

**Central Consumer Protection Authority**  
**Krishi Bhawan, New Delhi -110001**  
Case No: CCPA-2/24/2022-CCPA

In the matter of: Vision IAS regarding misleading advertisement.

CORAM:

Mrs. Nidhi Khare, Chief Commissioner

Mr. Anupam Mishra, Commissioner

**APPEARANCES**

For Vision IAS:

1. Mr. Bhupendra Pratap Singh, Advocate
2. Miss. Gunja Garg, CS, Vision IAS

Date: 22.01.2025

**ORDER**

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

*i. "10 in Top 10 selections in CSE 2020 from various programs of Vision IAS"*

2. Taking *suo-moto* cognizance of the advertisements, the Central Authority 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 genuineness of the claims in the impugned advertisement made by the opposite party. As per preliminary inquiry report, it was found that the opposite party prominently displayed successful candidates' names & pictures and simultaneously advertised various types of courses provided by them such as "Foundation Course General Studies Prelim cum mains" on its official website ([www.visionias.in](http://www.visionias.in)). However, the information with respect to the specific course opted by the said successful candidates in UPSC Civil Service exam 2020 was not disclosed in the abovementioned

advertisement. It is pertinent to mention that neither any description to substantiate the above-noted claims was mentioned in the advertisement.

3. Accordingly, CCPA issued a notice dated 28.04.2022 to the opposite party for violation of provisions of the Consumer Protection Act, 2019 highlighting the issue of misleading advertisement by deliberately concealing important information i.e. specific courses opted by the successful candidates in UPSC Civil Service exam 2020 and making tall but unsubstantiated claims. An opportunity to furnish response within 15 days of the issuance of notice was given to the opposite party to substantiate their claims and submit the following documents: -

- i. Testimonials from the students concerned
- ii. Date of joining of each such student.
- iii. Duration of the course attended by such student.
- iv. Fees paid along with the copies of receipt.
- v. Student ID

4. In response to the notice, a reply dated 16<sup>th</sup> August 2022 was received wherein the opposite party made the following submissions: -

- i. Background of the opposite party i.e. its working domain in preparation of civil services and other competitive examinations like IIT JEE, medical exams, SSC and elementary and secondary school education.
- ii. Have 14 centers in 9 cities across the nation.
- iii. Opposite party has been achieving more than 70 of the selections amongst the top 100 every year.
- iv. Provide flexible classes, digital learning content, infographics, dynamics mentoring ecosystem, innovative assessment systems etc.
- v. Provided details of the claim i.e. "10 in Top 10 selections in CSE 2020 from various programs of Vision IAS"
- vi. Published 'toppers talk session' and 'topper copies' at Vision IAS platforms.

5. The reply of the opposite party was examined. It was found that the opposite party has not submitted any material to prove that adequate disclosures were made in the impugned advertisement. Further, it was observed that out of 10 claimed candidates, 2 took foundation courses along with other courses, 6 took test series

related to Prelims & Mains and 2 took Abhyaas test. The specific course opted by successful students is an important information for the potential students or consumers as it helps them in making an informed choice while deciding which institute to join & which course to opt for but the opposite party deliberately concealed this important information about the specific course opted by these successful candidates in the impugned advertisement. **(Annexure-1)**.

The CCPA was satisfied that there exists a *prima facie* case of misleading advertisement under the Consumer Protection Act, 2019. Thereafter, CCPA vide letter dated 06.12.2022 requested Director General (Investigation) to conduct a detailed investigation into the matter.

6. The Director General (Investigation) in its investigation report dated 15.08.2024 submitted the following:

- i. It was found that all the 10 candidates were associated with Vision IAS and enrolled in courses with the Institute. The details are as under:

Rank	Name	Courses Enrolled
1	Shubham Kumar	Foundation Course 2018, GS Test Series 2019, Essay Test Series 2019, Abhyaas 2019 & 2020 and Essay test series 2020
2	Jagrati Awasthi	GS Mains Test Series 2020
3	Ankita Jain	GS Mains Test Series 2018, 2019 & 2020
4	Yash Jaluka	Abhyaas 2020
5	Mamta Yadav	GS Mains Test Series 2020
6	Meera K	GS Prelims Test Series 2020
7	Praveen Kumar	GS Mains Test Series 2020, Essay Test Series 2019 & 2020 and Personality Development Program 2019 & 2020
8	Jivani Kartik Nagjibhai	Foundation Course 2016, GS Test Series 2017 & 2020 and Personality Development Program 2019
9	Apala Mishra	Abhyaas 2019 & 2020
10	Satyam Gandhi	GS Mains Test Series 2020 and Essay Test Series 2020

- ii. It may be mentioned that Abhyaas is a mock test for UPSC Prelims Examination. Opposite party conducts Abhyaas Prelims during April or May over 100+ cities across the country.
- iii. Opposite party has mentioned the Course undertaken by Mr. Shubham Kumar (UPSC CSE 2020- Rank 1). However, the course opted by remaining 9 successful candidates were deliberately concealed to mislead consumers.

- iv. Coaching institutes prominently use the same successful candidates' names, pictures and videos in their advertisements while concealing specific course opted by such successful candidates. That's why, course(s) opted by the successful candidates is an important information for consumers.
- v. The information regarding the courses opted by successful candidates should have been mentioned in the advertisement so that the potential aspirants and their parents/guardians could make informed choice.
- vi. Vision IAS has submitted documentary evidence with respect to the claim "10 in Top 10" but in the advertisements by opposite party - course undertaken by the 9 successful candidates were deliberately concealed. It is pertinent to mention that the institute must have also mentioned the type/name and duration of the course opted by the selected candidate so that potential aspirants can make well informed choice which is a consumer right under Section-2(9) of the Consumer Protection Act, 2019. As Vision IAS has not made the vital disclosures by the Vision IAS in its advertisement, hence it appears to be in potential violation of Section- 2(9) and Section 2 (28) (ii) & (iv) of the Consumer Protection Act, 2019.

7. The Investigation Report submitted by DG (Investigation) was shared with the opposite party vide letter dated 09.09.2024 to furnish its comments.

8. Thereafter, an opportunity of being heard was provided to the opposite party on 19.09.2024, during which the counsel representing opposite party requested CCPA to postpone the hearing and grant them time to submit their comments on Investigation report. Taking into account of opposite party's counsel request, the CCPA rescheduled the hearing on 27.09.2024.

9. In response to the investigation report, the CCPA received a reply from the opposite party on 25.09.2024, wherein, following submissions were made:-

- i. The courses offered by opposite party were virtual and did not require mandatory attendance. The discrepancy in invoice numbers was due to GST implementation, which was clarified.
- ii. The answer sheets and digital profiles of all candidates were submitted to the investigating authority, proving the affiliation of candidates with the institute.

- iii. Only the front page of the website was considered, disregarding the detailed information available through links and other sources. Detailed information was available across platforms, ensuring no misleading advertisement.
- iv. The first page of the website is insufficient to mislead students. Viewers are expected to explore further details by following the provided links.
- v. All relevant documents were provided, and opposite party has not concealed any information deliberately or knowingly.
- vi. The congratulatory messages to toppers cannot be construed as misleading or a guarantee.
- vii. No intention to mislead or conceal details.
- viii. Purpose was to highlight student's achievements, not to mislead.
- ix. Opposite party assured that they will enhance the visibility of course details in future advertisements.

10. Thereafter, another opportunity of hearing was provided to the opposite party on 27.09.2024 wherein opposite party was represented by Mr. Bhupendra Pratap Singh, Advocate and Miss. Gunja Garg, CS, Vision IAS. They submitted the following:-

- i. With respect to advertisement on official website of opposite party, it is stated that space on front page is limited. Therefore, the courses selected by successful candidates could not be provided.
- ii. It was understood that consumers will not rely solely on the website; instead, they are likely to explore various sources, including YouTube, print media, and other channels wherein course opted by successful candidates are mentioned.

11. With reference to the hearing conducted on 27.09.2024, CCPA directed the opposite party to submit its advertisements regarding UPSC CSE 2020 result in various newspapers.

12. The CCPA received an email from the opposite party on 30.09.2024, in which opposite party submitted its advertisements in various newspapers regarding UPSC CSE 2020. Upon examining the submitted documents, the CCPA observed that opposite party has mentioned the course opted by successful candidates along with their photos & names in the said newspapers.

13. 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;

14. From a bare reading of the above provisions of the Act, it is clear that any advertisement should: -

- i. Contain truthful & honest representation of facts,
- ii. Have assertions, guarantees only when backed by underlying credible and authentic material, study etc.
- iii. Not indulge in unfair trade practice as defined in Section 2(47) of the Act. It should be free from false representation that the goods/services are of particular standard, quality [(section 2(47) (a)] and should not make false or misleading representation concerning the need for or usefulness of any goods or services [(section 2(47) (f)] of the Act with respect to unfair trade practice.
- iv. Disclose important information in such a manner that they are clear, prominent and extremely hard to miss for viewers/consumers so as to not conceal important information.

15. In its advertisement, the opposite party claimed “*10 in Top 10 selections in CSE 2020 from various programs of Vision IAS*”, it may be noted that as per the information provided on the opposite party’s website ([www.visionias.in](http://www.visionias.in)), the test series for the Prelims and Mains stages have different modules and these modules consist a range of tests from 15 to 20 or even more. Opposite party conduct these tests on different dates over a period of 3-4 months. These test series are priced between ₹10,000 to ₹20,000. Students can register through the opposite party's platform and attempt the mock tests as per the given schedule. The test series cover the syllabus for both the UPSC CSE Prelims and Mains. Subsequently, the opposite party provides feedback to students on their performance. Additionally, according to the opposite party's

response, it conducts a mock test for Prelims named “Abhyaas,” which is held in 100+ cities across the country once a year.

16. The CCPA, after reviewing the responses from the opposite party and examining its website, found that nature of the courses offered, such as the test series and Abhyaas test, is such that it did not require students to attend classroom. In case of the test series and Abhyaas tests, the opposite party only provides feedback to students on their performance. Additionally, as per the information available, 2 took foundation courses along with other courses, 8 took test series related to Prelims and Mains stage and 2 only took Abhyaas Test. Further, CCPA examined the digital profiles and fee submitted by the opposite party and discovered that the Foundation course is the most expensive, costing ₹1,40,000/-, whereas the Abhyaas one time test costs only ₹750. As per the available information, Mr. Shubham Kumar enrolled in the Foundation Course 2018 (Classroom/Offline), and Mr. Jivani Kartik Nagjibhai enrolled in the Online Foundation Course 2015 of the Institute.

Rank	Name	Courses Enrolled	Fee Paid (In rupees)	Total tests in the Modules	No. of tests attempted
1	Shubham Kumar	Foundation Course 2018 (Classroom/Offline)	1,40,000	-	-
		GS Test Series 2019	14,500	332	122
		Essay Test Series 2019	5,000		
		Abhyaas 2019 & 2020	750		
		Abhyaas 2020	750		
		Essay test series 2020	2,500		
2	Jagrati Awasthi	GS Mains Test Series 2020	18,000	16	16
3	Ankita Jain	GS Mains Test Series 2018	16,000	258	94
		GS Mains Test Series 2019	9,500		
		GS Mains Test Series 2020	9,000		
4	Yash Jaluka	Abhyaas 2020	750	87	7
5	Mamta Yadav	GS Mains Test Series 2020	5,000	4	4
6	Meera K	GS Prelims Test Series 2020	6,000	99	29
7	Praveen Kumar	GS Mains Test Series 2020	6,000	14	6

		Essay Test Series 2019	5,000		
		Essay Test Series 2030	3,750		
		Personality Development Program 2019	500		
		Personality Development Program 2020	500		
8	Jivani Kartik Nagjibhai	Online Foundation Course 2015	75,000	-	-
		GS Test Series 2017	25,000	112	27
		GS Test Series 2020	6,000		
		Personality Development Program 2019	500		
9	Apala Mishra	Abhyaas 2019	750	90	17
		Abhyaas 2020	750		
10	Satyam Gandhi	GS Mains Test Series 2020	18,000	21	10
		Essay Test Series 2020	8,000		

17. It is important to mention that the opposite party mentioned the course opted by Mr. Shubham Kumar (AIR 1- UPSC CSE 2020) i.e. GS Foundation Batch Classroom Student but deliberately concealed information regarding the courses chosen by the other nine successful candidates. This concealment created misleading impression that all the remaining nine candidates were also enrolled in the 'GS Foundation Batch Classroom Student' course which was not true. Out of remaining 9 candidates- 1 took foundation course along with other courses, 6 took test series related to Prelims and Mains stage and 2 only took Abhyaas test.

18. It may be noted that the UPSC Mains paper comprise a mix of compulsory and optional papers. It includes language papers, essay writing, general studies papers, and optional subject papers. Mains examination consists of 9 papers out of which 2 papers are qualifying in nature. The marks obtained in the remaining 7 papers and the interview test together are considered for making the final merit.

Ms. Jagrati Awasthi (Rank 2), Ms. Ankita Jain (Rank 3), Ms. Mamta Yadav (Rank 5), Mr. Praveen Kumar (Rank 7), Mr. Jivani Kartik Nagjibhai (Rank 8), and Mr. Satyam Gandhi (Rank 10) enrolled in the GS Mains Test Series. This comes into play in Mains examination i.e. after clearing prelims examination which is a screening test wherein approximately only 1% students able to clear the said stage, making it the toughest



stage with the most competition. The abovementioned students took GS Mains test series which is one of the various components of the Mains examination which implies that the aforementioned candidates cleared the prelims and Interview stages on their own, without any contribution of opposite party.

19. It is important to mention that Mr. Yash Jaluka (Rank 4) and Ms. Apala Mishra (Rank 9) enrolled in Abhyaas test, a mock test for the Prelims exam. Ms. Meera Kumari (Rank 6) enrolled in the GS Prelims Test Series. This implies that the aforementioned candidates cleared the Mains and Interview stages on their own, without any contribution of opposite party. The marks obtained in both the Mains Examination and the Personality Test are considered for final selection. The total marks for the Mains Examination and the Personality Test are 1750 and 275, respectively.

20. According to various news reports, approximately 10.5 lakhs aspirants applied for UPSC Civil Service Examination 2020 and out of these aspirants who qualified Prelims, only 10,564 students appeared for Mains examination and 2,053 sailed to the final round of the Personality Test and finally 761 were declared successful. In the instant case, opposite party has been found to be taking full credit of successful candidate's efforts and success for all the stages of the examination by deliberately concealing important information about the specific course taken by the successful candidates. Thus, by deliberately concealing this important information, the opposite party has created a misleading impression on prospective consumers into making an uninformed choice about the quality of its service.

21. It may be noted that there is no disagreement with regards to the various types of courses, nearly 50+ courses, offered by the opposite party's institute. The institute may provide a wide variety of courses, both free and paid, across different categories and durations, tailored to meet the needs of a wide range of aspirants. In this case, the category of courses at the opposite party's institute to which the successful students were affiliated or attended were not disclosed to the aspirants or consumers to whom the advertisement seeks to reach out. The concealment of details has affected the ability of aspirants or consumers to make an informed choice about courses, the effect of which is violation of Consumer rights u/s 2(9) of the Act. If the opposite party, in its advertisement made the claim of *"10 in Top 10 selections in CSE*

2020 from various programs of Vision IAS”, it was the right of the consumer to be informed about the specific course that these successful candidates had taken to make it into the final selection. For the potential consumers, this information would have contributed in their making an informed choice about the course to be opted to prepare for CSE. By deliberately concealing information about the specific course opted by each of the successful candidates, the opposite party made it look like all the courses offered by it had the same success rate for the consumers, which was not right. These facts are important for the aspirants/consumers to decide on the courses that may be suitable for them and should not have been concealed in the advertisement.

22. The above actions of opposite party are in contravention of the provisions of the Act particularly the ‘rights of consumer’ as defined in section 2(9) (ii) of the Act i.e., *‘Right to be informed about the quality, quantity, potency, purity, standard and price of goods, products or services as the case may be, so as to protect the consumer against unfair trade practices’*.

23. It is pertinent to mention that in the instant case, the CCPA observed that the names and pictures of successful candidates of UPSC CSE 2020, used by the opposite party in its advertisement, were also used by other coaching institutes. Opposite party used the names and pictures of successful candidates while deliberately concealing important information about specific course opted by them to create a deception that the successful candidates were regular classroom students at coaching institute. Therefore, information regarding the specific course opted by successful candidates is vital for the knowledge of consumers to enable them to make an informed choice while deciding the course and coaching institute/platform to enroll in.

24. It may be noted that opposite party, after receiving the investigation report dated 15.07.2024, started providing a link on the front page that directs to a PDF. This PDF includes the names and pictures of a few successful candidates of UPSC CSE 2023, along with the names of the courses they opted for. However, the present case pertains to the claim regarding UPSC CSE 2020, specifically, “10 in Top 10 selections

in CSE 2020 from various programs of Vision IAS.” Therefore, that link and the associated information are not relevant to the present case.

25. The CCPA after carefully considering the written submissions, the submissions made by the opposite party during the hearing and the investigation report submitted by Director General (Investigation) finds that the advertisements are false & misleading as they deliberately conceal important information with respect to the specific course opted by the abovementioned successful candidates from the opposite party's Institute and for the purpose of promoting the sale, use of its service, adopted unfair and deceptive practice thereby creating a misleading impression about the efficiency of the institute's services. As a consequence of the actions of the opposite party as highlighted in the earlier paras, the advertisement has violated the consumer's right to be informed [(Section 2 (9) (ii)] so as to protect himself against unfair trade practice.

26. 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.

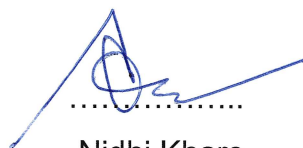
27. As submitted by the opposite party, it has 14 centres in 9 cities across the nation. It may be mentioned that every year approximately 11,00,000 students apply for the UPSC Civil Service exam. Therefore, the vulnerability of the class of persons likely to be adversely affected by such misleading advertisement is huge.

28. It is important to mention that as of 04.11.2024, the opposite party is still using misleading advertisement on its official Twitter platform (Now known as X)


(x.com/Vision\_IAS/status/1441957970997223430/photo/1) using successful candidates' names and pictures of UPSC CSE 2020 while concealing important information with respect to specific course opted by the said successful candidates. Therefore, CCPA after examining the evidence, investigation report and submissions during hearing, is satisfied that opposite party has engaged in false or misleading advertisement as envisaged under Consumer Protection Act, 2019. In light of these circumstances, CCPA finds it necessary to impose a penalty in the interest of young and impressionable aspirants/consumers to address such false or misleading advertisement

29. 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) Discontinue the misleading advertisements with immediate effect.
- b) Pay a penalty of ₹ 3,00,000 for publishing misleading advertisements.
- c) Submit a compliance report of the directions (i) and (ii) above within 15 days of receipt of the Order.



Nidhi Khare  
Chief Commissioner



Anupam Mishra  
Commissioner

(Annexure-1)

(Referred in Para-5 on Page no. 3)

VISION IAS

OUR CENTERS • ABHYAAS • CLASSROOM DEMO • OPEN TEST

TEST SERIES • CLASSROOM • INTERVIEW • RESOURCES • LOGIN • REGISTER

**Heartiest Congratulations**  
to all successful candidates

**10 IN TOP 10 SELECTIONS IN CSE 2020**  
From Various Programs of Vision IAS

**1 AIR CSE 2020**  
**SHUBHAM KUMAR**  
GS Foundation Batch Classroom student

**AIR 2 JAGRATI AWASTHI**  
**AIR 3 ANKITA JAIN**  
**AIR 4 YASH JALUKA**  
**AIR 5 MAMTA YADAV**  
**AIR 6 MEERA K**  
**AIR 7 PRAVEEN KUMAR**  
**AIR 8 JIVANI KARTIK NAGJIBHAI**  
**AIR 9 APALA MISHRA**  
**AIR 10 SATYAM GANDHI**

• Download Detailed Solution & Explanation of UPSC GS and CSAT Prelims 2021  
• Download Answer copies of Shubham Kumar, Rank 1, CSE 2020  
• Abhyas Prelims 2021 1 million in 100 days

Activate Windows  
Go to Settings to activate Windows.

Chat With Us

37°C Haze 1:27 PM 4/4/2021