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**Fair Trading Commission
V/S
Pillay R Group Company Limited**

Case Number: FCA 88

Date: APRIL 2018

Complaint: In July 2017, during the course of an inspection by the Fair Trading Commission (hereinafter referred to as “the Commission”), it was discovered that a price advertisement for Arun ice-cream published by Pillay R Group Company Limited (“the Respondent”) did not specify that the stated prices were the recommended retail prices.

Commission’s Assessment: Following the above, in August 2017, the Commission conducted a survey as part of an inquiry into the sale of Arun ice-cream. The information collected suggested that almost all of the retailers were charged in accordance with the advertised price so as not to affect sales. The Commission submitted a set of recommendations to the Respondent. Subsequently, the Commission initiated a formal investigation to determine whether there was a case of resale price maintenance based on the information gathered.

Conclusion: The Commission was satisfied that in respect to the allegations relating to the sale of Arun ice-cream, the Respondent was engaged in resale price maintenance. The Respondent signed an undertaking with the purpose of remedying the breach. Subsequent site visits confirmed that the Respondent had complied with the undertaking. The case was discontinued by the Commission in April 2018 since reasonable redress had been provided.