisements in question.
- iii. Use of Candidate Data: 216 candidates were mentioned in Drishti's advertisements. The opposite party states it is immaterial whether these candidates paid fees, the course duration, or the course name. Since the candidates were enrolled in one or more programs, mentioning them is not illegal.
- iv. Prompt Removal of Content: The disputed advertisement was removed voluntarily (without prejudice) once concerns were raised.

- v. Challenge to CCPA's Powers: opposite party submitted that the powers of the CCPA under the Act are already under challenge before the Delhi High Court.
  - vi. Interim orders from the NCDRC (National Consumer Disputes Redressal Commission) have stayed Final Order by the CCPA in similar cases of another coaching institutes.
  - vii. Absence of Guidelines: At the time of action, no official guidelines existed for regulating coaching advertisements. It states that imposing penalties without guidelines is arbitrary and unsustainable.
  - viii. Delay in Investigation Report: Directions for investigation were issued on 26.10.2023, but opposite party was asked for documents only on 19.08.2024 (after ~10 months). The Investigation Report was dated 05.09.2024 but was shared with the Respondent only on 12.08.2025 nearly one year late.
  - ix. Nature of Advertisement: The message was not an advertisement but a congratulatory note to 216+ successful candidates. No false names were used. It did not guarantee results or mislead consumers, hence no violation of Section 2(9) (right to information) or Section 2(28) (misleading ads) of the Act.
  - x. Interview Guidance Program (IGP): Many candidates only took the Interview Guidance Program (scholarship-based, free of cost). This stage is crucial (275 marks out of 2025) and plays a decisive role in UPSC selection. Whether or not candidates paid fees is irrelevant; they were still legitimately associated with the institute.
14. It may be mentioned that Section- 2(28) of the Act defines "misleading advertisement" in relation to any product or service means an advertisement, which-
- i. falsely describes such product or service; or
  - ii. gives a false guarantee to, or is likely to mislead the consumers as to the nature, substance, quantity or quality of such product or service; or
  - iii. conveys an express or implied representation which, if made by the manufacturer or seller or service provider thereof, would constitute an unfair trade practice; or
  - iv. deliberately conceals important information.



15. From a plain reading of the above provisions of the Act, it is evident that any advertisement must adhere to the following principles:-

- i. It should present a truthful and honest representation of facts.
- ii. Any assertions or guarantees made in the advertisement must be supported by credible and authentic evidence, studies, or materials.
- iii. Must not engage in unfair trade practices as defined under Section 2(47) of the Act. Specifically:
- iv. It should not make false or misleading claims regarding the necessity or usefulness of any goods or services [Section 2(47) (f)].
- v. Important information must be disclosed in a clear, prominent, and hard to miss manner to ensure that no critical details are concealed from consumers.

16. Section- 2(1) of the Consumer Protection Act, 2019 defines “*advertisement*” reproduced below for ready reference:

**2. Definition:** In this Act, unless the context otherwise requires,—

(1) “**advertisement**” means any audio or visual publicity, representation, endorsement or pronouncement made by means of light, sound, smoke, gas, print, electronic media, internet or website and includes any notice, circular, label, wrapper, invoice or such other documents;

17. Therefore, opposite party’s visual publicity, representation, endorsement or pronouncement of UPSC CSE exam 2022 result while prominently displaying successful candidate’s names & pictures by means of electronic media, internet or website comes under definition of advertisement.

18. The opposite party has contended that the CCPA’s communication/direction dated 26.10.2023 to the Director General (Investigation) was never provided to them, thereby amounting to violation of natural justice. This contention is misplaced and untenable. It is important to note that the Section 19 of Act states the “*Power of Central Authority to refer matter for investigation or to other Regulator*” which is produced for ready reference:-

19. (1) The Central Authority may, after receiving any information or complaint or directions from the Central Government or of its own motion, conduct or cause to be conducted a preliminary inquiry as to whether there exists a prima facie case of violation of consumer rights or any unfair trade practice or any false or misleading advertisement, by any person, which is prejudicial to the public interest or to the interests of consumers and if it is satisfied that there exists a prima facie case, it shall cause investigation to be made by the Director General or by the District Collector.

19. From the plain reading of the above provision, it is to state that:-

- a) It is clear that the CCPA is empowered, upon satisfaction of a prima facie case, to cause an investigation to be conducted by the Director General or by the District Collector. Such directions are internal administrative directions, meant only to set the investigative process in motion, and do not constitute adjudicatory orders against the opposite party.
- b) Section 19 of the Act does not provide for an opportunity of being heard at the initial stage of the proceedings. Neither the Central Consumer Protection Authority (Submission of Inquiry or Investigation by the Investigation Wing) Regulations, 2021 mandate disclosure of such directions to the opposite party. Further, Regulation 4(3) expressly provides that a preliminary inquiry need not follow formal rules of procedure. Regulation 6 of the Central Consumer Protection Authority (Submission of Inquiry or Investigation by the Investigation Wing) Regulations, 2021 requires communication only where the Authority finds no prima facie case and closes the matter, which is fundamentally distinct from a referral for investigation. This can be deduced from the scheme of the Act. Section 20 and section 21 provides for the opportunity of being heard when CCPA is satisfied after investigation and contemplates imposing the consequences. There is clear distinction between section 20, section 21 and the section 19 of act. Therefore the contention of the opposite party is not the procedure established by the Act.

20. The principles of natural justice require that the opposite party be given full particulars of the allegations and adequate opportunity to respond before any adverse order is passed. In the present matter, these safeguards have been fully respected and followed. The opposite party has been served with a detailed notice dated 31.08.2023, the investigation report dated 05.09.2024 was shared for obtaining their response, opportunities to file responses and participate in hearings dated 25.10.2023, 25.08.2025 and 15.09.2025 were duly provided. Earlier opportunity of hearing (before referring the matter to DG Inv.) was provided on 25.10.2023 which opposite party choose to ignore. This procedural framework satisfies all requirements of natural justice and due process. Therefore, CCPA finds no merit in the objections raised by the opposite party. Section 19 under which he CCPA directs the DG (Inv) to conduct investigation does not provide any opportunity of being heard. The opportunity of hearing is explicitly built into Sections 20 and 21 of the Act, where parties are served with the investigation report, allegations, and evidence, and are afforded full opportunity to respond before any adverse order is passed. The objection that the opposite party was not provided with the directions to DG (Inv) is contrary to the procedure prescribed by law in section 19, 20 and 21 of the Act. Thus, all requirements of natural justice and due process have been duly complied with. The objection raised by the opposite party is therefore devoid of merit and is hereby rejected.

21. The opposite party's contention that at the time of action, no official guidelines existed for regulating coaching advertisements is misplaced and untenable. What constitutes "important information" in an advertisement varies on a case-to-case basis and must be assessed from the consumer's perspective. The Consumer Protection Act, 2019, is a self-contained and comprehensive legislation that explicitly defines "*misleading advertisements*" under Section 2(28). The Act does not necessitate sector-specific guidelines for its applicability, as its provisions sufficiently empower the CCPA to regulate matters relating to violation of rights of consumers, unfair trade practices and false or misleading advertisements which are prejudicial to the interests of consumers. Therefore, the CCPA rightly exercised its jurisdiction under the Act.

22. It is to state that guidelines provide additional clarity, their absence does not preclude the CCPA from taking action against violation of rights of consumers, unfair trade practices and false or misleading advertisements which are prejudicial to the interests of public and consumers. The Consumer Protection Act, 2019, unequivocally empowers the CCPA to regulate violations of consumer rights, including false and misleading advertisements, regardless of the existence of sector-specific guidelines. The opposite party's attempt to evade liability on the ground of the absence of guidelines is, therefore, untenable and does not absolve them of their violations under the Act. Further, it is submitted that the CCPA in the present case nowhere has applied the said "Guidelines for Prevention of Misleading Advertisement in Coaching Sector, 2024." Rather, the Central Authority issued Notice and conducted further proceedings as per the provisions of Consumer Protection Act, 2019.

23. The CCPA took note of the fact that several coaching institutes including opposite party prominently used successful candidate's names and pictures of successful candidates of UPSC CSE 2022 on its official platforms & newspaper while deliberately concealing important information such as course opted by them to create deception as if the successful candidates were regular classroom students of coaching institutes.

24. In respect of the advertisement wherein opposite party claimed, "*216+ selections in UPSC CSE 2022*". It is important to note that the opposite party on its official website prominently carried pictures and names of successful candidates of UPSC CSE 2022. As per investigation report, opposite party submitted details of 216 candidates and out of 216 claimed selections in 2023, 162 were enrolled in Interview Guidance Program (IGP) and 54 candidates were enrolled in IGP+ other courses. Therefore, 162 students (75%) cleared the Prelims and Mains stage without any assistance of opposite party. And this information is important for consumers to know. Opposite party in the impugned advertisement has concealed this important information from consumers regarding specific course opted by successful

candidates and adopted unfair or deceptive trade practices. Further, CCPA nowhere in its proceedings demean the IGP offered by opposite party, CCPA is concerned with concealment of important information from consumers as a class.

25. It is worth noting that various exams including UPSC CSE contains 3 phase i.e., Prelims, Mains and Interview. Also, after qualifying two rigorous stages of Preliminary and Mains stage, candidates get a chance to appear for interview. The Preliminary is a screening test, the marks obtained in both the Mains Exams and the Personality Test are considered in selection merit list. The total marks for Main Exams and PT are 1750 and 275 respectively.

Table 1- UPSC Civil Service exam 2022

<b>Stages of Exam</b>	<b>Number of students</b>
Number of candidates applied UPSC Civil Services Examination, 2022	11,35,697
Number of candidates who qualified for the Mains Examination	13,090 (1% of total candidates applied)
Number of candidates who appeared for the Personality Test	2,529 (0.2% of total candidates applied)
The final number of candidates who were selected	933(0.08% of total candidates applied)
<b>Number of candidates claimed by opposite party</b>	<b>216 plus selection</b> (23.15% of total selection in UPSC CSE 2022)

26. In the instant case, opposite party through its misleading advertisement has been found to be taking credit of successful candidate's efforts and success for all the stages of the examination by deliberately concealing important information about the specific course taken by the successful candidates. CCPA further observed that in the advertisement opposite party simultaneously advertised its various courses including Mentorship Program, Asmita Scholarship, Foundation Course, Optional Subject Courses, Mock interviews, Online coaching and made it look like all the courses offered through the impugned advertisement had the same success rate for the consumers, which was not true. These facts are important for the potential students to know as to decide on the courses that may be suitable for them and should not have been concealed in the impugned advertisement.

27. This concealment of important details has affected the ability of potential students (consumers) to make a well informed choice about which courses to enroll and at what stage of their preparation of Civil Service Examination. The effect of which is violation of Consumer rights u/s 2(9) of the Act. For the potential consumers, true & honest information about specific courses taken by successful candidates would have contributed in their making an informed choice about the course to be opted for ensuring their success at CSE. The report of DG (Inv.), shared with the opposite party, has given a finding that Out of claimed 216+ candidates, 162 candidates did not take any assistance from Drishti IAS for the prelims and mains stages of the exam. This constitutes 75% of total claimed selections. Interview is an important stage no doubt, but the competition at the stage of prelims and mains is stiff, considering the larger number of candidates competing in those stages. Only 54 students out of 21 had enrolled in the courses other than IGP. It is thus an established fact that the numbers do not favor the opposite party to attract these students. Therefore, it is in the vested interest of the opposite party to conceal the Institutes lackluster statistics of just 54 candidates out of 216 candidates who had enrolled for the other stages. The concealment of the information that out of 216 selections 162 were of Interview guidance programme only is therefore deliberate.

28. The Consumer Protection Act, 2019 upholds the right of consumers to make informed decisions. Misrepresentation of facts in advertisements interferes with this right, as students might invest their time, money, and effort based on misleading claims. By presenting an untrue, incomplete and misleading claim, the opposite party has engaged in misleading advertisement, warranting corrective measures. Additionally, it is important to note that this misleading claim was published on the institute's official website, which significantly increases its reach and influence over consumers across the country. A website is accessible nationwide and even globally, allowing a larger number of consumers to be misled by the false impression created.

29. The CCPA has consistently applied the test of reasonability while issuing notices and orders to various coaching institutes for violation of consumer rights,

misleading advertisements and unfair trade practices. In the present case, the CCPA has exercised due diligence by examining the advertisements, responses submitted by the opposite party, and evaluating the impact of such advertisements on consumers. The misleading nature of the advertisements was determined based on an objective assessment of how a reasonable consumer would perceive the information presented.

30. Further, the CCPA noted that the opposite party has started disclosing the specific courses opted by successful candidates in its subsequent advertisements. However, this disclosure was made only during the course of the investigation proceedings. The CCPA had issued notice in the present case on 31.08.2023, and the Investigation Report dated 05.09.2024 recorded that the opposite party began displaying course details of the successful candidates only thereafter (**Annexure-2**). This clearly indicates that the opposite party continued to use the misleading advertisement for nearly one year. Therefore, CCPA is satisfied that opposite party has engaged in 'misleading advertisement' within the meaning of Section 2(28) of the Consumer Protection Act, 2019 as it has deliberately concealed an important information with respect to the course opted by successful candidates and thus mislead consumers as a class. In view of the above, CCPA is of the opinion that it is necessary to impose a penalty in consumer interest.

31. It is important to note that in another case:-

- a. CCPA under the Act issued Notice dated 25th August 2022 to the opposite party for UPSC CSE 2021 results wherein opposite party claimed "*150+ selection in UPSC CSE 2021*". Opposite party submitted the details of 161 candidates against its claim of 150+ selection in UPSC CSE 2021. The CCPA after carefully considering the written submissions, the submissions made by the opposite party during the hearings and the investigation report submitted by Director General (Investigation) found out that out of these 161 candidates, 148 were enrolled in Interview Guidance Program (IGP), 7 were enrolled in Mains Mentorship Program, 4 were enrolled in GS Foundation Program, 1 in Optional course and details of remaining 1 candidate was not mentioned.

- b. However, enrollment forms of 146 candidates for Interview Guidance Program (IGP) and Mentorship Program were provided and 1 screenshot of WhatsApp message as testimonial was provided. No supporting documents were provided for the rest of the claimed candidates. Therefore, CCPA was satisfied that opposite party has engaged in misleading advertisement as envisaged under the Act as it had deliberately concealed an important information with respect to the course opted by successful candidates and therefore CCPA was of the opinion that it is necessary to impose a penalty in consumer interest.
- c. In view of the above, on 30.09.2024 CCPA passed a final order against opposite party directing them to discontinue the misleading advertisements with immediate effect and imposed penalty of ₹ 3,00,000 for publishing misleading advertisement. Opposite party submitted the compliance report along with a Demand Draft amounting to ₹3,00,000/- in compliance with the CCPA's Final Order.
- d. It is pertinent to note that even after issue of notice by CCPA for misleading claim of 150+ selection for UPSC CSE 2021, the opposite party has enhanced the claim to 216 + selections. The opposite party was aware of the issue raised by CCPA for 2021 advertisement, even then the opposite party continued to conceal the information in 2022 advertisement.

32. The CCPA is empowered under Section- 21 of the Consumer Protection Act, 2019 to issue directions to the advertiser of false or misleading advertisement to discontinue or modify the advertisement and if necessary, it may, by order, impose a penalty which may extend to ten lakh rupees and for every subsequent contravention may extend to fifty lakh rupees. Further, Section 21 (7) of the above Act prescribes that following may be regarded while determining the penalty against false or misleading advertisement:-

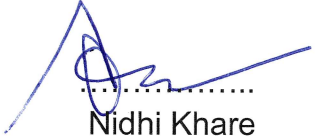
- a) the population and the area impacted or affected by such offence;
- b) the frequency and duration of such offence;
- c) the vulnerability of the class of persons likely to be adversely affected by such offence.



33. In the above context, it may be noted that the opposite party has 7 offline centres and also provides online coaching. Notably, approximately 11,00,000 students apply for the UPSC Civil Services Examination each year, highlighting the vast pool of potential consumers for such coaching services. It may further be noted that the CCPA issued notice in the present case on 31.08.2023, and the Investigation Report dated 05.09.2024 recorded that the opposite party began displaying course details only thereafter, i.e., in advertisements for UPSC CSE 2023. However, the present case pertains to advertisements for UPSC CSE 2022. This indicates that the opposite party continued to use the misleading advertisement for nearly one year. Furthermore, the CCPA also took into account the conduct of the opposite party in removing the impugned misleading advertisement during the pendency of the proceedings.

34. In view of the above, under Section- 20, 21 read with Section 10 of the Consumer Protection Act 2019, CCPA hereby issues the following directions:-

- a) In light of the nature of the violations detailed in the foregoing paragraphs including unauthorized use of the name of a successful candidate, it is necessary (as discussed in above paras) that the opposite party is directed to Pay a penalty of ₹ 5,00,000 for publishing misleading advertisement.
- b) Submit a compliance report of the directions (i) above within 15 days of receipt of the Order.

  
Nidhi Khare  
Chief Commissioner

  
Anupam Mishra  
Commissioner

VISIT ENGLISH WEBSITE

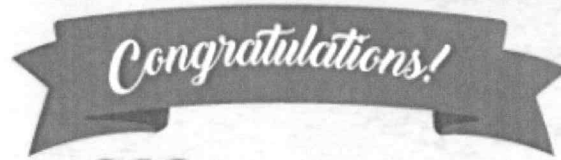
हिंदी वेबसाइट पर जाएँ



arsanjeet kour



Swati sharma



**216+** Selections  
in UPSC CSE 2022



16 Shishir  
Kumar Singh



22 G V S  
Pavandatta

## Latest Programme

Scroll left to check out our latest programme

Publications'  
magazines

Subscribe Via Email  
ईमेल से सदस्यता लें

हिंदी साहित्य: पेन ड्राइव  
कोर्स (Hindi Literature:  
Pendrive Course)

IAS प्रिलिम्स ऑन  
कोर्स (Pendrive)



THIS JUST IN:

UPPCS (Prelims)- 2023 Result ([https://www.drishtiias.com/pdf/1687794169\\_UPPCS\\_Result\\_23.pdf](https://www.drishtiias.com/pdf/1687794169_UPPCS_Result_23.pdf))



Login (<https://www.drishtiias.com/login>)

Register (<https://www.drishtiias.com/register>)


(<https://www.drishtiias.com/>) (<https://www.drishtiias.com/hindi/>)

(<https://www.drishtiias.com/>)

SEARCH




Dear Aspirants, take inspiration from the answer copies and mock interviews of the candidates who have made it to the final list of UPSC CSE-2023. Let their achievements inspire you, knowing that their victories are proof that your dreams are within reach. With diligence, determination, and a steadfast belief in your abilities, you too can feature in this segment in 2025!!



**Mohan Lal**  
Drishti IAS Courses: AWAKE, Target IAS Prelims, Drishti Mentorship Programme

Mock Interview

Test Copy



**Arpit Kumar**  
Drishti IAS Courses: Current Affairs Crash Course, IAS Prelims, Current Affairs Crash Course, Drishti Mentorship Programme

Mock Interview

Test Copy

To stimulate inspiration and enhance your motivation for achieving success, we would like to share the impressive details of our selected students.

Rank	Roll No.	Name	Drishti Course
6	501579	Srishti Dabas	DMP (Interview) UPSC
13	813845	Medha Anand	Mock Interview
14	867419	Shaurya Arora	Drishti Mentorship Program (DMP)

To stimulate inspiration and enhance your motivation for achieving success, we would like to share the impressive details of our selected students.

Rank	Roll No.	Name	Drishti Course
6	501579	Srishti Dabas	DMP (Interview) UPSC
13	813845	Medha Anand	Mock Interview
14	867419	Shaurya Arora	Drishti Mentorship Program (DMP)
15	2205311	Kunal Rastogi	Interview Guidance Programme
21	1101464	Pururaj Singh Solanki	Interview Guidance Programme
22	8500883	Anshul Bhatt	Interview Guidance Programme
23	308283	Saurabh Sharma	Sociology (Opt.), Answer Writing and Knowledge Enrichment Program (AWAKE), Target IAS Prelims
24	5301033	Prajanandan Giri	DMP
50	802613	K N Chandana Jahnavi	Interview Guidance Programme, Mock Interview, DMP
52	8101557	Jayasree Pradhan	DMP
53	1106390	Mohan Lal	DMP, AWAKE, Target IAS Prelims
58	854302	Valbhav Anand Sharma	DMP
62	6413572	Atul Tyagi	DMP
63	6303474	Shivansh Rathee	Ethics Crash Course - ENG , Mock Interview
64	2000865	Vinothini C	DMP
68	1910360	Kasturi Sha	Mock Interview
72	1407811	Tanuj Pathak	Interview Guidance Program ENG, DMP (Interview) UPSC
73	2204788	Krishna Joshi	DMP + Interview Guidance Program