

Central Consumer Protection Authority

Krishi Bhawan, New Delhi --110001

Case No: CCPA-2/30/2024-CCPA

In the matter of: Misleading advertisement by Vision IAS (AjayVision Education Private Limited).

CORAM:

Mrs. Nidhi Khare, Chief Commissioner

Mr. Anupam Mishra, Commissioner

APPEARANCES

For Vision IAS:

1. Mr. Anurag Kumar, Advocate
2. Mr. Utkarsh Singh, Advocate

Date: 18.12.2025

ORDER

1. This is a *suo-moto* case taken up by the Central Consumer Protection Authority (hereinafter referred as 'CCPA') against Vision IAS (hereinafter referred as 'opposite party') with regard to alleged misleading advertisements on its official website (www.visionias.in). The following claims were made in the advertisement –

- i. *"7 in Top 10 & 79 in Top 100 SELECTIONS IN CSE 2023"*
- ii. *"39 in Top 50 SELECTIONS IN CSE 2022" (Annexure- 1)*

2. Taking cognizance of the issue, the 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 on its official website made by the opposite party.

3. As per the preliminary inquiry report, the CCPA prima facie observed that opposite party had published on its website abovementioned claims and prominently featured the pictures and names of successful candidates of the UPSC CSE 2022 and 2023. Opposite party simultaneously advertised various types of courses offered by it namely: "Foundation Course, GTB Classroom Programme, Regular Batch 2025 , Offline and Online Courses, including GS Foundation Course, Prelims cum Mains, NCERT GS Foundation Course (Prelims + Mains)."

4. As per the 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, the CCPA issued a notice dated 30.05.2024 to the opposite party for violation of the provisions of the Consumer Protection Act, 2019, highlighting the issue of misleading advertisements by concealing important information, i.e., not providing the specific courses opted by the successful candidates. The opposite party was granted an opportunity to furnish a response within 15 days from the date of issuance of the notice and was directed to submit the following documents to substantiate its claims:

- i. Detail of successful candidates of UPSC Civil Service Exam 2022 and 2023 as claimed by opposite party in its advertisement.
- ii. Enrolment/consent form of such student.
- iii. Type of course attended by such student.
- iv. Duration of the course attended by such student.
- v. Date of joining of each such student.
- vi. Fees paid along with the copies of receipt.
- vii. Requisite data/evidence to substantiate the following claims:-
 - a. 7 in Top 10 & 79 in Top 100 SELECTIONS IN CSE 2023
 - b. 39 in Top 50 SELECTIONS IN CSE 2022

6. In response to the notice, a reply dated 19.06.2024 was received wherein the opposite party made the following submissions:-

- i. Opposite party stated that they has displayed the name of student, rank secured and course opted by such candidates in advertisements in newspapers.
- ii. The advertisement published on the official website of Vision IAS, contain the webpage that has a limitation of creative size and is to be designed with some creativity and need to cover more content in a single web page in order to give the complete details of a programme. The webpage has limited space to give the details of every student who scored a rank in Civil Service Examination.
- iii. Opposite party did not violate the rights of consumer to be aware and quality, potency, accuracy of the service opted by the successful candidates under Section- 9 of the Consumer Protection Act, 2019.
- iv. Opposite party submitted details of successful candidates along with the name of course opted by them and joining date in such course.

7. In view of the above, the CCPA examined the opposite party's reply dated 19.06.2024 and found that most of the successful candidates showcased in the impugned advertisement on their website had only taken Interview Guidance Programme and Test Series for Preliminary and Mains stage of the UPSC CSE. Further, in the impugned advertisement, opposite party had mentioned the course opted by Mr. Shubham Kumar (AIR- 1 of 2020) along with his photo and name. However, course opted by the following candidates was concealed in the advertisement on the webpage:-

- i. Mr. Aditya Srivastava (AIR- 1 of 2023)
- ii. Ishita Kishore (AIR- 1 of 2022)
- iii. Ankita Agarwal(AIR- 2 of 2021)
- iv. Jatin Kishore(AIR- 1 of 2019)
- v. Kanishak Kataria (AIR- 1 of 2018)

8. Considering the facts and circumstances of the case, as well as the reply submitted by the opposite party, CCPA observed that opposite party failed to adequately justify or substantiate the claims made in the impugned advertisement on its website, particularly with respect to disclosure of the specific courses opted by the successful candidates, thereby creating a misleading impression for consumers. It was further noted that the opposite party continued to use the alleged misleading advertisement on its official website even after receiving the notice. Therefore, CCPA was satisfied that a prima facie case of misleading advertisement under the Consumer Protection Act, 2019 existed. Accordingly, vide letter dated 31.07.2024, the CCPA requested the Director General (Investigation) to conduct a detailed investigation into the matter.

9. Thereafter, DG (Investigation) issued notice to the opposite party and directed them to furnish the following documents:

- i. Details of successful candidates who you are claiming to have cleared UPSC Civil Service Exam 2022 and 2023 and who belong to your institute and the Enrolment/consent form along with KYC of such students with documentary evidence.
- ii. Requisite data/evidence to substantiate the following claims at official website:
 - a. 7 in Top 10 & 79 in Top 100 SELECTIONS IN CSE 2023
 - b. 39 in Top 50 SELECTIONS IN CSE 2022
 - c. Date of joining of each such student and type of course along with documentary proof.
 - d. Details of course duration attended by such students.
 - e. Fees paid by each student along with the copies of receipt and details of scholarships being offered to the students.
 - f. Ratio of turnover of "Vision IAS" in relation to the Advertisement/ promotion expenses incurred for the last 5 Financial Years (2019-20 to 2023-24) with documentary Evidence.

10. After examining the matter in detail, the Director General (Investigation) in its investigation report dated 14.10.2025 submitted the following:

- i. Opposite party stated that 39 out of 50 selected candidates in the Civil Services Examination (CSE) 2022 were associated with their programs.
 - a. Actual Enrollment Breakdown:
 - Personality Test Program: 17 out of 20 selected candidates were enrolled in this program.
 - Abhyaas Course: 21 out of 22 selected candidates had enrolled in the Abhyaas course.
 - Lakshya Course: 6 selected candidates had no enrollment in this course.
 - Ethics Case Studies Course: 2 selected candidates were not enrolled in this course.
 - No Program Enrollment: 1 selected candidate was not enrolled in any of the opposite party programs.
- ii. Opposite party stated that 7 in Top 10 & 79 in Top 100 selected candidates in the Civil Services Examination (CSE) 2023 were associated with their programs.
 - a. Actual Enrollment Breakdown:
 - Actual Enrollment: 17 selection out of 79 in Top 100
 - Personality Test Program: 10 out 12 selected candidates were enrolled in this program.
 - Lakshya Course: 3 selected candidates had no enrollment in this course.
 - Test Series: 2 out of 06 selected candidates had no enrollment in this course.
 - No Program Enrollment: 1 selected candidate was not enrolled in any of the opposite party programs
- iii. Further, the Investigating Authority noted that the advertisement published in The Hindu & The Indian Express newspapers, as well as on the official website of Vision IAS made claims that Ms. Medha Anand (Rank 13, CSE 2023) and Ms. Kritika Mishra (Rank 66, CSI: 2022) were students of the Institute.. The institute prominently displayed their names and photographs in its advertisements and promotions on its websites and newspapers, falsely representing them as enrolled students of Vision IAS, there being no record of any such association.

- iv. Despite being directed to submit specific record including enrolment forms, consent documents, course details, and fee receipts for the claimed 119+ successful candidates, the institute failed to provide the requisite information. This non-submission undermines the credibility of the claims made in the advertisement and reflects non-compliance with statutory obligations.
- v. This indicates disregard for regulatory directions and a continuation of misleading promotional practices.
- vi. The institute failed to provide any documentary evidence to support its claims. The omission of material details regarding the nature of services availed by the featured candidates constitutes misleading advertising under Section 2(28) of the Consumer Protection Act, 2019. Moreover, the use of the names and pictures of successful candidates who never availed themselves of the institute's services amounts to unfair trade practice and a gross violation of the provisions of the Consumer Protection Act, 2019, including the rights of consumers.
- vii. Although the institute submitted a written response dated 19th June 2024 acknowledging certain lapses and outlining corrective steps, no verifiable documentation was provided to demonstrate actual implementation. The measures described were generic and insufficient to address the gravity of the misleading claims.
- viii. In addition, Vision IAS has claimed in the advertisement that in the Civil Services Examination (CSE) 2022, 39 out of 50 selected candidates were associated with its programs. However, actual enrollment records indicate otherwise. In the Personality Test Program, 17 out of 20 selected candidates were enrolled; in the Abhyaas Course, 21 out of 22 selected candidates had enrolled; whereas 6 selected candidates were not enrolled in the Lakshya Course, and 2 selected candidates were not enrolled in the Ethics Case Studies Course.
- ix. Similarly, in relation to CSE 2023, Vision IAS publicly stated that 7 out of the Top 10, and 79 out of the Top 100 selected candidates, were associated with its programs. The verified enrollment data reveals that only 17 of the Top 100 selections were enrolled. Specifically, 10 out of 12 selected candidates were enrolled in the Personality Test Program, 3 selected candidates had no

enrollment in the Lakshya Course, 2 out of 6 selected candidates were not enrolled in the Test Series.

- x. These material discrepancies between the public representations and the verified enrollment records raise substantive concerns regarding the accuracy, truthfulness, and potential misrepresentation in the advertisement and violations of Consumer Rights.
- xi. In view of the above findings, it is established that opposite party has contravened the provisions of the Consumer Protection Act, 2019, particularly with respect to misleading advertisements and non-compliance with investigative directives issued by the Authority.
- xii. In the present case, out of the total 119+ claimed selections, 1 candidate (Ms. Kritika Mishra, Rank 66) out of 40 candidates from CSE 2022, and 11 candidates out of 79 from CSE 2023 (including Ms. Medha Anand, Rank 13), cleared the UPSC CSE entirely without any academic assistance or enrollment in any program of Vision IAS. The Institute, through its impugned advertisements, deliberately concealed this material information from the public, thereby misleading consumers as a class.
- xiii. Furthermore, the advertisements claiming "119+ selected candidates" failed to specify the course type, name, or duration undertaken by each selected candidate. Such omission deprived potential aspirants of the ability to make an informed choice, which constitutes an essential component of the right to be informed under Section 2(9) of the Consumer Protection Act, 2019.
- xiv. Accordingly, Opposite party has been found to be in violation of Section 2(9) and Section 2(28) (ii) and (iv) of the Act. These actions collectively amount to a misleading advertisement designed to induce consumer reliance under false pretenses, thereby attracting regulatory action under the applicable provisions of law.

11. The Investigation Report submitted by DG (Investigation) was shared with the opposite party vide letter dated 11.11.2025 to furnish its comments.

12. Thereafter, hearings were scheduled on 18.11.2025 and 25.11.2025, during which Mr. Anurag Kumar and Mr. Utkarsh Singh, Advocates, appeared on behalf of

the opposite party and sought adjournments to submit comments on the DG Investigation Report. The CCPA considered the requests and granted the opposite party additional time to file its comments at the earliest.

13. In response to the investigation report, the CCPA received a reply from the opposite party on 01.12.2025, wherein, following submissions were made:-

- i. With respect to Ms. Medha Anand (Rank 13, CSE 2023) and Ms. Kritika Mishra (Rank 66, CSE 2022), opposite party stated that both candidates were enrolled in its programs. It submitted KYC documents, consent forms, digital profiles, attendance records, and fee invoices as proof, and claimed that the findings of non-enrolment in the Investigation Report were factually incorrect.
- ii. The opposite party argued that the DG Report was based on an incorrect understanding of how Vision IAS categorizes students “associated” with the institute. According to it, any candidate who enrolled in any of its services such as classroom programs, online modules, test series, personality development programs, mock interviews, essay workshops, or other standalone offerings was legitimately counted in the total selections.
- iii. Opposite party submitted that full details of students, including name, rank, and course type, were prominently published in national newspapers such as The Hindu and The Indian Express. It argued that the omission of certain details on its website was due to technical layout limitations and did not amount to concealment.
- iv. The opposite party contended that advertisements appearing after the issuance of the Show Cause Notice were already submitted for publication owing to print-media production timelines, and therefore could not be withdrawn. Hence, even after receiving show cause Notice dated 30th May 2024, the advertisement appeared on 6th June 2024 and 7th June 2024.
- v. It stated that it had cooperated fully during the investigation, submitted all required documents, and consistently adhered to the Consumer Protection Act, 2019, including the right of consumers to be informed. It denied allegations of deliberate concealment or misleading advertisements.
- vi. Opposite party submitted that all claims made in its advertisements were truthful, verified against official UPSC results, and supported by documentary

evidence. It asserted compliance with the 2022 Guidelines for Prevention of Misleading Advertisements, including Clauses 4 and 12.

- vii. Without prejudice to its submissions, the institute contended that similar allegations relating to advertisements for CSE 2020, 2022, and 2023 were already adjudicated by CCPA in an earlier order dated 22.01.2025, which it has challenged before the NCDRC. It argued that continuation of the present proceedings amounts to multiplicity of proceedings and violates the principle of double jeopardy.

14. Another opportunity of hearing was provided to the opposite party on 04.12.2025, wherein the opposite party was represented by Mr. Anurag Kumar, Advocate, who made the following submissions:

- i. With respect to Ms. Medha Anand (Rank 13, CSE 2023) and Ms. Kritika Mishra (Rank 66, CSE 2022), he submitted that both candidates were enrolled in the institute's test series programmes.
- ii. He further submitted that similar allegations relating to UPSC CSE result advertisements had already been adjudicated by the CCPA in its earlier order dated 22.01.2025, which has been challenged before the NCDRC.
- iii. He submitted that the opposite party will exercise due care in all future advertisements, convey the CCPA's observations to the Director of the opposite party's institute, and ensure full compliance with the CCPA's guidelines for the coaching sector.

15. 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.

16. 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.
- iv. Important information must be disclosed in a clear, prominent, and hard to miss manner to ensure that no critical details are concealed from consumers.

17. In its advertisement on its website, the opposite party claimed the following by featuring toppers' names, pictures and their ranks:-

- i. *7 in Top 10 & 79 in Top 100 SELECTIONS IN CSE 2023*
- ii. *39 in Top 50 SELECTIONS IN CSE 2022*

and concealed important information regarding specific courses opted by the successful candidates from the opposite party's institute.

18. It may be noted that in advertisements pertaining to copaching services, particularly those relating to competitive examinations such as the UPSC Civil Services Examination, disclosure of material particulars concerning the nature of association between the institute and the successful candidates is of critical importance. Such material particulars, inter alia, include the specific course programme opted by successful candidates, duration for which such course was attended, and the fees paid for the said course. These details directly influence the perception of prospective aspirants regarding the efficacy, scope, and quality of the services offered by the institute. Non-disclosure of such information creates confusing & misleading impression that the successful candidates were comprehensively trained by the institute across all stages of the examination, including preliminary, mains, and interview stages, which may not be factually correct.

19. In the absence of clear and prominent disclosure of course type, duration, and fee structure, consumers are deprived of the ability to assess whether the claimed results are of long-term academic coaching, short-term test series or interview

guidance on nominal charges. Such disclosure is therefore essential to enable aspirants to make an informed choice, and its omission amounts to concealment of material information from consumers.

20. It is worth noting that UPSC Civil Service Examination (CSE) contains 3 phases i.e., Prelims, Mains and Interview. It is only after qualifying the two rigorous stages of Preliminary and Mains stage that candidates get a chance to appear for interview. While the Preliminary test is a screening test but the marks obtained in both the Mains Exams and the Interview are considered in the final selection merit list. The total marks for Main Exams and PT are 1750 and 275 respectively. According to various news reports, approximately 10 to 11 lakhs aspirants appear for UPSC Civil Service Examination every year. And opposite party's advertisement on its official website was targeted towards these aspiring consumers. Thus, it was essential to provide details of specific course opted/duration of course/fees etc. on its impugned advertisement while claiming the success of successful candidates.

21. The Consumer Protection Act, 2019, is a comprehensive legislation that explicitly defines misleading advertisements under Section 2(28). Further, the Act confers upon consumers the right to be informed, which includes the right to receive truthful and accurate information enabling them to make informed choices. Misleading advertisements undermine this right and adversely affect consumer interest, particularly in the field of education where aspirants invest significant time, effort, and financial resources.

22. It may be noted that what constitutes "important information" in an advertisement varies on a case-to-case basis and must be assessed from the consumer's perspective. In the present case, course opted by successful candidates is an important information for the potential consumer i.e. UPSC aspirants. This concealment of important details has affected the ability of potential students (consumers) to make an informed choice about which courses to enroll in and at what stage of their preparation of Civil Service Examination. 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. These facts are important for the potential students to decide on the courses that may be suitable for them and should not have been concealed in the impugned advertisement on their official website. The effect of which is violation of Consumer rights u/s 2(9) of the Act.

23. It is important to mention that while the opposite party mentioned the specific course opted by Mr. Shubham Kumar (AIR 1- UPSC CSE 2020) i.e. GS Foundation Batch Classroom Student but it deliberately concealed information regarding the courses chosen by other successful candidates whose names & pictures were shown along with Shubham Kumar on their webpage. This concealment created misleading impression that all the remaining candidates were also enrolled in the 'GS Foundation Batch Classroom Student' course which was not true. Additionally, opposite party in the same advertisement advertised very prominently their "Foundation Course" which costs in lakhs.

24. In the present case, the opposite party used the names and pictures of successful candidates on its website. However, opposite party failed to furnish any enrollment form and consent form of such candidates for the use of their names and pictures on its website. This conduct of the opposite party is in violation of Clause 12(c) of the Guidelines for Prevention of Misleading Advertisements and Endorsements for Misleading Advertisements, 2022, which provides that *"advertisement shall not contain any reference to a person, firm or institution in a manner which confers an unjustified advantage on the product so advertised or tends to bring such person, firm or institution to ridicule or disrepute, unless requisite permission from such person, firm or institution has been obtained by the advertiser;"* The unauthorized use of successful candidates' names & pictures in its advertisement on its website is violating the abovementioned Guidelines.

25. 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) finds that the opposite party in total claimed 119+ candidates in UPSC CSE 2022 and 2023. Out of which only 3 candidates took foundation courses and remaining 116 students opted for Test Series for Preliminary

& Mains, Abhyaas test (one time test) and Mock Interview. Therefore, the impugned advertisement on their official website featuring successful candidate's names and pictures with tall claims is misleading and by projecting abovementioned claim without their proper authorization or consent, the opposite party misled prospective students. Such conduct has the effect of inducing students to enroll in the opposite party's programmes on the basis of false, inflated and unverified claims.

26. It is important to note that despite ample opportunities, the opposite party failed to submit the enrolment forms and consent forms of the successful candidates whose names and pictures were prominently used in the advertisement on their official website. The opposite party furnished copies of fee receipts which are inadequate to establish any authorisation from the successful candidates to use their names and pictures in the advertisement. The failure to produce consent documents coupled with the continued use of the names and photographs of successful candidates, clearly demonstrates deliberate concealment of material facts and unauthorised attribution of success, thereby falling within the definition of a "misleading advertisement" under Section 2(28) of the Consumer Protection Act, 2019.

27. The opposite party has argued that while it mentioned the names, ranks, and course details of successful candidates in newspaper advertisements, it could not disclose the same details on its official website owing to "limited creative space" and webpage design constraints. This submission is untenable and cannot be accepted.

28. In this regard, it is pertinent to note that if the opposite party was able to mention the course details of selected candidates in newspaper advertisements. However, failed to disclose the same on its official digital platforms, including its website. A website, unlike print media, provides significantly greater flexibility, scalability, and scope for detailed disclosures. It is accessible globally and for as long as the advertisement is required to be displayed. It is also the primary medium through which aspirants, especially in the present era of digitalization, research coaching institutes, review their claims, and make informed choices.

29. Therefore, the plea of “limited space on the website” is not only factually incorrect but also unacceptable as a justification for the failure to disclose material information. The omission of course details on the website, despite their disclosure in newspapers which is limited to a day or two, clearly indicates a deliberate and mala fide intention to conceal important information from consumers, thereby projecting tall claims in the impugned advertisement on its website relating to UPSC CSE 2022 and 2023. Such selective disclosure strengthens the inference that the opposite party intentionally withheld crucial facts on its widely accessible digital platforms to mislead prospective aspirants under false pretenses.

30. 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) finds that:-

- i. The advertisement on their official website is false & misleading as it deliberately conceals important information with respect to the course opted by the said successful candidates from the opposite party's Institute.
- ii. The opposite party has violated the provisions related to misleading advertisement of the Consumer Protection Act 2019:-
 - a. Section 2(28) (i) -Falsely describes such product or service
 - b. Section 2(28)(iv) – Deliberately conceals important information
 - c. Section 2(28)(iii) - Unfair Trade Practice [conveys a representation through *deceptive practice, unfair method*]

Therefore, CCPA is satisfied that opposite party has engaged in false or misleading advertisement on their official website as envisaged under the Act and therefore CCPA is of the opinion that it is necessary to impose a penalty in consumer interest.

31. 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.

32. In the present case, it is observed that the opposite party provides both online and offline coaching services across India. It has 14 centres in 9 cities across the nation. Each year, approximately 11,00,000 aspirants apply for the UPSC Civil Services Examination, thereby highlighting the vast target audience potentially influenced by such advertisements.

33. It is pertinent to note that the opposite party has argued that the instant proceedings amount to multiplicity of proceedings and violate the principle of double jeopardy on the ground that the CCPA had earlier passed a final order dated 22.01.2025 in respect of misleading advertisements relating to UPSC CSE 2020 results. This contention is misconceived and untenable. The earlier proceedings pertained exclusively to misleading claims made in respect of UPSC CSE 2020 results. The present proceedings, however, arise from entirely distinct advertisements pertaining to UPSC CSE 2022 and 2023 results, issued during a different period, containing different factual assertions, and attracting separate consumer harm. Both matters were initiated on the basis of separate notices, followed by independent inquiries, investigations, and opportunities of hearing. Therefore, each proceeding is founded upon a distinct cause of action and constitutes an independent wrong under the Consumer Protection Act, 2019. The principle against double jeopardy has no application where separate and successive violations occur on different dates and relate to different advertisements, each of which independently contravenes the Act.

34. Section 21 of Act expressly contemplates a higher penalty for a "subsequent contravention" of the provisions relating to false or misleading advertisements. The legislative scheme of Section 21(2) of Act provides a gradual enhancement of penalty enabling an in violation of law to make amends capping penalty related for first contravention at ₹10,00,000. However "subsequent contravention" a higher penalty up to ₹50,00,000 has been prescribed . The term "subsequent" must therefore be

construed in the context of the statutory sequence: the first limb stipulates the ₹10,00,000 ceiling for the primary violation, and the second limb provides for enhanced penalty where the advertiser continues to violate the Act despite the imposition or initiation of earlier regulatory action. The higher penalty addresses the situation of sustained non-compliance and the advertiser's disregard of regulatory directions and contempt towards consumer interest.

35. In the case of the same opposite party the CCPA had already passed an order dated 22.01.2025 against the opposite party concerning misleading claims related to UPSC CSE 2020 results. The present misleading advertisements pertaining to UPSC CSE 2022 and 2023 were published after the issuance of a show-cause notice in the earlier proceedings.

- a. Opposite party despite being cautioned through a second show-cause notice and ongoing proceedings, choose to continue publishing misleading advertisements on their official website and, such conduct amounts to a subsequent contravention with full knowledge of regulatory disapproval. The Act is a consumer-welfare legislation and must be interpreted to protect, promote and enforce consumer rights. In the present case, therefore, the opposite party's conduct despite prior notice, ongoing inquiry, and a final order dated 22.01.2025 clearly demonstrates a deliberate and conscious continuation of misleading advertisements on their official website with respect to result of UPSC CSE 2022 & 2023. Accordingly, the present violation qualifies treatment as a subsequent contravention under Section 21(2), justify imposition of a penalty higher than ₹10,00,000 in the interest of consumers.
- b. As has been evidenced from the DG (Inv) report, the opposite party's advertisements are of misleading nature as defined in the Act. Similar violation was established in the case of the opposite party in the immediately preceding year. Despite being expressly placed on notice regarding misleading advertisements, the opposite party continued to publish fresh misleading advertisements on their official website without correction or exercise of restraint. This conduct clearly indicates a continued pattern of non-compliance and reflects an "intention" to persist with the misleading practice even after the violations has been established. Under these circumstances and conspectus

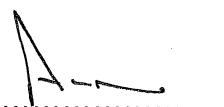
of facts in the case, the violation of the opposite party comes within the scope of a "subsequent contravention" under section 21 of the Act. Considering that the opposite party chose to continue with the advertisement in the immediate succeeding year on their official website, despite the initiated proceedings by CCPA, the central authority therefore finds it necessary to levy the higher penalty for "subsequent" contravention under section 21 (2) of Consumer Protection Act 2019.

36. 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:-

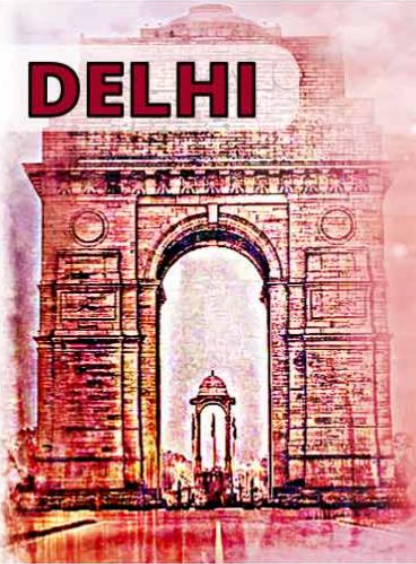
- a) In light of the nature of the violations detailed in the foregoing paragraphs, it is necessary (as discussed in above paras) that the opposite party is directed to Pay a penalty of ₹ 11,00,000 for subsequent contravention with respect to publishing misleading advertisement on their official website.
- b) The opposite party shall desist from further publication of misleading advertisement and make truthful and complete disclosures in future.
- c) Submit a compliance report of the directions (a) above within 15 days of receipt of the Order.



Nidhi Khare
Chief Commissioner



Anupam Mishra
Commissioner



DELHI FOUNDATION COURSE GENERAL STUDIES 2025

PRELIMS CUM MAINS

17 MAY, 1 PM | 9 MAY, 9 AM

GTB Nagar 21 MAY, 5:30 PM

हिन्दी माध्यम : 14 मई, 9 AM



7 IN TOP 10 & 79 IN TOP 100 SELECTIONS IN CSE 2023 | 39 IN TOP 50 SELECTIONS IN CSE 2022



AIR1

ADITYA
SRIVASTAVA
CSE 2023



AIR1

ISHITA
KISHORE
CSE 2022



AIR2

ANKITA
AGARWAL
CSE 2021



AIR1

SHUBHAM
KUMAR
CSE 2020

GS FOUNDATION BATCH
CLASSROOM STUDENT



AIR2

JATIN
KISHORE
CSE 2019



AIR1

KANISHAK
KATARIA
CSE 2018



YOU CAN BE
NEXT
CSE 2025

Chat