

News monitored for: Emami Group

Delhi HC upholds Emami's right to run fairness cream ad

TIMES NEWS NETWORK

Kolkata/Mumbai: The Delhi high court in its judgment last week has upheld the right of Fair and Handsome of Kolkata-based Emami to run the advertisement that shows how women's fairness creams are not designed for use on men's tough skin.

The court rejected HUL's plea which claimed Fair and

HUL moved HC against Fair and Handsome's latest commercial with its brand endorser who says the line, "Ab to Ladkiyon ki cream chhodo"

Handsome's TV Commercial to be disparaging to its own brand, Fair & Lovely.

HUL moved to the high court against Fair and Handsome's latest commercial with its brand endorser, Vidyut Jammwal, who says the line, "Ab to Ladkiyon ki cream chhodo".

HUL pleaded that the said commercial is claiming their product, 'Fair & Lovely' is rubbish and inefficacious and

restricted to use only by women. The ad also showed a tube that was white and pink in colour, which HUL had claimed to be a distinctive feature of their brand, Fair & Lovely.

Justice Jayant Nath commented, "In view of the literature that has been posted on its own website by the plaintiff [HUL], it also cannot be said that prima facie the statements made in the advertisement regarding using of women's cream by men is false."

In September 2018, Emami had come out with an advertisement showing a product that resembled HUL's Fair & Lovely. Thereafter, on 14th September 2018, the Delhi high court passed an order in favour of HUL, post which Emami consented to change the tube shown in the ad, as well as remove the word 'Lovely'.

When contacted, the HUL spokesperson said, "Even in the modified ad, we contended that Emami was denigrating women's fairness creams and misleading consumers into believing that women's fairness cream is ineffective for men. Regarding the order dated March 27, 2019, on our interim application, we are examining the order."