

"A man is
great by
deeds, not by
birth"
-Chanakya

Welcome to IIMK



INDIAN INSTITUTE OF MANAGEMENT KOZHIKODE



Case Study

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**Can I compare the competitor's product in my
advertisement?**

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Please contact the corresponding author, if you would like to access the full case study.

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Can I compare the competitor's product in my advertisement?

Abstract:

The case raises the question can I compare my competitor's product in my advertisement from the perspective of a start-up organization and the legal implication of an advertisement campaign the company is planning. The case raises questions relating to comparative and disparaging advertisements in the Indian context and the regulatory quagmire which would be important for companies and leadership position holders to navigate.



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