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In my personal legal opinion, I think the celebrities are equally responsible in the case of Maggi noodles. For these kinds of endorsements, they take huge amounts of remuneration. Whether they like it or not, this binds them with a corresponding responsibility by default. They are not doing charity. Had they not have been taking this said remuneration, they probably could've shrugged their responsibility. There is a contract that is signed by them which is between the company and the individual celebrity. But the society is nowhere a party of the contract and it is to the society, that they owe a responsibility. Whatever celebrities endorse, there is a

level of faith attached to it. In this case, certainly, the celebrities can not get away scot free with a clean chit. They have cheated the society, the nation and it makes it their ethical, moral and legal responsibility to be held liable for their deceit.