

Central Consumer Protection Authority

Krishi Bhawan, New Delhi -110001

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

In the matter of: **Nirvasa Healthcare Private Limited for alleged misleading advertisement of Green Coffee Bean Powder (herein referred as “Opposite Party”)**.

CORAM:

Mrs. Nidhi Khare, Chief Commissioner

Mr. Anupam Mishra, Commissioner

APPEARANCES

For Opposite Party:

- i. Mr. Jatin Garg, Senior Manager, R&D and Procurement
- ii. Mr. Ashish Khanna, Chief Marketing Officer

Date: 14.10.2026

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 Secretary General, PVVS Murthy, Consumer Advocacy Group against Nirvasa Healthcare Private Limited (hereinafter referred to as “the Opposite Party” or “the Opposite Party”) Scientifically

Unproven Weight Loss Dietary Supplement "Green Coffee Extract" 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. Thereafter, 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's on e-commerce platform such as Amazon in respect to Green coffee claims such as **"natural way to burn those extra kilos"; "beneficial for detoxifying the body, improving digestion and supporting weight management"; "regulates blood pressure"; "decreases hunger pangs"; "keeps your gut healthy"; "attain a lean body" and "the product claimed it is embedded with clinically proven ingredients"** 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 fails 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:
 - a) "natural way to burn those extra kilos";
 - b) "beneficial for detoxifying the body, improving digestion and supporting weight management";
 - c) "regulates blood pressure";
 - d) "decreases hunger pangs";
 - e) "keeps your gut healthy";
 - f) "attain a lean body" and
 - g) "the product claimed it is embedded with clinically proven ingredients".
9. In response to the notice, a reply dated 31st October 2023 was received from the Opposite Party, wherein, following submissions were made:
 - i. The Opposite Party is a duly incorporated entity under the Companies Act, 2013 and is engaged in the business of health and wellness products, including nutraceutical products. The Company has

endeavored to provide quality products to consumers while complying with the applicable regulatory requirements.

- ii. The product in question, namely “Nirvasa Green Coffee Bean Powder”, is manufactured using unroasted green coffee beans and contains chlorogenic acid, a naturally occurring compound associated with antioxidant properties.
- iii. The Opposite Party submits that the product was marketed without any intention to deceive or mislead consumers or to obtain any unlawful gain.
- iv. The Opposite Party further submits that the product is free from cruelty and other preservative free product and is duly certified/licensed by the concerned authorities before marketing it for consumers. The packaging of the product has made it very clear the authentication of products under the certification of ISO, GMP, and FSSAI License No for the knowledge of consumers at large. Further, the packaging of the product reveals the details relating to the product, ingredients, manufacturing particulars, beneficial components and the use and boosting capacity on a healthcare basis.
- v. The Opposite Party has complied with ‘Guideline 4’ of the Guidelines Advertisement of 2022, which cannot lead to cause ‘Misleading Advertisements’ under the name of ‘Nirvasa Green Coffee Bean Powder’.
- vi. The Opposite Party has also relied upon various published studies concerning green coffee extract, including studies relating to anthropometric parameters, glycaemic control, blood pressure, insulin resistance and appetite parameters. The Company submits that these studies were relied upon in the context of the known properties of green coffee/chlorogenic acid and not with any intention to make a representation contrary to the available scientific material.
- vii. In support of the quality and safety parameters of the product, the Opposite Party has stated that the product conforms to the specified physical and chemical parameters. The product was found to have the prescribed physical characteristics and the relevant parameters, including moisture, ash, acid-insoluble ash and caffeine content, were stated to be within the applicable specifications.

viii. The product "Nirvasa Green Coffee Bean Powder" was not represented as an Ayurvedic product. The Company submits that the product is based upon green coffee/green coffee components and chlorogenic acid and that no Ayurvedic ingredient or representation was intended to be conveyed through the product description or packaging.

10. Having thoroughly examined the replies received from the Opposite Party and the issues raised as evident from the preliminary inquiry, CCPA was satisfied that there existed a prima facie case of violation of provisions of Consumer Protection Act 2019. Accordingly, CCPA in exercise of its statutory powers under Section 19(1) of the Consumer Protection Act, 2019, vide letter dated 29.04.2025 referred the matter to Director General (Investigation) to conduct detailed investigation into the matter and submit its report.
11. The Director General (Investigation) vide communication dated 27.04.2026 submitted its report dated 24.03.2026 whereby the findings are as under:
 - i. During the course of investigation, it was observed that the response submitted by the company lacks clarity and certainty with respect to the claims made about its product. The company has used vague and non-committal expressions such as "may help regulate blood sugar levels," "may contribute to weight loss," and "some studies have suggested that chlorogenic acid may have a mild blood pressure-lowering effect," without providing any definitive or product-specific scientific evidence.
 - ii. The company has failed to submit any independent studies or clinical trials conducted on its own product to substantiate the claims made. The reliance on external studies, without demonstrating direct applicability to the product, renders the claims unsubstantiated.
 - iii. It was further observed that the research papers and articles submitted by the company are not directly comparable to the product in question, as the conclusions drawn therein are inconclusive in nature.
 - iv. In particular, some of the studies submitted by the company clearly state in their conclusions that "additional well-designed studies are required to further confirm the findings" and "further studies are

needed to provide enough evidence on the effect of green coffee intake on preventing cardio metabolic disorders," thereby establishing that the findings are preliminary and not definition.

- v. Another study relied upon by the Company states that "Further research (including blinded clinical trials, although this might be difficult) using a larger sample of hypertensive and overweight individuals, as well as longer intervention period, is warranted to clarify whether GC could have a preventative or a therapeutic role in the fight against CVD."
- vi. The reliance on such inconclusive research findings, while presenting the product as having established benefits, creates a misleading impression and raises serious concerns regarding the substantiation of the claims made.
- vii. The company has stated that it discontinued all marketing advertisements and promotional campaigns relating to the product since receipt of the earlier notice from CCPA in 2023. However, upon examination, it was observed that similar claims continue to be displayed on the product packaging as well as on the company's official website, YouTube channel, and e-commerce portals, indicating non-compliance with its own submissions.
- viii. Further, the company is making additional claims such as "transformative results in just 3 months," including assertions relating to increased metabolic rate, weight loss, antioxidant benefits, and enhanced energy levels among users. However, the company has failed to submit any credible or verifiable data, including its own research or studies, to substantiate these claims, and instead relies on external sources, rendering such claims unsubstantiated and misleading.
- ix. Nirvasa Healthcare Pvt. Ltd. is in violation of Sections 2(9), 2(28) of the Consumer Protection Act, 2019. The claims/advertisements made by the company 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.

- x. Additionally, the company is in violation of Guidelines for Prevention of Misleading Advertisements and Endorsements for Misleading Advertisements, 2022 as it continues to make unsubstantiated claims regarding product efficacy and, despite claiming to have discontinued promotions after the CCPA notice in 2023, similar claims remain on packaging, website, and YouTube, thereby misleading consumers and violating regulatory instructions.
12. The Investigation Report submitted by DG (Investigation) was shared with the opposite party vide letter dated 24.06.2026 to furnish its comments.
13. Thereafter, an opportunity of hearing was provided to the Opposite Party on 14.07.2026 wherein opposite party was represented by Mr. Jatin Garg, Senior Manager, R&D who made the following submissions:
- i. The product in question, namely “Nirvasa Green Coffee Bean Powder”, was marketed as a food/health supplement and that the claims made in relation to the product were based upon the properties of chlorogenic acid, stated to be the principal active component of green coffee beans.
 - ii. The chlorogenic acid is a polyphenolic compound having antioxidant properties and the product information/claims were based on the reported mechanism of action of chlorogenic acid. In this regard, the Company referred to its role in management of metabolism, antioxidant activity and weight management.
 - iii. With regard to the claim concerning blood sugar management, the Company submitted that chlorogenic acid may interfere with the absorption of carbohydrates in the digestive tract by inhibiting the enzyme alpha-glucosidase, thereby slowing the release of glucose into the bloodstream after a meal. On this basis, the Company sought to justify its claim relating to regulation of blood sugar levels and reduction of blood sugar in the human body.
 - iv. In relation to weight-management/weight-loss claims, the Company submitted that reduction in carbohydrate absorption and moderation of blood sugar levels were associated with weight management and

that chlorogenic acid had been reported in scientific literature to contribute to weight loss or assist in preventing weight gain.

- v. The Company also referred to published scientific literature, including studies/reviews concerning the effects of green coffee extract and chlorogenic acid. It was submitted that such literature provided scientific support for the functional properties attributed to green coffee extract/chlorogenic acid.
- vi. With regard to the substantiation of the product itself, the Company submitted that it had also furnished laboratory/test reports and product parameters, including physical and chemical characteristics of the product. The Company stated that the product conformed to the relevant prescribed parameters and that no extraneous matter was detected.
- vii. The Company further submitted that it had discontinued all marketing advertisements and promotional campaigns relating to Nirvasa Green Coffee Bean Powder upon receipt of the earlier notice issued by CCPA in 2023.
- viii. In relation to the allegation that the advertisements exaggerated the benefits of the product, the Company submitted that the claims were made with reference to the scientific literature concerning green coffee extract/chlorogenic acid and were not intended to represent the product as a substitute for medical treatment.
- ix. The Company, therefore, submitted that the claims made in relation to weight management, carbohydrate metabolism, blood sugar regulation and antioxidant properties were based on available scientific literature and clinical research concerning chlorogenic acid/green coffee extract and that the material relied upon by the Company had been furnished before the Authority for consideration.
- x. The Company submitted that it has been operating in the market since last 8 years i.e. since 2019, every product which is displayed in the market has not gone through any clinical test, as the clinical trial in India is a very tedious process, therefore, the claims pertaining to the functional benefits of Nirvasa Green Coffee Bean Powder were based on the known properties of chlorogenic acid

and were supported by scientific publications, clinical studies and laboratory reports.

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 14.07.2026. The Opposite Party submitted its undertaking vide e-mail dated 22.07.2026 which are as under:

The Company shall not publish, circulate, disseminate or promote any advertisement concerning the said product and upon receipt of the Investigation Report, the Company voluntarily discontinued all advertisements, promotional campaigns, digital marketing activities, and other promotional communications relating to the said product as a precautionary measure.

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 Nirvasa Green Coffee Bean Powder, has been operating in the market since 2019 as a food product under the provisions of the Food Safety and Standards Act, 2006 and was manufactured under a valid FSSAI license. The Opposite Party has further submitted that the impugned product was launched in January 2023, it was discontinued after receipt of CCPA notice in 2023 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) The Authority 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 "natural way to burn

those extra kilos"; "beneficial for detoxifying the body, improving digestion and supporting weight management"; "regulates blood pressure"; "decreases hunger pangs"; "keeps your gut healthy"; "attain a lean body" and "the product claimed it is embedded with clinically proven ingredients".

- 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.
- 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 "natural way to burn those extra kilos"; "beneficial for detoxifying the body, improving digestion and supporting weight management"; "regulates blood pressure"; "decreases hunger pangs"; "keeps your gut healthy"; "attain a lean body" and "the product claimed it is embedded with clinically proven ingredients". 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.' Accordingly, there is no conclusive scientific evidence at present to establish the efficacy and safety of Green Coffee Extract as a weight-loss supplement. Further clinical trials are required to substantiate its effectiveness and safety.

g) Furthermore, the Opposite Party in their support have relied on the several research papers submitted vide its response dated 31.10.2023. The research papers were examined by CCPA which are as follows:

➤ The Study titled as ***'Supplementation of green coffee bean extract in healthy overweight subjects increases lean mass/fat mass ratio: A randomized, double-blind clinical study'*** by HV Sudeep and K Shyam Prasad summarizes that "The study involved a total of 71 male and female participants, who were randomly divided into two groups in a 1:1 ratio: one group received CGA-7, while the other received a placebo. The study was conducted at Sri Kalabyraveshwara Swamy Ayurvedic Medical College, Hospital and Research Centre, Karnataka, India. The study lasted 14 weeks, consisting of 12 weeks of treatment and a further 2-week follow-up period. During the treatment period, participants were given 250 mg capsules twice daily, before breakfast and dinner. The dosage was determined on the basis of earlier studies conducted on preclinical models. No dietary restrictions were imposed and participants were advised to follow their normal diet of 2,000–2,500 calories per day. After the initial assessment, participants attended three follow-up visits at four-week intervals during the treatment period. A final follow-up visit was conducted two weeks after completion of the 12-week treatment. However, the study states that *"The limitations of the study include the short duration of treatment, smaller sample size and inclusion of single study site. Appetite biomarkers were not included in the study. Further studies are required to elucidate the long-term benefits of green coffee bean supplementation.*

➤ The Study titled as ***'The effect of green coffee extract supplementation on cardio metabolic risk factors: a systematic review and meta-analysis of randomized controlled trials'*** by Mehrnaz Morvaridi, Elham Rayyani, Malihe Jaafari, Alireza Khiabani & Mehran Rahimlou' summarises that 'Studies were conducted in Spain, Japan, China, Korea, France, Netherlands, Colombia, Mexico, and Iran. The mean dose of GCE or its active compounds varied from 200to 2000 mg/day and the duration of intervention ranged from 2

to 24 weeks. All evaluated studies were carried out among adults. A total number of 992 participants (565 participants in the intervention groups and 427 participants in the control groups) were included in the final analysis. The analysis of this study indicated that green coffee supplementation significantly decreased FBS, insulin, and triglyceride, but improved HDL. No statistically significant improvement was found in HOMA-IR, LDL, and CRP indices following the green coffee supplementation'. However, the study states that *"Based on the results, GCE supplementation improved the serum levels of FBS, insulin, TG, and HDL. As a result, consumption of GCE is recommended to improve the cardio metabolic risk factors. Moreover, no adverse side effects were observed for GCE supplementation. However, further studies are needed to provide enough evidences on the effect of green coffee intake on preventing cardio metabolic disorders"*.

- The Study titled as ***'Effects of green coffee extract supplementation on anthropometric indices, glycaemic control, blood pressure, lipid profile, insulin resistance and appetite in patients with the metabolic syndrome: a randomised clinical trial'*** by Hanieh Roshan, Omid Nikpayam, Meghdad Sedaghat and Golbon Sohrab summarizes that 'This study was a randomised, double-blind, placebo-controlled trial. Men and women aged between 18 and 70 years whom were diagnosed with the Mets and had BMI of over 25kg/m² were chosen from the clients of Imam Hossein Hospital diabetes clinic in Tehran. This study was conducted to elucidate the effects of decaffeinated green coffee bean extract (GCE) on anthropometric indices, glycaemic control, blood pressure, lipid profile, insulin resistance and appetite in patients with the metabolic syndrome (Mets). Subjects were randomly allocated to consume 400mg GCE or placebo capsules twice per d for 8 weeks. Both groups were advised to follow an energy balanced diet. After GCE supplementation, systolic blood pressure (SBP) significantly reduced compared with the placebo group. To sum up, GCE administration had an ameliorating effect on some of the Mets components such as high SBP, high FBS and Mets main aetiological factors including insulin resistance and abdominal obesity. Furthermore, GCE supplementation could reduce appetite level'. However, the study states that *"Limitations of this study encompass, first, the short time of the trial. Second, it did not have access to professional scales and a body composition analyser to assess alterations in body fat percentage. Third, due to budget deficit, measuring other factors such as appetite-related hormones was not possible. Further studies with longer*

durations and larger sample sizes are required to establish potential GCE effects in patients with the Mets”.

- The Study titled as ***‘The effect of green coffee extract supplementation on blood pressure: A systematic review and meta-analysis of randomized controlled trials’*** by Baizhi Han, Ali Nazary-Vannani, SamTalaie, Cain C.T. Clark, Jamal Rahmani, Reyhaneh Rasekhamagham, Hamed Kord-Varkaneh summarizes that *‘These studies were published between 2004 and 2018 and were conducted in Iran, South Korea and Japan. The follow-up period ranged from 4 to 16 weeks. Daily recommended dosage of green coffee varied between 46 and 800 mg in these studies. The design of all the included trials was parallel. All studies were done on both genders except for one trial that included women only. The purpose of this study was to determine the efficacy and effective ness of GCBE supplementation on indices of blood pressure. In addition, in subgroup analysis, a significant reduction in SBP and DBP in studies with hypertensive patients, green coffee dosage <400 mg, and administered for 4 weeks was identified’.* However, the study states that *“The extent to which concomitant lifestyle adjustments influenced the results seen in the meta-analyses is uncertain. Apart from coffee, CGA is available in a wide variety of foods, including potatoes, fruits, and peanuts; on the average, humans are thought to consume approximately 1 g of CGA daily via food intake (Suzuki et al., 2006). Whether the extra amount of CGA consumed by trial participants led to an enhancement of its effect on blood pressure is not clear. The analyses were not restricted to solitarily include patients of one type. Consequently, this permitted a larger number of studies and participants to be included for analysis. However, this could conceivably impact the mechanism of action and effectiveness. However, notwithstanding the positive effect elicited by GCBE supplementation for SBP across health statuses, it is evident that for DBP, significant effects only remain in patients with preexisting hypertension and not metabolic syndrome. Moreover, there appears no deleterious or adverse side effects that manifest as a result of GCBE supplementation; notwithstanding, however, further studies concerned with safe levels of GCBE consumption are warranted”.*
- The Study titled as ***‘Consumption of Green Coffee Reduces Blood Pressure and Body Composition by Influencing 11 β -HSD1 Enzyme Activity in Healthy Individuals: A Pilot Crossover Study Using Green and Black Coffee’*** by R. Revuelta-Iniesta and E. A. S. Al-Dujaili Department of Dietetics, Nutrition and Biological Sciences, Queen

Margaret University, Queen Margaret University Drive, Musselburgh, East Lothian, Edinburgh EH21 6UU, UK summarizes that 'The study was approved by Queen Margaret University's Research Ethics Committee in July 2011. Healthy volunteers were recruited through the university's website and screened using a health questionnaire covering their medical history and physical activity. Participants with a BMI of 18–30 kg/m² and no history of cardiovascular disease, diabetes, kidney or gastrointestinal disorders, or smoking were included. All data collected from the volunteers was kept anonymous and all measurements took place in the QMU clinic room located in Edinburgh, Scotland. GC can play a role in reducing cardiovascular risk factors. Further research including hypertensive and overweight individuals will now be justified to clarify whether GC could have a therapeutic role in CVD'. However, the study states that "This pilot study proposes that coffee intake, especially GC, might have a role to play in the reduction of cardiovascular risk factors and perhaps CVD in the long term. Further research (including blinded clinical trials, although this might be difficult) using a larger sample of hypertensive and overweight individuals, as well as longer intervention period, is warranted to clarify whether GC could have a preventative or a therapeutic role in the fight against CVD".

- The Study titled as '**Effects of Coffee and Its Components on the Gastrointestinal Tract and the Brain–Gut Axis**' by Amaia Iriando-DeHond , José Antonio Uranga , Maria Dolores del Castillo and Raquel Abalo summarizes that ' The Study was conducted in Spain, the effects of coffee on the gastrointestinal tract have been studied for years in order to understand its hypothetical stimulating or inhibiting properties and its mechanisms of action. This problem has been addressed through numerous epidemiological studies. These works have been mainly focused on neoplastic diseases, with conflicting results, although there is evidence suggesting that coffee may be associated with lower risk of some cancers. Indeed, systematic reviews have found a protective effect of coffee on liver, hepatocellular, and breast cancers. However, coffee seems to increase the risk for lung cancer development, whereas the association of coffee with other cancers such as those of the pancreas, bladder, ovaries, and prostate is controversial. Further studies are needed to understand the mechanisms of action of certain health promoting properties of coffee on the gastrointestinal tract and to transfer this knowledge to the industry to develop functional foods to improve the gastrointestinal and brain–gut axis health'. However, the study states that "However, in high contrast with what is known for other body

systems and functions (i.e., cardiovascular system, CNS), the knowledge accumulated thus far regarding the effects of coffee and specific coffee-derived compounds on the gastrointestinal tract as a whole or on their different organs, as well as the specific mechanisms of action exerted on the different cell types present in the gut wall along the whole system, is strikingly scarce, despite the fact that the gastrointestinal tract is the first body system that comes in contact with ingested coffee. Furthermore, the impact of coffee and its derivatives on brain–gut axis health (from emotions to neurodegeneration) has only recently been addressed”.

- The Study titled as **‘How do green and black coffee brews and bioactive interaction with gut microbiome affect its health outcomes? Mining evidence from mechanistic studies, metagenomics and clinical trials’** by **Mohamed A. Farag, Mohamed S. Abd El-Al , Martin von Bergen and Basma M. Saleh** summarizes that ‘The Study was conducted by researchers from Egypt (primarily affiliated with the American University in Cairo) in collaboration with international co-authors from Germany, the study puts insight on the effects of black and green coffee chemicals on the gut microbiome. The Study presented the first comprehensive review of how coffee natural bioactive such as caffeine and chlorogenic acid and its process derived chemicals i.e., melanoidins can specifically influence gut homeostasis, and likewise via gut microbiota-mediated coffee chemicals metabolism’. However, the study states that “Coffee consumption has also been linked to beneficial effects on the gastrointestinal system and gut microbiota through increasing beneficial bacteria population such as *Bifidobacterium* as mediated via its bioactive constituents. Further studies need to be performed to clarify this results being limited by small donor number and to be confirmed for which exact coffee type and or brewing methods. Large-scale comparison regarding coffee different sources and brewing methods on gut homeostasis is still lacking in literature. A complete colonic model, containing pre-digestion of the coffee, would ensure the validity of the results and provide a rapid screening tool for identifying best preparations. Both black and green coffee extracts affect gut microbiota activities via the gut microbiome brain axis which in turn affect the host metabolism and to exert protective role against Parkinson’s disease, metabolic syndrome, diabetes mellitus Type II, fatty liver, colon cancer and inflammation. Further studies need to be done to explore how to achieve the maximum benefits of these coffee protective actions and what is the recommended daily consumption to achieve such level”.

- h) Upon careful examination of the studies submitted by the Opposite Party, the CCPA observed that the said studies were conducted in foreign jurisdictions except one study which was independently researched in India. Further, the studies primarily relate to Green Coffee Extract as an ingredient and do not specifically evaluate the efficacy or safety of the impugned product. It was also observed that the studies were conducted on relatively small sample sizes, further the studies were also concerned with other side effects of coffee-intake and do not provide a consistent or uniform conclusion regarding the efficacy of Green Coffee Extract for weight management. Accordingly, the research papers relied upon by the Opposite Party cannot in their present form be regarded as conclusive scientific evidence substantiating the claimed weight-management benefits of the impugned product, particularly when the studies themselves acknowledge the need for larger sample sizes and further research to establish such benefits conclusively.
- i) It is also observed that the Opposite Party discontinued the manufacturing of the product in 2023 owing to low market demand. However, the Opposite Party persists in profiteering by maintaining active digital listings on e-commerce platforms such as BigBasket, Flipkart & Amazon, and utilizing interactive **"Notify Me"** interfaces to sustain consumer engagement and thereby indulged in unfair trade practice. Further, the Opposite party vide communication dated 22.07.2026 place on record the undertaking stating that they shall not publish, circulate, disseminate or promote any advertisement concerning the said product and upon receipt of the Investigation Report, the Company voluntarily discontinued all advertisements, promotional campaigns, digital marketing activities, and other promotional communications relating to the said product as a precautionary measure. Further, the Opposite party has failed to place on record any official communication addressed to BigBasket, Flipkart and Amazon stating that the said product, Nirvasa Green Coffee Bean Powder had stopped being manufactured and should therefore not be listed on their e-commerce platform for sale.
- j) 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**

Amazon, Flipkart & BigBasket are annexed herewith as Annexure-I, Annexure-II and Annexure-III.

k) 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 "green," "healthy," and "weight loss," 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 hearing in the case, it has become clear that the opposite party has no objective data to back its claim. 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) 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.
 - c) 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

amazon.in Nirvasa-Unroasted-Chlorogenic-Detoxification-Management/dp/B08T85GHQ4/ref=sr_1_1_sspa?adgrpid=1530867482198&ib=eyJ2b29MSjB.Wno7wR1y3EtHdDeLp59etnq8hya8o8Sop62o8Fy6f6ZL86ADyU8mfrv09PH5YMPVbz67UhmG03rbhDk5J3... ☆

Parichay Login Google NIC Accounts Employee Task Man...

amazon.in Delivering to Noida 201304 Update location

nirvasa green coffee bean powder

EN Hello, sign in Account & Lists Returns & Orders Cart

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Great Indian Festival | Live Now

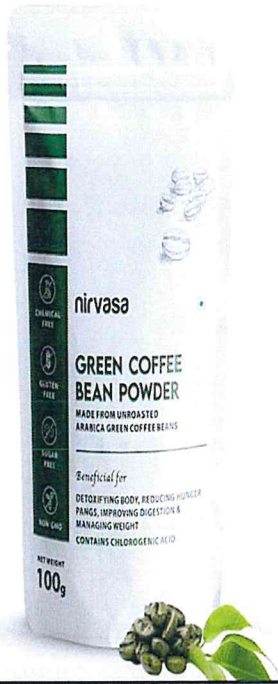
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48 ★★★★★ 26

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Nirvasa Green Coffee Bean Powder for Weight Management | Enriched with Chlorogenic Acid | Enhance Metabolism, Energy & Fitness | Unroasted Arabica Extract Powder, 100g (Pack of 1)

Visit the Nirvasa Store

3.9 ★★★★★ (479)

#1 Best Seller in Green Coffee

100+ bought in past month

Great Indian Festival

-45% ₹329 (₹329/100 g)

M.R.P.: ₹499

8 Fulfilled

Inclusive of all taxes

Coupon: ☐ Apply 2% coupon Terms | Shop items

Save Extra with 3 offers

Cashback: Get 5% back with Amazon Pay ICICI Bank credit card for Prime members. 3% back for others. Not applicable... (Details)

Bank Offer (3): 10% Instant Discount up to INR 1500 on SBI Credit Card Non-EMI Txn. Min purchase value INR 249... (See All)

One-time purchase

₹329.00 (₹329.00/100 g)

8 Fulfilled

FREE delivery Sunday, 11 October Limited Period Festive Offer. Details

Or fastest delivery Tomorrow 8 am - 12 pm. Order within 5 hrs 32 mins. Details

Delivering to Noida 201304 - Update location

In stock

Quantity: 1

Add to cart

Buy Now

Ships from Amazon

Sold by NIRVASA HEALTHCARE PRIVATE LIMITED

Gift options Available at checkout

Payment Secure transaction

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scorist Super-saver combos Up to 60% Off

Selected Quantity: 2x100 g

100 g 2x100 g 3x100 g

(₹413/100g) (₹219/100g)

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4.5 ★ 290

↓36% ₹638

Expiry 21 Nov 2026

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ONE SCOOP, EVERY DAY.
A simple wellness ritual that takes less than a minute.

Easy to Mix One Scoop Daily

BENEFITS THAT FIT YOUR DAILY ROUTINE

Helps to Improve Digestion

Helps in Detoxification

Helps to Reduce Hunger Pangs

Helps to increase energy levels

Delivery details

Location not set [Select delivery location](#)

Delivery by Friday, 16 Oct

Seller: Nirvasa
3.5★ + 7 years with Flipkart

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Nirvasa Green Coffee Bean Powder - With Chlorogenic Acid, Unroasted Arabica, 100 g

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Currently Unavailable

100g

Highlights

- Detoxifying Body
- Reducing Food Cravings
- Shredding Fat
- Improving Digestion

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