

Tarrence Tan
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National Consumer Complaints Centre says misleading ads on electronic media are among the most common complaints it receives.

PETALING JAYA: The National Consumer Complaints Centre (NCCC) has hailed the decision to curb misleading advertisements on electronic media by slapping a RM50,000 fine.

NCCC Legal and Policy Executive Shabana Naseer Ahmad said such measures, along with strict guidelines announced by the Malaysian Communications and Multimedia Commission (MCMC) earlier today, were important, noting that misleading advertisements were a common complaint the centre dealt with.

Most of the consumers are getting cheated. Now that they are going to impose a heavy penalty, it is a very good move.

Stricter action needs to be taken and I'm glad the MCMC has addressed this, she told FMT when contacted.

Shabana also revealed that she had in the past forwarded the complaints to the MCMC and the authorities for action to be taken.

Earlier today, The Star reported that MCMC's decision to impose heavy fines stemmed from misleading advertisements promoting health and slimming products.

Communications and Multimedia Content Forum of Malaysia (CMCF) executive director Mohd Mustaffa Fazil Mohd Abdan told the English daily that vitamins were often marketed as weight loss products.