

ABSTRACT

COMPARATIVE ADVERTISING IN THE EUROPEAN UNION, UNITED STATES AND INDIA

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Comparative advertising aims at enabling the consumers to make an objective choice of products by giving them proper information of the other product/products in the market. However, the tendency is generally to highlight the merits of the goods endorsed and display only the negative points of the goods compared. This paper herein narrates the laws relating to comparative advertising, as they exist in the European Union, the United States and India respectively. By traversing this path, the project attempts to compare these laws. An attempt is also made therein to find out the aptness of these laws and whether they are in parity with the situation in their respective territory and whether they are in need of any change.

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