

**Central Consumer Protection Authority**  
**Room No. 545, Krishi Bhawan, New Delhi - 110001**

**Case No: CCPA-2/29/2022-CCPA**

In the matter of: Case against Havells India Limited regarding Misleading Advertisement.

**CORAM:**

Smt. Nidhi Khare, Chief Commissioner

Shri. Anupam Mishra, Commissioner

**Appearance on behalf of Havells India Limited:**

Mr Harsh Agarwal (General Manager Legal), Ms Roma Arora (Jt. General Manager Legal), Dr. Suresh Sisodia (Sr. Vice President & scientist developer of the product)

**Date:** 10.10.2024

**ORDER**

Central Consumer Protection Authority (hereinafter referred to as "CCPA") received a complaint from Advertising Standards Council of India (ASCI) with respect to the misleading advisement related to 'Havells Alkaline Water Purifier' being published by Havells India Ltd. (hereinafter referred to as "opposite party") through Instagram.

2. The Interim Order dated 18th June 2024 was issued to the opposite party directing them to submit the complete research papers as stated by them during the hearing. With respect to interim order dated 18th June 2024 the opposite party by mail dated 25th June 2024 submitted the relevant excerpts highlighted along with the full write-up of the supporting journals, research papers and articles.

3. On receiving the response from the opposite party a D.O. letter dated 6<sup>th</sup> August 2024 was sent to ICMR to provide clarification on the following points:-

- a) The veracity of the research papers, journals and articles submitted by the company in support of its claims?
- b) Whether the lab reports, research papers, journals and articles are sufficient proofs of the efficacy of the Havells Alkaline Water Purifier as claimed by Havells India Ltd i.e., Alkaline Water Sabko Healthy Banaye?

4. ICMR submitted its comments/clarifications dated 10<sup>th</sup> September 2024 on the above points and stated that:-

- a) The research papers/ documents submitted by the company do not substantiate the claims made by them. The studies do not include any specific markers for immunity-based improvement in health.
- b) There is no conclusive scientific evidence supporting the firm's claims that alkaline water flushes toxins and harmful substances from the body, strengthens bones, aids in weight loss, improves blood quality, or provides more oxygen to vital organs.
- c) Additionally, according to the lab reports provided by the firm, the pH of the alkaline water is 9.23, which exceeds the acceptable me (pH 6.5 to 8.5) set by the Bureau of Indian Standards for drinking water.

5. Further, both the reports from Central Council for Research in Ayurvedic Sciences (CCRAS) and ICMR were shared with the opposite party on 30<sup>th</sup> September 2024 along with the letter of hearing.

6. Another opportunity for a personal hearing was provided to the opposite party on 8<sup>th</sup> October 2024. During the hearing, Ms Roma Arora, Dr. Suresh Sisodia and Mr Harsh Agarwal appeared on behalf of the opposite party. With respect to the reports of Central Council for Research in Ayurvedic Sciences (CCRAS) and ICMR the opposite party requested some time to submit their written response.

7. On accepting the request submitted, the opposite party is directed to submit its written response by 14<sup>th</sup> October 2024.
8. The next date of hearing in the matter will be intimated separately.



Nidhi Khare  
Chief Commissioner



Anupam Mishra  
Commissioner

