



CCPA imposes ₹11 lakh penalty on Coaching Institute for misleading advertisements on UPSC Civil Services Examination results

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The Central Consumer Protection Authority (CCPA) has **imposed a penalty of ₹11 lakh on Vision IAS** (AjayVision Education Private Limited) for publishing misleading advertisements on its official website concerning the results of the UPSC Civil Services Examination (CSE) 2022 and 2023, **in violation of the Consumer Protection Act, 2019.**

The institute had advertised claims such as *“7 in Top 10 & 79 in Top 100 selections in CSE 2023”* and *“39 in Top 50 selections in CSE 2022”*, prominently featuring the names, photographs and ranks of successful candidates.

Upon examination, the CCPA found that while the institute disclosed the specific course opted by Mr. Shubham Kumar (AIR 1, UPSC CSE 2020) namely, GS Foundation Batch (Classroom Student), it **deliberately concealed information** regarding the courses chosen by other successful candidates whose names and photographs were displayed alongside him on the same webpage.

This concealment created **a misleading impression** that all the remaining candidates were also enrolled in the GS Foundation Batch Classroom Course, which was not the case. Additionally, in the same advertisement, the institute prominently promoted its “Foundation Course,” which involves fees running into lakhs of rupees. Such conduct had the effect of inducing students to enroll in the institute’s programmes on the basis of **false, inflated, and unverified claims.**

After a detailed investigation, the CCPA found that the institute claimed 119+ successful candidates in UPSC CSE 2022 and 2023. However, only three candidates had enrolled in foundation courses, while the remaining 116 candidates had opted for services such as Test Series for Preliminary and Mains examinations, Abhyaas tests (one-time tests), and Mock Interview programmes. **This deliberate concealment of material information misled aspirants and parents** into believing that Vision IAS was responsible for the candidates’ success across all stages of the UPSC Civil Services Examination, thereby constituting **a misleading advertisement under Section 2(28) of the Consumer Protection Act, 2019.**

The Authority further observed that the institute’s advertisements on its official website, featuring successful candidates’ names and photographs along with tall claims, were misleading. By projecting such claims **without proper authorisation or consent from the students**, the institute misled prospective aspirants. Unlike print media, a website is accessible globally and remains available for an extended period. It is also the primary platform through which aspirants, particularly in the digital era, research coaching institutes, evaluate their claims, and make informed choices.

CCPA also noted that Vision IAS had **earlier been proceeded against for publishing misleading advertisements.** Despite regulatory intervention and caution, the institute continued to make similar claims in its subsequent advertisements, demonstrating a lack of due diligence and regulatory compliance.

In view of the recurring nature of the violation, the present instance was treated as a subsequent contravention, warranting the imposition of a higher penalty in the interest of protecting consumers.

The Authority further noted that in highly competitive examinations such as the UPSC Civil Services Examination where lakhs of aspirants invest substantial time, effort, and financial resources such incomplete and selective disclosures mislead students and parents by creating false expectations regarding outcomes and the effectiveness of coaching services.

So far, the CCPA has issued 57 notices to various coaching institutes for misleading advertisements and unfair trade practices. Penalties amounting to ₹1,09,60,000 have been imposed on 28 coaching institutes, along with directions to discontinue such misleading claims.

The Authority has emphasized that **all coaching institutes must strictly ensure truthful and transparent disclosure of information in their advertisements**, enabling students to make **fair and informed academic decisions**.

(Final Order is available on the Central Consumer Protection Authority website: https://dca.gov.in/ccpa/orders-advisories.php?page_no=1)

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