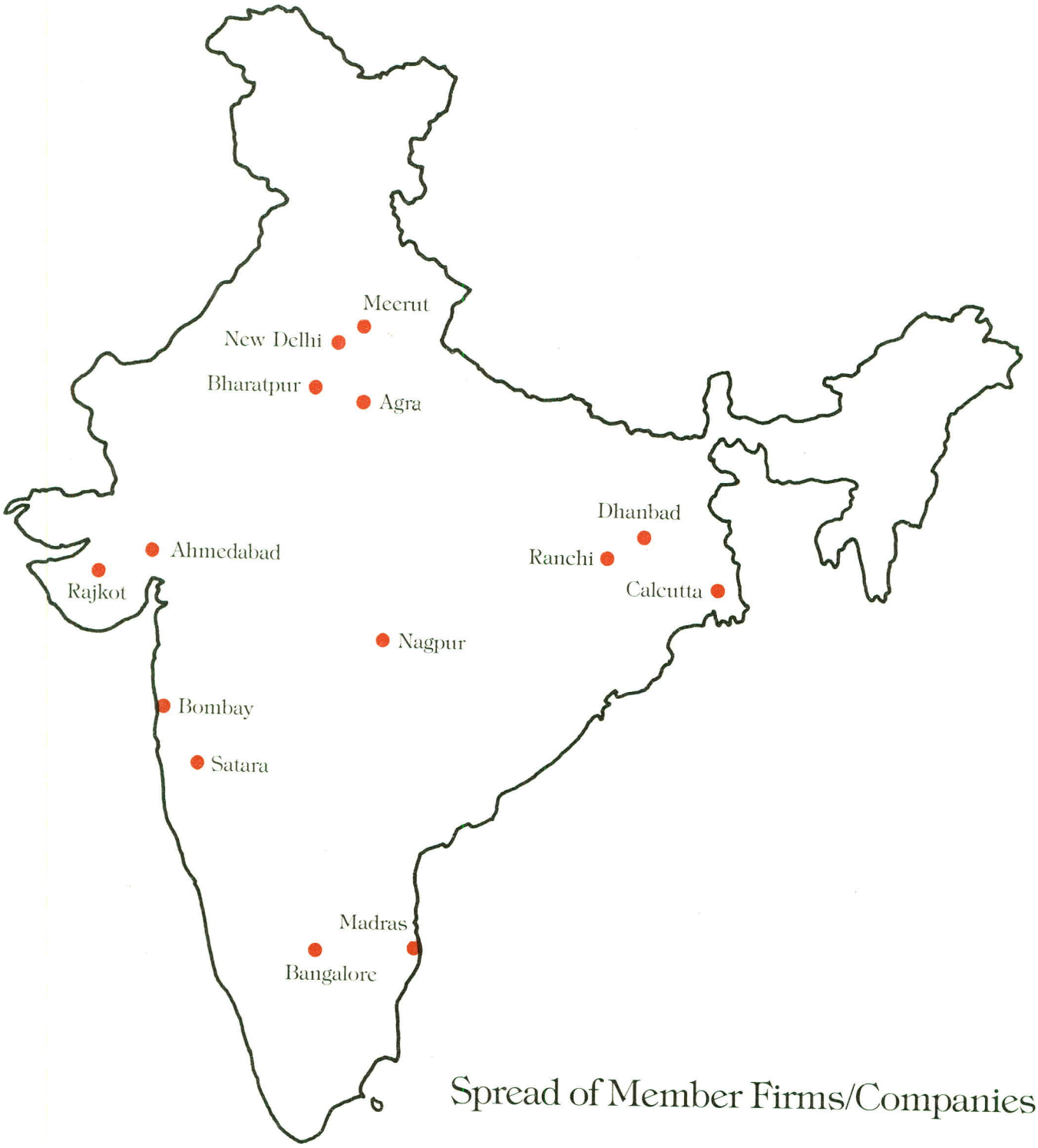
The Advertising Standards Council of India



First Report and Accounts 1985–86



Spread of Member Firms/Companies

The Advertising Standards Council of India

First Report and Accounts of 1985-86

The Board of Governors

Brahm Vasudeva,
Chairman

Ram S. Tarneja,
Vice Chairman

Lalit Bijlani

J.C. Chopra

Xerxes Desai

M.B. Deshpande

Mrs. Gul M. Engineer

Subhas Ghosal

Harish Jain

K. Kurian

Harish Mahindra

Karl P. Mehta

N. Murali

Roger Pereira

Ameen Sayani

Mukul Upadhyaya

Honorary Secretary General

Anil S. Gore

Auditors

Lalit Khanna & Co.

Solicitors

Little & Co.,
Central Bank Building
Bombay 400 023.

Registered Office

2nd Floor, Bakhtawar,
Nariman Point,
Bombay 400 021.

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Report of the Board of Governors

We are pleased to present our first Annual Report together with the Statement of Accounts for the period commencing with our date of incorporation, 21st October, 1985, to 31st December, 1986.

After writing off preliminary and pre-incorporation expenses totalling Rs. 41,854 and paying or providing for all expenditure in the period under report, your Council had Rs. 1,41,165 available as on December 31, 1986.

Apart from the 43 Founder Members, as on 31st December 1986 the number of firms or companies who have joined your Council during the period under report is 63. The number of firms or companies who are Members of your Council as on date is 71.

During the period under report the Governors appointed a Consumer Complaints Council consisting of the following:

- Prof. U N Athwankar,
  Faculty in Charge, Industrial Design Centre,
  Indian Institute of Technology, Bombay.
- Prof. L Bhandari,
  Professor & Chairman, Marketing Area,
  Indian Institute of Management, Ahmedabad.
- Mr. Gurcharan Das,
  President,
  Richardson Hindustan Ltd., Bombay.
- Mr. Subhas Ghosal,
  Director,
  Contract Advertising & Promotions Ltd.,
  Calcutta.
- Dr. P K Jhawer,
  Consulting Surgeon,
  Bombay Hospital, Bombay.
- Mr. M V Kamath,
  Journalist and Author,
  Bombay.
- Mr. Bansi S Mehta,
  Chartered Accountant,
  Bansi S Mehta & Co., Bombay.
- Mrs. Pushpa Motwani,
  Chairman,
  Consumer Guidance Society of India, Bombay.
- Mr. N V K Murthy,
  Chief Executive,
  Nehru Centre, Bombay.
- Mr. V Narayanan,
  Chairman & Managing Director,
  Pond's (India) Ltd. Madras.
- Mr. Ameen Sayani,
  Partner,
  Sayani Video Promotions, Bombay.
- Mr. Khushwant Singh,
  Journalist and Author,
  New Delhi.
- Mr. R K Swamy,
  Chairman & Managing Director,
  R K Swamy Advertising Associates Pvt. Ltd.
  Madras.
- Dr. Ram Tarneja,
  Managing Director,
  Benett,Coleman & Co. Ltd., Bombay.

The report of the Consumer Complaints Council is enclosed.

Mr. Anil S Gore was appointed as Honorary Secretary General of your Council on 28th May 1986.

Presentations on the work of The Advertising Standards Council of India have been made to the Advertising Clubs at Bombay, Calcutta and Madras, to the Madras Management Association, to the 29th Congress of the International Chamber of Commerce, and to the Directorate General of Investigation and Registration, Monopolies and Restrictive Trade Practices Commission.

The following newspapers and magazines have either published or committed to publish free-of-charge advertisements of your Council inviting complaints against offending advertisements:

- Blitz
- Bombay
- Business India
- Gentleman
- G F Q
- Indian Express
- Malayala Manorama
- Mid-day
- Readers Digest
- Solus
- Sunday Mid-day
- Technocrat
- The Afternoon Despatch & Courier
- The Daily
- TV & Video World

We hereby record our appreciation of the valuable contribution made by the aforesaid publications to the purposes of your Council.

The following booklets have been circulated to members of the public and to prospective members of your Council:

- Code for self-regulation in advertising.
- Is your advertising losing its credibility? The threat. And the solution.
- If an advertisement is wrong, here's what you can do.

Governors retiring are as follows: Mr. Harish Mahindra, Mr. Brahm Vasudeva, Mr. M B Deshpande, Mr. Karl P Mehta, Mr. Roger Pereira, Mr. K Kurian, Mr. Ameen Sayani and Mr. Xerxes Desai. Of these Mr. Harish Mahindra, Mr. K Kurian and Mr. Ameen Sayani have desired not to stand for re-election. We hereby record our appreciation of the valuable services rendered by Mr. Harish Mahindra, Mr. K Kurian and Mr. Ameen Sayani to your Council.

We have received the following nominations for the Board of Governors:

Category A: Advertisers

- Mr. A Dasgupta,
  Manager, Communications & Market Support,
  Crompton Greaves Ltd., Bombay.
- Mr. B V Patel,
  Executive Vice President,
  Richardson Hindustan Ltd., Bombay.
- Mr. Siddhartha Sen,
  Vice President Marketing,
  Hindustan Lever Ltd., Bombay.
- Mr. Brahm Vasudeva,
  Chairman & Managing Director,
  Hawkins Cookers Ltd., Bombay.

Category B: Press

- Mr. Anil S Gore,
  Managing Director,
  RDI Print & Publishing Pvt. Ltd., Bombay.
- Mr. Vijay Darda,
  Chairman & Managing Director
  Lokmat Newspapers Pvt. Ltd., Nagpur
- Mr. Karl P Mehta,
  General Manager,
  Blitz Publications Pvt. Ltd., Bombay.
- Mr. M B Deshpande,
  Founder Member
  43, Vijay Nagar, Hubli.

Category C: Advertising Agencies

- Mr. Amol K Bose,
  Chairman
  Amol Bose Advertising, Bombay
- Mr. P K Choudhury,
  Executive Chairman,
  Trikaya Advertising Pvt. Ltd., Bombay
- Mr. Kiran Kumar Khanna,
  Jt. Chief Executive,
  B.D. Khanna Publicity, Delhi.
- Dr. Vishwanath,
  Chairman & Managing Director,
  Interads Advertising Pvt. Ltd., Delhi.
- Ms. Tara Sinha,
  Managing Director,
  Tara Sinha Associates Pvt. Ltd., Delhi.
- Mr. Subhas Chandra,
  Chief Executive,
  Hira Advertising Agencies, Meerut.

There are two vacancies in each of the above mentioned three categories. As the number of nominations received is more than the number of vacancies, elections will be held at the First Annual General Meeting.

For category D, Allied & Ancilliary Trade & Professions, the number of nominations received for the Board of Governors is two, which is the same as the number of vacancies. Resolutions are proposed separately for Members' approval at the First Annual General Meeting for the election of Mr. Xerxes Desai and Mr. Roger Pereira.

We had no employee during the period under report.

M/s Lalit Khanna & Co., Auditors, retire and are eligible for reappointment.

The working of your Council in the current year is satisfactory.

On behalf of the Board of Governors



Brahm Vasudeva
Chairman
Bombay: February 20, 1987

Report of the Consumer Complaints Council

on its working from July 1986 to February 1987

1. We have had six meetings in the period under report. The number of meetings attended by each member of the Consumer Complaints Council in the period under report is shown in annexure one.

2. We have viewed a total of thirty one advertisements under complaint. Of these, we have upheld the complaints against 16 advertisements. Annexure two gives the list of advertisements against which we have upheld the complaints, along with a brief statement of complaint and our reasoning in upholding the complaint, where in our view the reasons have required elaboration. Annexure three gives the list of 12 advertisements against which the complaints have not been upheld by us. Further, clarifications have been sought in the case of 3 complaints before the Consumer Complaints Council can take a decision.

3. In terms of our mandate, we have evolved our own working procedure. We have decided that at each meeting of the Consumer Complaints Council the number of members from interests and professions not connected with advertising shall not be less than the number of members from The Advertising Standards Council of India. We have decided that in such cases where a member of the Consumer Complaints Council either initiates a complaint or is connected with the advertisement in question, the concerned member does not participate in the vote on the concerned advertisement. These rules have been observed in each of our six meetings under report.

4. We are pleased to report that so far all our decisions have been in consensus, after careful deliberations.

5. We appreciate that in the first eight months of the existence of the Consumer Complaints Council necessary time had to be devoted to members coming from different walks of life to evolve methods of working together as a group. We also appreciate that The Advertising Standards Council of India has required time to start procedures for the implementation of our decisions and to invite complaints from the general public. In the circumstances, we are satisfied with the progress that has been made in these matters in the period under report.

For Consumer Complaints Council

A. S. Gore

Anil S Gore

Honarary Secretary General

ANNEXURE 1

Attendance of members at the CCC Meeting

Name of members	Number of meetings attended
Dr Ram Tarneja	Nil
Mr Khushwant Singh	Nil
Mr V Narayanan	1
Prof L Bhandari	1
Mr Gurcharan Das	1
Mr N V K Murthy	1
Prof U Athwankar	2
Dr P K Jhawer	2
Mr Subhas Ghosal	3
Mr B S Mehta	3
Mr M V Kamath	4
Mr Ameen Sayani	5
Mrs Pushpa Motwani	5
Mr R K Swamy	5

ANNEXURE 2

Complaints upheld by the Consumer Complaints Council

Serial Number	Complaint made against advertisement from		Media	Nature of Complaint	Decision
	Advertiser	Agency			
1	Madras Central Co-operative Bank Ltd.	Not known	The Hindu	The advertisement did not carry the suffix 'Ltd' and thus gave a false and misleading impression to the consumer that MCC was a Nationalised Bank	Complaint upheld but the omission of the word 'Ltd.' from the name was considered an oversight.
2	Burroughs Wellcome (I) Ltd.	Ogilvy Benson & Mather Pvt. Ltd.	Unidentified newspaper	Unethical promotion of Ridake Paracetamol tablet by decrying Asprin. It was alleged both Asprin and Ridake have side effects and they generally arise from long term usage or misuse of these.	Complaint upheld

Complaints upheld by the Consumer Complaints Council .... contd.

Serial Number	Complaint made against advertisement from		Media	Nature of Complaint	Decision
	Advertiser	Agency			
3	Khaitan Fan (I) Ltd.	Pressman Advertising & Marketing Pvt. Ltd.	Times of India and Economic Times	An objection was taken to the production noted in the advertisment and to support their point, the complainant submitted the production figures of the fan Manufacturers' Association.	Complaint upheld
4	ModShoes	Not known	Afternoon Despatch & Courier	The complainant finds the advertisement sexist and derrogatory to women.	Complaint upheld because it was considered indecent and vulgur in the light of prevailing standards of public decency.
	The film 'Qatl'.	Not known	Unidentified newspaper	The advertisement was found to be vulgur, indecent and lusty.	Complaint upheld and the advertisement was considered to be vulgur, indecent and lusty.
6	Dr. M. Babu Rao Hyderabad	Not known	Hindustan Times	The advertisement claiming 'Cancer cured through Ayurveda' was found to be misleading and false.	Complaint upheld.
7	Rani Drug House	Not known	Times of India	'Piles complaint... gas trouble... get rid of them' was found to be misleading and false.	Complaint upheld.
	Zandu Pharmaceutical Works Ltd.	Trikaya Advertising Pvt. Ltd.	Times of India	The claim 'a weapon that knocks it (monstrous cold) out for good' was found to be misleading and false	Complaint upheld.
9	Brooks Washing Machine	Not known	Times of India	The claim 'Brooks washes and dries three kgs. of clothes in just two to three minutes' was found to be misleading and false	Complaint upheld.
10	Kothari General Foods Corporation Ltd.	Pressman Advertising & Marketing Pvt. Ltd.	Financial Express	The complainant found the advertisement to be prima facie misleading by non disclosure of material facts and therefore amounts to adopting an 'Unfair Trade Practice' under the MRTP Act.	Complaint upheld as it was found to be violating Clause (5) subclause (e) of Chapter I of the Code for Self-regulation in advertising.

Complaints upheld by the Consumer Complaints Council .... contd.

Serial Number	Complaint made against advertisement from		Media	Nature of Complaint	Decision
	Advertiser	Agency			
11	Shree Foods Ltd.	Pressman Advertising & Marketing Pvt. Ltd.	Times of India	The complainant found the advertisement to be prima facie misleading by non disclosure of material facts and therefore amounts to adopting an 'Unfair Trade Practice' under the MRTP Act.	Complaint upheld as it was found to be violating Clause (5) sub-Clause (e) of Chapter I of the Code for Self-regulation in advertising.
12	Pertech Computers Ltd.	Everest Advertising Pvt. Ltd.	Times of India	The complainant found the advertisement to be misleading and false due to non-disclosure of material facts like taxes, etc.	Complaint upheld.
13	Medical Hair Centres	Adverts Pvt. Ltd.	Times of India	The complainant finds the advertisement to be totally false and misleading.	Complaint upheld.
14.	Maruti Udyog Ltd. (Maruti Vans)	Rediffusion Advertising Pvt. Ltd.	Indian Express	The complaiant find the claim of "immediate delivery" to be totally false & misleading.	Complaint upheld
15	M/s. Nirman Industries	Not known	Unidentified newspaper	The complainant finds the advertisement for 5 Star Storage Water-Heater, 'the only storage water heater in India which works safely', to be misleading and false.	Complaint upheld
16	Customer Service Public Sector Banks	Imageads Pvt. Ltd.	Unidentified newspaper	The claim 'Complaint will be promptly attended to within a month' is totally false, misleading and a hoax.	Complaint upheld

ANNEXURE 3

Complaints not upheld by the Consumer Complaints Council

Serial Number	Complaint made against advertisement from		Media	Nature of Complaint	Decision
	Advertiser	Agency			
1	State Bank of India, Falna Branch	Imageads Pvt. Ltd.	Rajasthan Patrika	The Complainant found the advertisement misleading as nomination forms were not supplied at SBI-Falna either with account opening or on demand.	The Complaint was not upheld as the complaint of non-availability of nomination forms had already been set right.
2	Dinesh Suitings	Everest Advertising Pvt. Ltd.	Unidentified newspaper	The complainant finds the advertisement sexist, discriminatory and derrogatory to women.	Complaint not upheld.
3	–	–	–	The complaint is against the practice of distributing free food samples to School children can be harmful and can spread the bad habit of drug consumption.	The complaint was rejected as it was not related to advertising.
4	Life Insurance Corpn.	daCunha Associates Pvt. Ltd.	Unidentified newspaper	The complainant found the Estate Duty Policy advertisement to be misleading.	Complaint not upheld as members did not find the advertisement misleading as alleged.
5	Hindustan Lever Ltd.	Lintas India Ltd.	Unidentified newspaper	The complainant found the Surf advertisement depicting Lord Ganesha denigrating Him.	Complaint not upheld
6	Not known as the advertisement was taken bank by the complainant	Not known	Unidentified publication	The objection was that there was no connection between the product advertised i.e. 'water pumps' and the scantily clad woman figure depicted in the advertisement. Thus the advertisement was indecent and vulgar.	Complaint not upheld

Complaints not upheld by the Consumer Complaints Council .... contd.

Serial Number	Complaint made against advertisement from		Media	Nature of Complaint	Decision
	Advertiser	Agency			
7	The Grand Sweets & Snacks Shop of Madras	Not known	Times of India	An objection was taken against the following claim made in the advertisement "To get 21 benefits Lord Vinayaka should be offered Pooja with 21 different types of leaves on Vinayaka Chathurthi Day. They are: ..... The following are the benefits and good results that accrue to one who performs pooja with the 21 leaves mentioned above in order:..... 2. Material benefits like property and riches Clean..... 12. Protection of pregnancy of family members 13. Children wealth (Santhna Bhagya). Hence the advertisement alleged to be false and misleading.	Complaint not Upheld
8	Advertisement of 'Charminar Challenge Cricket Matches'	Contract Advertising & Promotions Ltd.	Times of India	The advertisement did not carry the statutory warning about the hazards of smoking	The complaint not upheld.
9	Kalpana Lamps & Components Pvt. Ltd.	Artig Advertising Pvt. Ltd.	Times of India	That the advertisement depicted a woman in a highly undignified manner and hence the advertisement was considered to be offensive and lewd.	Complaint not upheld
10	Balsara Hygiene Products Ltd.	Not known	Unidentified newspaper	It was alleged that the advertiser was indulging in a tie-in-sale of tooth-paste with tooth-brush and thus forcing the consumer to buy the tooth-brush whether he wants it or not.	Complaint not upheld

Complaints not upheld by the Consumer Complaints Council .... contd.

Serial Number	Complaint made against advertisement from		Media	Nature of Complaint	Decision
	Advertiser	Agency			
11	Bisleri Club Soda	Radeus Advertising Pvt. Ltd.	Time of India	The complainant finds the headline 'An angry fizz can be sign of impurity to be technically wrong and misleading to the Soda Consumer. According to the complainant 'Fizz' or 'effervescence' in a Soda is an essential part of the Soda without 'fizz' it would be plain water. The carbonation hygiene through PVC lined corks	Complaint not upheld as the members were of the opinion that the use of the world 'can' and not 'is' is not misleading.
12	Vimal Detergent Bar	Not known	Radio Advertisement	The complaint finds the advertisement to be false and misleading.	Complaint not upheld.

Balance Sheet

as at 31st December, 1986

LIABILITIES	Rs.	Rs.	ASSETS	Rs.	Rs.
FOUNDER MEMBERS' CONTRIBUTIONS		43,000	CURRENT ASSETS, LOANS AND ADVANCES		
ENTRANCE FEES		30,500	(A) Current Assets:		
			In savings accounts with a Scheduled Bank	1,35,419	
RESERVES AND SURPLUS					
Income and Expenditure Account		66,665	In Current Account with a Scheduled Bank	5,746	
				1,41,165	
CURRENT LIABILITIES AND PROVISIONS			(B) Loans and Advances	—	
					1,41,165
(A) Current Liabilities:					
Sundry Creditors	1,000				
(B) Provisions	—	1,000			
TOTAL RUPEES		**1,41,165**	**TOTAL RUPEES**		**1,41,165**

As per our report of even date attached to the Balance Sheet

For LALIT KHANNA & CO.
Chartered Accountants

Lalit Khanna
Proprietor

Mr. Karl P. Mehta

Mr. Harish Jain

Mr. Xerxes Desai

Mr. Anil S. Gore
Hony. Secretary General

Mr. Mukul Upadhyaya

Mrs. Gul M. Engineer

Mr. K. Kurian

Brahm Vasudeva
Chairman

Mr. J.C. Chopra

Bombay, 20th February 1987

Income and Expenditure Account

for the period 21st October, 1985 to 31st December, 1986.

EXPENDITURE	Rs.	INCOME	Rs.
Printing and Stationery	16,271	Membership Subscriptions	1,29,250
Xeroxing Charges	1,849	Interest on Bank account	872
Postage and Telegrams	2,370		
Audit Fees	1,000		
Miscellaneous Expenses	113		
Preliminary and Pre-incorporation Expenses written off	41,854		
Surplus transferred to Blance Sheet	66,665		
TOTAL RUPEES	**1,30,122**	**TOTAL RUPEES**	**1,30,122**

As per our report of even date attached to the Balance Sheet

For LALIT KHANNA & CO.
Chartered Accountants

Lalit Khanna
Proprietor

Mr. Karl P. Mehta

Mr. Harish Jain

Mr. Xerxes Desai

Mr. Anil S. Gore
Hony. Secretary General

Mr. Mukul Upadhyaya

Mrs. Gul M. Engineer

Mr. K. Kurian

Brahm Vasudeva
Chairman

Mr. J.C. Chopra

Bombay, 20th February 1987

Notes

ANNEXED TO AND FORMING PART OF THE BALANCE SHEET AS AT 31ST DECEMBER, 1986 and the INCOME AND EXPENDITURE ACCOUNT FOR THE PERIOD 21st OCTOBER, 1985 TO 31ST DECEMBER 1986.

1. The Council was incorporated on 21st October, 1985. Prior to its incorporation, it had received Rs. 43,000 as contribution from founder members. Out of this, it incurred an amount of Rs. 24,783 as revenue expenditure and Rs. 12,476 as preliminary expenses. The above amounts along with a further amount of Rs. 4,625 incurred as preliminary expenses after incorporation have been written off in the current period.

2. Subscriptions from members have been accounted on cash basis.

3. In terms of expert advice, the income from subscriptions is not subject to Income-tax and, therefore, no provision has been made for taxation.

4. These being the first accounts of the Council, since its incorporation, there are no corresponding figures in respect of the previous period.

For LALIT KHANNA & CO.
Chartered Accountants

Lalit Khanna
Proprietor

Karl P. Mehta

Xerxes Desai

K. Kurian

Gul M. Engineer

Brahm Vasudeva
Chairman

Anil S. Gore
Hony. Secretary General

Mukul Upadhyaya

Harish Jain

J.C. Chopra

Bombay, 20th February 1987

Auditors' Report

We have audited the attached Balance Sheet of THE ADVERTISING STANDARDS COUNCIL OF INDIA as at 31st December, 1986 and the Income and Expenditure Account for the period 21st October, 1985 to 31st December, 1986 annexed thereto and report that:-

1. As required by the Manufacturing and other Companies (Auditors' Report) Order, 1975 issued by the Company Law Board in terms of Section 227(4A) of the Companies Act, 1956, we enclose in the Annexure a Statement on the matters specified in paragraphs 4 and 5 of the said Order.

2. Further to our comments in the Annexure referred to in Paragraph 1 above:

(a) We have obtained all the information and explanations which to the best of our knowledge and belief were necessary for the purpose of our audit;

(b) In our opinion, proper books of account as required by Law have been kept by the Council so far as appears from our examination of such books;

(c) The said Balance Sheet and the Income and Expenditure Account are in agreement with the books of Account.

(d) In our opinion and to the best of our information and according to the explanations given to us, the said accounts, read with the notes thereon, give the information required by the Companies Act, 1956 in the manner so required and give a true and fair view;

(1) In the case of the Balance Sheet, of the State of the Council's affairs as at 31st December, 1986 and

(2) In the case of the Income and Expenditure Account, of the excess of income over expenditure for the period 21st October, 1985 to 31st December, 1986.

For LALIT KHANNA & CO.
Chartered Accountants.

Lalit Khanna
Proprietor

Bombay, 20th February, 1987.

Annexure to the Auditors' Report

STATEMENT ANNEXED TO AND FORMING PART OF THE AUDITORS' REPORT ON THE BALANCE SHEET AS AT 31st DECEMBER, 1986, AND THE INCOME AND EXPENDITURE ACCOUNT FOR THE PERIOD 21st OCTOBER, 1985 TO 31st DECEMBER, 1986.

1. The Council does not have any fixed assets and, therefore, the question of maintaining records to show full particulars thereof does not arise.

2. Since the Council does not have any fixed assets, the question of their revaluation does not arise.

3. The Council has not purchased any finished goods, stores, spare parts and raw materials and, therefore, the question of their physical verification and valuation does not arise.

4. The Council has not taken any loans from Companies, firms or other parties listed in the Registers maintained under Sections 301 and 370 (1C) of the Companies Act, 1956.

5. The Council has not given any loans or advances in the nature of loans.

6. The Council has not purchased any stores, raw materials including components, plant and machinery, equipments or any other assets and, therefore, the question of reporting on the adequacy of the internal control procedures in respect of purchases thereof does not arise.

7. In view of what is stated in Para 3 above, there is no question of purchasing stores, raw materials or components exceeding Rs. 10,000 in value from the subsidiaries, firms or Companies or other parties in which the members of the Board of Governors are interested.

8. In view of what is stated in Para 3 above, there is no question of unserviceable or damaged stores and raw materials.

9. The Council has not accepted any deposits from the public.

10. The Council does not have any manufacturing activity and, therefore, there are no realisable by-products or scrap.

11. The Council does not have any share capital and, therefore, the requirement to report on the adequacy of the internal audit system is not applicable.

12. The Council is not required to maintain any cost records under Section 209(1) (d) of the Companies Act, 1956.

13. The Council does not have any employees and, therefore, there are no provident fund dues to be deposited.

14. The Service activities of the Council do not involve receipts, issues and consumption of materials and stores. The Council does not undertake jobs of a nature in which the question of allocation of man-hours can arise.

15. There is a reasonable system of authorisation at proper levels and there is a system of internal control commensurate with the size of the Council and the nature of its activities.

For LALIT KHANNA & CO.
Chartered Accountants

Lalit Khanna
Proprietor

Bombay, 20th February, 1987.

List of Member Firms/Companies

as on February 20, 1987

Category A – Advertisers

1. Airfreight Private Ltd.
   Bombay
2. Akbarallys
   Bombay
3. Bajaj Electricals Ltd.
   Bombay
4. The Bombay Dyeing & Mfg Co. Ltd.
   Bombay
5. Brillant Tutorials
   Madras
6. Colgate-Palmolive (India) Ltd.
   Bombay
7. Colour Chem Ltd.
   Bombay
8. Crompton Greaves Ltd.
   Bombay
9. Dalmia Dairy Industries Ltd.
   Bharatpur
10. Eureka Forbes Ltd.
    Bombay
11. Garware Paints Ltd.
    Bombay
12. Geoffrey Manners & Co. Ltd.
    Bombay
13. H M M Ltd.
    New Delhi
14. Hawkins Cookers Ltd.
    Bombay
15. Hindustan Lever Ltd.
    Bombay
16. Hindustan Teleprinters Ltd.
    Madras
17. ITC Ltd.
    Bombay
18. Lakme Ltd.
    Bombay
19. London Rubber Co. (India) Ltd.
    Madras
20. Mahindra Ugine Steel Co Ltd.
    Bombay
21. Parke-Davis (India) Ltd.
    Bombay
22. Photophone Ltd.
    Bombay
23. Pond's (India) Ltd.
    Madras
24. Richardson Hindustan Ltd.
    Bombay
25. Shriram Foods & Fertiliser Industries
    D C M Ltd.,New Delhi
26. The Tata Oil Mills Company Ltd.
    Bombay
27. Voltas Ltd.
    Bombay

Category B – Press

1. Bennett, Coleman & Co. Ltd.
   Bombay
2. Blitz Publications Pvt. Ltd.
   Bombay
3. Daily 'Alikya' Satara
   Satara
4. The Daily Amar Ujala
   Agra
5. Jai Hind – Daily
   Rajkot
6. Janmat
   Dhanbad
7. Kasturi & Sons Ltd.
   Madras
8. Lokmat Newspapers Pvt. Ltd.
   Nagpur
9. Mid-Day Publications Pvt. Ltd.
   Bombay
10. RDI Print & Publishing Pvt. Ltd.
    Bombay
11. Ranchi Express
    Ranchi

Category C – Advertising Agencies

1. Amol Bose Advertising
   Bombay
2. B.D. Khanna Publicity
   New Delhi
3. Bidhan Advertising & Marketing
   Ahmedabad
4. Clarion Advertising Services Ltd.
   Bombay
5. Contract Advertising (India) Ltd.
   Bombay
6. Frank Simoes Advertising Pvt. Ltd.
   Bombay
7. Hindustan Thompson Associates Ltd.
   Bombay
8. Hira Advertising Agencies
   Meerut
9. Interads Advertising Pvt. Ltd.
   New Delhi
10. Jaisons Advertising Pvt. Ltd.
    Bombay
11. Lintas India Ltd.
    Bombay
12. Marketing Advertising Associates
    (South) Pvt. Ltd.
    Bangalore
13. Marketing Consultants & Agencies Ltd.
    Bangalore
14. NAC Advertising Corporation
    Bombay
15. Ogilvy Benson & Mather Pvt. Ltd.
    Bombay
16. Pratap Advertising Agency
    New Delhi
17. Ratan Batra Pvt. Ltd.
    Bombay
18. R.K. Swamy Advertising Associates Pvt Ltd.
    Madras.
19. Radeus Advertising Pvt Ltd.
    Bombay
20. Raka Advertising & Marketing Pvt Ltd.
    Bombay
21. Rediffusion Advertising Ltd.
    Bombay
22. Sista's Pvt. Ltd.
    Bombay
23. Speer Communications Pvt. Ltd.
    Bombay
24. Tara Sinha Associates Pvt. Ltd.
    New Delhi
25. 3 Brothers & Fils
    Bombay
26. Trikaya Advertising Pvt Ltd.
    Bombay

Category D – Allied Professions

1. Aaren Advertising Pvt. Ltd.
   Bombay
2. Blaze Advertising Pvt. Ltd.
   Bombay
3. F & D Merchandising
   Bombay
4. Roger Pereira Consultants Pvt. Ltd.
   Bombay
5. Sayani Video Promotions
   Bombay
6. Selvel Publicity & Consultants Pvt. Ltd.
   Bombay
7. Tata Press Ltd
   Bombay

Do some advertisements leave you feeling cheated?

The majority of advertisements do not make false claims. But, there are a few that do, some advertisements mislead and some are not in good taste.

Until now, there was little you could do when you were faced with an offending advertisement. Now there's something you can do.

Get in touch with the Advertising Standards Council of India.

The Advertising Standards Council is a body set up by advertisers, advertising agencies, newspapers, magazines and others involved with advertising.

The Council has formulated a code by which advertisers regulate themselves: because the Council believes that all advertising must be responsible, and to the benefit of all parties concerned. Specially you: the consumer.

The code has been drawn up to ensure the truthfulness and honesty of representations and claims made by advertisements and to safeguard against misleading advertisements. And to ensure that advertisements are not offensive to generally accepted standards of public decency.

The code applies not just to advertisements in newspapers and magazines but also to advertisements wherever they appear — on television, over the radio, in cinema, on hoardings and posters, and in shops. Everything.

Here's how you can help towards making advertising truthful and decent:

1 If you feel that an advertisement is misleading, dishonest or in bad taste, write to us about it.

2 Your complaint will be passed to an independent Consumer Complaints Council made up of 14 members. Six of these members are senior practitioners in advertising. Eight are eminent professionals unconnected with advertising — including people from journalism, engineering, medicine, accounting, education, science and the consumer movement.

3 The Council will evaluate your complaint. If it is upheld, we will inform the advertiser concerned to withdraw or modify the advertisement.

If an advertisement offends you, write to us now enclosing a cutting or photograph or detailed description of the advertisement and stating your complaint.

If you are in a profession connected with advertising and have not yet joined the Advertising Standards Council of India, please consider doing so in the public interest and your own interest. For further information, write to us on your letterhead.



The Advertising Standards Council of India
2nd Floor, Bakhtawar, Nariman Point, Bombay 400 021

If an advertisement is wrong, we'll fight to put it right

The advertisement that has appeared in numerous publications