

Misleading Advertisement and Endorsement Review

Professional control master for misleading advertisement and endorsement review

Chapter in 2 Minutes

- Identify the legal trigger, responsible actor and evidence relevant to misleading advertisement and endorsement review.
- Read the Act with all effective Rules, regulations, notifications, directions, guidelines and forum procedure as at the event date.
- Separate substantive obligation, operational workflow, filing or reporting, enforcement consequence, remedy, appeal and limitation.
- Maintain a reproducible source pack, decision memo, approval trail and transaction-level evidence.
- Apply connected company, contract, tax, accounting, data, competition, consumer, insolvency and sector-law overlays independently.

Provision / instrument map

Provision	Subject / control
Module	misleading advertisement and endorsement review

Implementation and practical application

A business decision raises misleading advertisement and endorsement review. The team should freeze the relevant chronology, identify every actor and legal relationship, map the current provision and delegated instrument, preserve system and communication evidence, quantify exposure, and choose cure, filing, response, settlement or litigation only after checking jurisdiction and limitation.

Control checklist

Classify facts and role; capture current source; map approvals and evidence; calculate threshold/time/exposure; implement system gate; preserve filing and delivery proof; verify forum and limitation.

Cross-law overlays

Contract, company/LLP, tax/accounting, data/cyber, consumer, competition, MSMED, RERA, FEMA, IBC, sector law and evidence rules must be applied separately.

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