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Bollywood Stars in Hot Seat Over Controversial Pan Masala Ad

Sheikh Rayees • March 11, 2025

PUBLISHED REPORT

A Jaipur consumer forum has issued notices to Shah Rukh Khan, Ajay Devgn, and Tiger Shroff over their involvement in an allegedly misleading advertisement for Vimal Pan Masala. The case questions the claim that "every grain contains the strength of saffron"—a promise that a petitioner argues is deceptive marketing. The Jaipur District Consumer Dispute Redressal Commission has also summoned the product's manufacturers, instructing all parties to respond by March...



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