

Central Consumer Protection Authority

Krishi Bhawan, New Delhi -110001

Case No: CCPA-2/47/2022-CCPA-Part(6)

In the matter of: Saffola Fittify, Marico Limited (herein referred as "Opposite Party") for alleged misleading advertisement of Green Coffee on E-commerce Platform.

CORAM:

Mrs. Nidhi Khare, Chief Commissioner

Mr. Anupam Mishra, Commissioner

APPEARANCES

For Opposite Party:

- i. Dr. Prabodh Halde, Head of Regulatory
- ii. Mr. Amit Bhasin, Chief Legal Officer
- iii. Mr. Diwakar Singh Pundir- Head of Legal

Date: 12.08.2026

ORDER

1. The Consumer Protection Act, 2019 has been enacted to provide for protection of the interests of consumers and to establish authorities for timely and effective administration and enforcement of consumer rights. In furtherance of the said objective, the Central Consumer Protection Authority (hereinafter referred to as "CCPA"), established under Section 10 of the Act, is empowered to regulate matters relating to misleading advertisements, unfair trade practices, and violation of consumer rights, and to take appropriate action in the interest of consumers as a class.
2. The present case arises out of a complaint/reference received by CCPA dated 22nd November 2022 filed by the complainant, a voluntary consumer organization, through its Secretary General, PVVS Murthy, Consumer Advocacy Group against Saffola Fittify (hereinafter referred to as "the Opposite Party") requesting action against "Green Coffee Extract Products" misleading the consumers by promising weight loss. It was alleged that Scientifically Unproven Weight Loss Dietary Supplement "Green Coffee Extract" products were available in many forms such as capsules, powder, etc". In the representation, the complainant has alleged that the markets are flooded with "Green Coffee Extract Products" both online and offline with misleading advertisements promising Weight Loss. Further, it

has been submitted by the Complainant that the researches carried out so far are only on a very small sample size and short duration. Thus, they could not lead to an evidence-based conclusion on the positive correlation between Green Coffee Extract and Weight Reduction.

3. The CCPA forwarded the complaint to Ministry of Ayush & requested their comments in the matter vide its O.M. dated 23rd February 2022.
4. The comments of the Ministry of AYUSH were received on 04.07.2023 which stated that the "Green Coffee extract products" is not mentioned in any of the authoritative books of Ayurveda, Siddha, and Unani as listed in the First Schedule of Drugs & Cosmetics Act, 1940 and the product has the license/ registration from Food Safety and Standard Authority of India (FSSAI).
5. Thereafter, the CCPA, in exercise of its powers under Section 19 of the Consumer Protection Act, 2019, conducted a preliminary inquiry into the matter. At the prima facie stage, the CCPA noted that the advertisements published by the Opposite Party on e-commerce platform such as Amazon in respect to Green coffee claims such as 'instant beverage mix for weight management' and 'up to 3X antioxidants power versus regular coffee' were unsubstantiated. During the course of inquiry, it was found that the Opposite Party is selling the Green Coffee product as scientifically unproven weight loss Dietary Supplement in the form of capsules, powder etc. Further in this relation, it was found that the alleged misleading advertisement of the Green coffee product was deliberately concealing important information with respect to the product. These claims/advertisements falsely described the product and exaggerated the characteristics of the product in order to lure consumers under the title of green, healthy, and weight loss supplements.
6. The CCPA considered whether any material was available on record indicating the basis of the aforesaid claims, including the existence of any data, records, scientific studies, or documented instances but its absence demonstrated that the Opposite Party had indulged in misleading advertisement by not providing important information. In view of the above, it was found that the Opposite Party failed to adhere to the Section 2(28) of the CP Act, 2019 and hence is in violation of the Consumer Protection Act, 2019.
7. Subsequently, after examining the preliminary inquiry report, CCPA formed a view that the impugned claims warrant examination as to their basis and manner of presentation especially under Sections 2(28), 2(47), and 2(9) of the Consumer Protection Act, 2019, and the CCPA was satisfied that a prima facie case existed for class action and issuance of a Show Cause Notice to the Opposite Party.
8. Thereafter, the CCPA issued a Show Cause Notice dated 17th October 2023 to the Opposite Party, calling upon it to explain as to why action should not be taken against it for

dissemination of misleading advertisement and violation of Consumer Rights. The Show Cause Notice was issued majorly on the following issues:

- i. Misleading claims by Saffola Fittify where the brand is selling its product under the name of Green coffee as an 'instant beverage mix for weight management' and claims 'up to 3X antioxidants power versus regular coffee' in the form of capsule, powder, and mix form and selling it as scientifically unproven weight-loss Dietary Supplement without any substantiation.
- ii. Misleading Consumers by exaggeration and violating consumer's rights as mentioned under Section-2(9) of the CP Act, 2019 i.e., the right to be informed about standard, quality and genuineness of the product and right to consumer awareness.
- iii. Luring consumers under the title of green, healthy and weight loss supplements.

9. In response to the notice, a reply dated 2nd November 2023 was received from the Opposite Party, wherein, following submissions were made:

- i. The Opposite Party stated that the said claims "instant beverage mix for weight management" and claims "up to 3X antioxidants power versus regular coffee" were factually correct and can be substantiated.
- ii. It has been also stated that the manufacturing of the product Saffola Fittify Green Coffee Instant beverage mix with Inulin (classic strong) has been discontinued since December 2022.
- iii. Further, the Opposite Party is ready to provide clarification regarding the claims and has requested CCPA to close the matter.

10. Having thoroughly examined the replies received from the Opposite Party and the issues raised as evident from the preliminary inquiry, CCPA in exercise of its statutory powers under Section 19(1) of the Consumer Protection Act, 2019, vide letter dated 07.05.2025 referred the matter to Director General (Investigation) to conduct detailed investigation and submit its report.

11. The Director General (Investigation) submitted its report dated 10.04.2026 vide communication dated 06.05.2026 whereby the findings are as under:

- i. During the course of investigation, it was observed that the Opposite Party has failed to submit any independent studies, clinical trials, research, or case studies conducted in respect of its product to substantiate the claims made, thereby rendering such claims unverified. Such claims mislead consumers by attributing unsubstantiated health and therapeutic benefits to the product.

- ii. It was further observed that the response submitted by the Opposite Party reflects a lack of due diligence and proactive conduct, as the Opposite Party has stated that it would take action upon being informed of any existing listings of the said product, instead of independently undertaking necessary measures to monitor and regulate the availability of its product.
 - iii. In view of the Opposite Party's submission that the manufacturing of the product was discontinued in 2022, the continued availability of the product on various e-commerce platforms creates a clear contradiction, thereby raising serious concerns regarding the accuracy and reliability of the Opposite Party's statements.
 - iv. The Opposite Party has stated that it discontinued the manufacturing of the product since 2022. However, upon examination, it was observed that similar claims continue to be displayed on the product packaging as well as on the Opposite Party's official Facebook page, indicating noncompliance with its own submissions.
 - v. It was also observed that no evidence has been furnished by the Opposite Party to demonstrate that it has communicated with e-commerce platforms where the product is available for purchase, or that it has issued any public notice, listing, or clarification since 2022 stating that the product is no longer being sold. Further, no material has been provided to substantiate that the Opposite Party has taken any independent corrective steps in this regard despite specific queries raised during the investigation.
 - vi. Saffola Fittify is in violation of Sections 2(9) and 2(28) of the Consumer Protection Act, 2019. The claims/advertisements made by the Opposite Party falsely describes the product and lure the consumers under the labels of "green", "healthy", and weight loss supplements marketing it as a scientifically proven dietary supplement, despite the absence of product-specific evidence supporting such claims.
12. The Investigation Report submitted by DG (Investigation) was shared with the opposite party vide letter dated 18.05.2026 to furnish its comments.
13. Thereafter, an opportunity of hearing was provided to the Opposite Party on 01.06.2026 wherein opposite party was represented by Dr. Prabodh Halde who made the following submissions:
- i. The product "Saffola Fittify" was launched in the year 2018 and its business operations were permanently discontinued in 2022 owing to commercial non-viability and low market traction. The Opposite Party completely ceased manufacturing activities in 2022, with the final residual sales occurring in 2023. Consequently, prior to the receipt of the CCPA Notice in October 2023, all impugned product listings had already become inactive and dead links across e-commerce platforms, including but

not limited to BigBasket and Flipkart, rendering the product entirely unavailable for purchase. Furthermore, all digital promotional activities were abandoned, as evidenced by the absolute dormancy of the product's Facebook page since its last publication in 2020.

ii. The environmental and health claims concerning Green Coffee are solidly substantiated by established peer-reviewed scientific literature, notably *The Journal of Nutrition* (2008), "*Chlorogenic Acids from Green Coffee Extract are Highly Bioavailable in Humans*". This empirical research demonstrates that Green Coffee is a premier natural source of Chlorogenic Acid (CGA), which exerts a documented positive inhibitory effect on fat accumulation, regulates body weight, modulates glucose metabolism, reduces sugar spikes, and enhances metabolic rates, thereby providing inherent health benefits far superior to conventional processed coffee.

iii. The product was introduced for a limited period of time, while a temporary surge in demand for Green Coffee was observed during the COVID-19 pandemic due to its rich antioxidant properties, the high production costs and premium pricing ultimately restricted its accessibility to the broader consumer base. In view of these commercial constraints, the Opposite Party strategically closed the manufacturing of the product in 2021 and finalized its absolute discontinuation in 2022, currently restricting its core manufacturing operations to establish portfolios namely *Saffola*, *Parachute*, *Livon*, and *Set Wet*.

iv. The representation that the product possesses "3X antioxidant properties" is backed by rigorous, scientific comparative analysis and is not an arbitrary claim. Independent laboratory testing was conducted in triplicates across three distinct, independent datasets to ensure absolute statistical reliability. The empirical results conclusively established that Saffola Fittify Green Coffee recorded an average free radical scavenging activity of 41.5%, whereas the leading market comparators, *Nescafé Classic* and *Bru Instant*, recorded significantly lower activities of 13.1% and 9.3% respectively. This objective data scientifically validates that the subject product possesses 3.1 times higher antioxidant activity than its market competitors, for which formal evidence is submitted herewith.

14. In view of the aforementioned submissions, the Opposite Party was directed to furnish their comments on the investigation report shared with them and the submissions submitted during the hearing held on 01.06.2026. The Opposite Party submitted its comments vide e-mail dated 09.06.2026 which are as under:

- a. It is submitted that the Opposite Party launched the Product in and around 2018. The said Product was a proprietary food within the meaning of the Food Safety Standards

Act 2006 and the rules and regulations made thereunder ('FSS Act'). The Product was manufactured under a valid FSSAI license bearing number 10012022000258.

- b. That, in course of its ordinary business, the Opposite Party, after conducting a regular review of its product and categories, decided to discontinue the Product in and around December 2022. Resultantly, no manufacturing activity pertaining to the Product has been undertaken by the Opposite Party since December 2022.
- c. On 17.10.2023, the Opposite Party received the Notice from CCPA which alleged that the Opposite Party had made misleading advertisements of the impugned Product and concealed important information pertaining to the Product. Since the manufacturing of the impugned Product was already discontinued at that point, the Opposite Party accordingly intimated the Authority of the same. Subsequent to the aforesaid response, no further communication was received by the Opposite Party in relation thereto until 2026. In March 2026, subsequent communication under the subject heading of "CCPA Investigation against Saffola Fittify F. No. CCPA-2/47/2022-CCPA dated 17.10.2023" was sent by the Authority. Among the various points raised in the communication, the Authority observed that if the Product's manufacturing was discontinued in December 2022, it was unclear how it remained available on e-commerce platforms till February 2026. In its response, the Opposite Party once again reaffirmed its position that the Product had indeed been discontinued in 2022 and was not available for sale.
- d. Thereafter, on May 18, 2026, an Investigation Report pertaining to the aforesaid matter was sent to the Opposite Party. On perusing the same, it was found that the Report contained 4 legacy, leftover links of the Product, controlled by third parties. Out of the 4 links, 3 links that pertained to marketplaces, the Product was found to be 'Out of Stock' and it would not have been possible for any consumer to place an order for the Product. The last link, pertaining to a Facebook account of the Product, was also inactive, as the last post was made in November 2021. Moreover, as such, the Facebook page did not contain any links where a consumer could place orders for the Product. It is therefore submitted that all the 4 links as provided in the Report were inactive and that no orders for the Product could be placed through any of them.
- e. It is common for certain legacy, inactive links to remain as an archive of product listings on their websites even after a product has been discontinued; however, such products remain are not available for purchase.
- f. A "Misleading Advertisement" as defined under section 2(28) of the Consumer Protection Act, 2019 ('CPA'/'CPA 2019') must be in relation to a product or service. However, since the Product stood discontinued as on the date of both the first and

the subsequent communication and that the links continued to be leftover / inactive listings on any third party platform websites, no harm could possibly be caused to any consumers from such links/listings, as the product is not available for sale. It is therefore stated that no cause of action arises from the above concerns.

- g. Thus, the Product was discontinued in December 2022, well before the issuance of the CCPA's first notice to the Opposite Party in October 2023. It is reiterated that no manufacturing of the Product has taken place since the discontinuation of the product in 2022.
- h. The two claims at issue are: (a) "Instant beverage mix for weight management"; and (b) "Up to 3X antioxidants power versus regular coffee." Without prejudice to the foregoing, and in compliance with Section 24(2)(c) of the Food Safety and Standards Act, 2006 and Regulation 7(2) of the Food Safety and Standards (Advertising and Claims) Regulations, 2018, the impugned claims are supported by adequate scientific justification and relevant scientific literature. Further, the said claims are not prohibited under any applicable law.
- i. With respect to the claim "Instant Beverage Mix for Weight Management" it is stated that Chlorogenic Acid ('CGA') is one of the primary nutrients naturally present in Green Coffee Extract. The impugned Product contains CGA as well, which is duly declared on the product packaging.
- j. CGA is a naturally occurring polyphenol found in green coffee beans, and has been well studied for its role in supporting weight management and healthy metabolism. Scientific research indicates that CGA helps regulate blood sugar levels, reduces fat absorption, and supports the body's ability to burn fat more efficiently. The body of published scientific literature on CGA consistently demonstrates its potent antioxidant properties, as well as its established role in modulating glucose metabolism and supporting / aiding weight management. It is on the basis of these well-documented scientific substantiations that the Opposite Party advances the claim "Instant beverage mix for weight management.
- k. It is further submitted that each serving of the product, prepared as 150ml, provides a potent 300mg of CGA. This specific nutritional information was explicitly disclosed on the product packaging for consumer transparency. In line with the "Ideal Regimen" recommended on the pack, which suggests the consumption of two to three cups per day, a consumer would achieve a total daily intake of at least 600mg of CGA. Consequently, the product provides a scientifically substantiated and effective concentration of CGA when consumed according to the instructions provided.
- l. Further, in support of the claim that Saffola Fittify Green Coffee possesses "up to 3X antioxidant power as compared to regular coffee", reference is drawn to a Claim

Report commissioned by Marico Limited and conducted by Envirocare Labs Pvt. Ltd., Thane, an ISO 17025:2005 certified, NABL accredited laboratory. The study, conducted in August 2018, employed the DPPH (2,2-diphenyl-1-picryl-hydrazyl-hydrate) free radical scavenging assay, a scientifically established and widely accepted methodology for evaluating antioxidant activity, to compare Saffola Fittify Green Coffee against leading market brands, namely Nescafé Classic and Bru Instant. Analysis was conducted in triplicates across three independent sets to ensure statistical reliability. The results demonstrated that Saffola Fittify Green Coffee recorded an average free radical scavenging activity of 41.5%, as against 13.1% for Nescafé Classic and 9.3% for Bru Instant, establishing that the product is 3.1 times higher in antioxidant activity than the comparators tested.

- m. It is further submitted that no provision of the CPA, 2019 or the FSS Act framework prohibits 'weight management' claims or comparative antioxidant claims in respect of food products where such claims are substantiated. The Opposite Party submits that both claims were substantiated, permissible, and not misleading. Section 24 of the Food Safety and Standards Act, 2006 governs the provisions related to restrictions on advertisements and prohibitions as to unfair trade practises. It prohibits any misleading advertisements, and any kind of public guarantee regarding a product efficacy that is not supported by adequate scientific justification. However, where a defence is raised to the effect that such guarantee is based on adequate or scientific justification, it places the burden of proof on the person raising such defence; further, Regulation 7(2) of the Advertising and Claims Regulation, 2018 permits nutrient and function claims only where they are supported by current, relevant scientific substantiation demonstrating the claimed effect and its relationship to health and requires the food business operator to review and update that substantiation as new knowledge becomes available.
- n. Further, the Report states that the Opposite Party failed to submit independent studies, clinical studies, etc; It is submitted that the Opposite Party has always made substantiated claims with regards to the Product. However, in order to avoid administrative inconvenience that could have been caused with respect to an already discontinued product, the Opposite Party deemed it proper to state the fact of Product discontinuance with the Authority.
- o. The BigBasket and Flipkart listings display 'Out of Stock' / 'Notify Me' indicators, confirming that no active inventory was available for purchase.
 1. These are 'orphaned' or 'residual' listings, a well-documented e-commerce phenomenon where platform algorithms retain historical product pages

indefinitely, without any re-authorisation by or active involvement of the original seller.

2. The Opposite Party has at no time re-listed, re-stocked, or authorised any third-party platform to sell or display the Product post the expiry of its shelf life.

- p. Since no purchase was possible or facilitated through any of these links or listings, no consumer detriment was caused or could have been caused. Demonstrable consumer harm, whether actual or imminent, is necessary to create a cause of action.
- q. As stated earlier, the Product was a proprietary food product (14.1.5 – Coffee) bearing FSSAI license number: 10012022000258. The FSS Act constitutes a comprehensive legislative framework governing the manufacture, sale, distribution, labelling, and advertising of food products, including all nutritional claims made thereon. The Claims Regulation, under Regulation 4 provides, amongst other principles, that all claims must be truthful, unambiguous, meaningful, not misleading and help consumers to comprehend the information provided. Further, in addition to this, there are various other provisions within the FSS Act (such as claims being supported by scientific evidence), as also cited in this present response, that pertain to the evaluation of claims appearing on food articles. Thus, in light of FSS Act, which is a special act pertaining to the subject matter of food, the Authority should take into consideration these aspects of the FSS Act under its investigation, with regards to the impugned claims.

15. The oral and written submissions by the opposite party are carefully examined and after due consideration, the CCPA draws the following observations:

- a) The submissions made by the Opposite Party have been duly examined. The Opposite Party has contended that the impugned product, namely Saffola Fittify Green Coffee, was launched in 2018 as a proprietary food product under the provisions of the Food Safety and Standards Act, 2006 and was manufactured under a valid FSSAI licence. The Opposite Party has further submitted that the product was discontinued in December 2022 and that the subsequent presence of certain product listings on e-commerce platforms was attributable to residual or archived links maintained by third-party platforms, which did not facilitate any sale or purchase of the product.
- b) Although the Opposite Party did not furnish any evidence to the above submissions, the Central Consumer protection Authority (CCPA) has taken note of the submissions regarding discontinuation of the product and the status of the identified online listings. However, the discontinuation of a product does not preclude examination of the advertisements and claims made in respect of such product during the period when it was marketed and available to consumers. The issue before the Authority pertains to the veracity, substantiation, and

presentation of the claims made by the Opposite Party, including the claims "Instant beverage mix for weight management" and "Up to 3X antioxidant power versus regular coffee".

- c) In support of the aforementioned claims, the Opposite Party has relied on general scientific literature regarding Chlorogenic Acid (CGA) and a laboratory report on antioxidant activity. The Authority notes that while ingredient-level properties are material, product-specific efficacy or health claims must be substantiated by adequate, reliable, and relevant scientific evidence proving that the finished product delivers the purported benefits to consumers. Furthermore, comparative claims require rigorous methodology and appropriate disclosures to prevent creating a misleading impression of product superiority. Although the Opposite Party stated in its reply dated 09.06.2026 that CGA is a primary nutrient naturally present in Green Coffee Extract, however, the Opposite Party has failed to disclose this information on the principal display panel thereby omitting material facts such as CGA helps regulate blood sugar levels, reduces fat absorption, and supports the body's ability to burn fat more efficiently which is necessary to ensure consumer awareness.
- d) The Authority further observes that the regulatory framework under the Food Safety and Standards Act, 2006 and the Food Safety and Standards (Advertising and Claims) Regulations, 2018 governing food-related claims shall be duly considered. However, compliance with food safety regulations does not exclude the applicability of the provisions of the Consumer Protection Act, 2019 in cases involving allegations of misleading advertisements or unfair trade practices.
- e) The advertisement is false & misleading as it deliberately conceals important information with respect to Green Coffee and exaggerated the claim of "instant beverage mix for weight management and claims up to 3X antioxidant power versus regular coffee" to mislead aspirants/consumers. This deceptive practice consequently attracted consumers into buying coffee products through the misleading advertisements by the opposite party on the e-commerce platforms.
- f) Furthermore, the Complainant in his complaint had referred to the research paper titled '***The Use of Green Coffee Extract as a Weight Loss Supplement: A Systematic Review and Meta-Analysis of Randomised Clinical Trials***' (Gastroenterology Research and Practice, Vol. 2011, Article ID 382852) which concludes that '*the size of the effect is small, and the clinical relevance of this effect is uncertain. More rigorous trials with longer duration are needed to assess the efficacy and safety of GCE as a weight loss supplement.*' Consequently, by the Complainant's own evidence, the core findings unequivocally establish that there is currently a lack of conclusive scientific consensus and that further rigorous

clinical trials are mandatory to substantiate the efficacy and safety of Green Coffee Extract as a weight-loss supplement.

g) Furthermore, the Opposite Party in their support have relied on the five research papers submitted by them. The research papers were examined by CCPA which are as follows:

- The Study titled as '***The Effect of Chlorogenic Acid Enriched Coffee on Glucose Absorption in Healthy Volunteers and Its Effect on Body Mass When Used Long-term in Overweight and Obese People***' by E Thom, ETC Research and Development, Oslo, Norway (The Journal of International Medical Research, 2007; 35:900-908) summarises that "*The study showed that coffee (decaffeinated or caffeinated) when compared with a control drink, significantly attenuated the postprandial release of GIP in the proximal part of the small intestine. As the quantity of glucose absorbed at the intestinal barrier determines the magnitude of the GIP response, these results suggest that coffee decreases the absorption of glucose from the small intestine*". However, in the instant research paper, two studies were examined. The first study states that it was conducted on "*12 healthy volunteers with different coffee products containing glucose shows that instant coffee enriched with chlorogenic acid induced a reduction in the absorption of glucose of 6.9% compared with the control*". The second study states that it was conducted on "*30 overweight people to find the impact on weight management and to evaluate the effect of several drinks of Coffee Slender® compared with the effect of several drinks of normal instant coffee on weight when taken as a part of a regular diet*".
- The Study titled as '***Svetol®, green coffee extract, induces weight loss and increases the lean to fat mass ratio in volunteers with overweight problem***' by Dellalibera O°, Lemaire B° and Lafay S° (Ospedale SS. Antonio e Margherita, Dipartimento Medico-Ambulatorio Obesità, Tortona, Italy, Berkem®, Le Marais ouest, BP 4, 24 680 Gardonne, France) summarizes that "*The significant decrease of weight and fat mass showed that Svetol® is able to exacerbate effect of a bland low caloric diet in volunteers who were overweight*". However, the study states that it was conducted on 50 volunteers spanning young adults, senior citizens and individuals with obesity. "*After 60 days of treatment, body mass index decreased significantly in the Svetol® group compared to the control group*".
- The Study titled as '***IQP-GC-101 Reduces Body Weight and Body Fat Mass: A Randomized, Double-Blind, Placebo Controlled Study***'(Phytother. Res. 28: 1520–1526 (2014) Published online 2 May 2014 in Wiley Online Library (wileyonlinelibrary.com) DOI: 10.1002/ptr.5158 summarises that IQP-GC-101, in combination with a slightly hypocaloric diet, significantly reduced body weight and body fat mass, with a favorable safety profile. However, the study was conducted on

46 volunteers wherein the study states that *"In an animal study, two major constituents of green coffee extract, that is, caffeine and chlorogenic acid have been shown to play a role in suppressing fat absorption and enhancing fat metabolism in the liver, respectively. Despite the positive results in animals, validity of human studies conducted to assess the efficacy of green coffee extract on weight loss is still questionable. In a recent systematic review, clinical trials that reported the weight loss effect of green coffee extract have been found to be associated with high risk of bias due to the small sample size and short study duration among other study short falls"*.

- The Study titled as ***'Chlorogenic acid in green bean coffee on body weight: a systematic review and meta-analysis of randomized controlled trials'*** (Kanchanasurakit et al. **Systematic Reviews (2023) 12:163** summarizes that *"These findings indicated that GCBE (500 mg/ day) may have decreased body weight by 1.30 kg"*. However, the study states that *"there is limited clinical trials evidence of efficacy and safety of GBCE and CGA on body weight in long-term studies. All studies exhibit a high risk of bias and have moderate magnitude of the effect size and represent heterogeneity 97%. Additionally, two RCTs of CGA-enriched GCE found no statistically significant difference to reduce body weight between GCE and placebo. 'GBCE was discovered to be a trend to lower body weight in this comprehensive review and meta-analysis of RCTs. There is a need for more prospective research with bigger sample sizes"*. The study further states that *"the study contains several limitations which include the difference of population study in healthy volunteers, patients with the metabolic syndrome, and patients with nonalcoholic fatty liver disease. However, there was not much statistical heterogeneity. Additionally, there are several varied demographics, short treatment durations among trials, and variable GBCE administration dosage forms. To determine the validity of suggestions, however, extensive research with large samples is required"*.
- The Study titled as ***'Chlorogenic Acid's Role in Metabolic Health: Mechanisms and Therapeutic Potential'*** summarizes that *"It has also been shown that CGA promotes the browning of adipose tissue, which has a beneficial impact on obesity"*. However, the study states that *"broader clinical trials will be necessary in the future to better determine the optimal doses, duration of use, and effectiveness of CGA across different patient populations"*.

"Upon a careful review of the studies submitted by the Opposite Party, the CCPA noted that the findings were limited to the green coffee extract and not the impugned product and all the studies were conducted on very small sample size. Further, it is observed that there is a

distinct lack of uniformity about the opinions regarding the efficacy of green coffee extract for weight management. The research papers submitted by the Opposite Party do not constitute conclusive evidence, as they expressly state that a larger sample size is imperative to definitively evaluate and substantiate the purported weight management benefits of green coffee."

h) It is also observed that the Opposite Party discontinued the manufacturing of the product in 2022 owing to low market demand. However, the Opposite Party persists in profiteering by maintaining active digital listings on e-commerce platforms such as Flipkart & Bigbasket, utilizing interactive **"Notify Me"** interfaces to sustain consumer engagement and thereby indulged in unfair trade practice. Further, the Opposite party has failed to place on record any official communication addressed to Bigbasket and Flipkart stating that the said product, Saffola Fittify Green Coffee had stopped being manufactured and should therefore not be listed on their e-commerce platform for sale. The conduct of the Opposite Party deliberately conveys an express or implied intention to advertise and promote green coffee through misleading visual presentation. **The screenshots of the advertisements displayed on Flipkart & Bigbasket are annexed herewith as Annexure-I and Annexure-II.**

i) Furthermore, it is observed that the impugned advertisements and product labels are in direct violation of Section 2(28) of the Consumer Protection Act, 2019, as they deliberately conceal material information regarding the product's actual composition, long-term efficacy and potential health implications. By marketing catchphrases such as "3X antioxidant power," "helps regulate metabolism," and "weight management," the Opposite Party has falsely described the product's natural attributes and intentionally exaggerated its material characteristics. This deceptive marketing strategy was engineered to exploit consumer vulnerabilities, lure undiscerning buyers through misleading representations and distort market choices under the false pretense of wellness.

16. During the extensive hearing in the case, it has become clear that the opposite party has no objective data to back its claim about their product. In a nut shell, the opposite party did not have any in house dataset to back its claims. The actions of opposite party attracts the applicability of Section 21(2) read with section 21(7) of the Consumer Protection Act, 2019, thereby warranting imposition of penalty. Thus, the case of Saffola Fittify (Marico Limited) is a fit case of Misleading Advertisement under Consumer Protection Act, 2019.
17. 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,
 - d) Gross revenue from sales effected by virtue of such offence.
18. In light of the findings highlighted above, CCPA finds it necessary to impose penalty on the opposite party. In deciding the quantum of penalty, the CCPA takes into consideration the facts and findings evidenced during the proceedings.
19. In view of the above, under Section 21 of the Consumer Protection Act 2019, CCPA hereby issues the following directions to the opposite party:
- a) To discontinue the impugned advertisement from all electronic and print media whatsoever with immediate effect.
 - b) To be forewarned that no such claims such as weight loss/management may be made in future, unless it is backed by concrete evidence.
 - c) After giving due consideration to sub-clause (7) of section 21 of Consumer Protection Act, 2019 and factors noted in (i) and (ii) above, CCPA deems it fit to levy a penalty of ₹. 1,00,000/- on the opposite party to meet the ends of the necessity to impose penalty for the violations.
 - d) The opposite party shall submit the amount of penalty and a compliance report to CCPA on the above directions within 15 days from the date of this Order.

The above directions are passed in exercise of the powers under section 18, Section 20 and Section 21 read with section 10 of the Consumer Protection Act 2019.



Nidhi Khare
Chief Commissioner



Anupam Mishra
Commissioner

flippkart.com/saffola-fitty-gourmet-classic-instant-coffee/p/1441148034

flippkart Login Google My Account Employee Test Menu

flippkart

Search for Products, Brands and More

Home / Food Products / Coffee / Powder / Saffola Coffee Powder / Fitty Gourmet Classic Instant Coffee

Pranacharya GreenShield Unroasted Arabica Green Coffee...
₹23% Save ₹383

Green Coffee

15 Sachets

Selected Quantity: 30 g

30 g

Saffola Fitty Gourmet Classic Instant Coffee 130 g, Green Coffee...
4.3 ★ 2,042

↓30% 260 ₹182

Now Buy at ₹92

Apply offers for maximum savings!

Delivery details

Location not set. Select delivery location

Fulfilled by SuperComNet
4.1 ★ 10 years with Flipkart
See other sellers

No cash returns

No cash on delivery

Flipkart Assured

Notify Me

WHY SAFFOLA FITTY GREEN COFFEE?

BOOST IMMUNITY

AND NIGHT MONITORING

BOOST YOUR IMMUNITY WITH THE POWER OF ANTIOXIDANTS

Search

11:29 AM 06-08-2024

Annexure-II

The screenshot displays the BigBasket website interface. At the top, the navigation bar includes links for 'bigbasket.com', 'bigbasket Login', 'My Account', and 'Employee Mail Menu'. The main header features the BigBasket logo, a search bar, and a 'Delivery in 10 mins' badge. Below the header, there are several promotional banners and a 'Shop by Category' section with links to 'Exotic Fruits & V...', 'Tea', 'Ghee', 'Nasim', and 'Fresh Vegetables'. The main product section is for 'Saffola FITTIFY Gourmet Classic Strong Green Coffee Instant Beverage Mix, 15 Sachets Box'. It shows a product image with a 'Classic Strong' label and a 'Notify Me' button. Below the product image, there is a 'Why choose bigbasket?' section with icons for 'Quality products', '10 min delivery', 'On time', 'Free delivery', and 'Return Policy'. The footer contains a search bar, a list of application icons, and a status bar showing the time as 11:14 and the date as 06-08-2026.

bigbasket.com/pd/4115395/saffola-fitty-gourmet-green-coffee-instant-beverage-mix-classic-strong-15-sachets-box/

bigbasket

Shop by Category

Exotic Fruits & V... Tea Ghee Nasim Fresh Vegetables

Delivery in 10 mins

Select Location

Log in

Saffola FITTIFY Gourmet

Saffola FITTIFY Gourmet Classic Strong Green Coffee Instant Beverage Mix, 15 Sachets Box

4.6 20 Ratings & 1 Reviews

Notify Me

Why choose bigbasket?

Quality products

10 min delivery

On time

Free delivery

Return Policy

Search

11:14 06-08-2026