



བོ་ལྷ་རྒྱལ་ཡོངས་འཕུལ་ལས་ལཱ་གཞི་རྒྱུ་ལྷན་ཁག།
དོ་འགྲན་དང་ཉོ་སྤྱོད་དབང་འཛིན།

COMPETITION & CONSUMER AFFAIRS
AUTHORITY
MINISTRY OF INDUSTRY, COMMERCE &
EMPLOYMENT
Thimphu: Bhutan



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PUBLIC NOTIFICATION

This is to inform the public that Puth Group, a scheme which claims to be an e-commerce business has been identified as a pyramid scheme. This scheme predominantly focuses on continuous recruitment of new members rather than promotion and marketing of any products or services. Such schemes are designed to deceive people, are fundamentally unsustainable prone to eventual collapse, thereby leaving members without the promised return on their investment.

Such schemes contravene Rule 38 (xiii) of the Consumer Protection Rules and Regulations (CPRR), 2015; wherein “*establishing, operating or promoting a pyramid promotional scheme where a consumer receives compensation that is derived primarily from the introduction of other consumers into the scheme rather than from the sale or consumption of products*” is classified as unfair trade practice and therefore illegal.

In light of this, the Competition and Consumer Affairs Authority directs all existing promoters and members associated with Puth Group to cease all promotional activities and recruitment of members with immediate effect. Further, the general public is strongly advised against engaging in any form of involvement in this scheme. Individuals found to be still promoting and operating this scheme shall be dealt with in accordance with the Consumer Protection Act, 2012 and Consumer Protection Rules and Regulations, 2015.

Issued by CCAA, Ministry of Industry, Commerce & Employment (MOICE) in the interest of the public.

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