The Advertising Standards Council of India



Second Report and Accounts for the year 1987

The Advertising Standards Council of India

Second Report and Accounts of 1987

The Board of Governors

Ram S. Tarneja
Chairman

Harish Jain
Vice Chairman

Lalit Bijlani
Amol Bose
J.C. Chopra
Xerxes Desai
Mrs. Gul M. Engineer
Subhas Ghosal
Anil Gore
Karl P. Mehta
N. Murali
Roger C.B. Pereira
Siddharth Sen
Mrs. Tara Sinha
Mukul Upadhyaya
Brahm Vasudeva

Honorary Secretary General

Karl P. Mehta

Auditors

Lalit Khanna & Co.

Solicitors

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

Registered Office

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

A.S.C.I.
Consumer Complaints Council

U.N. Athwankar
L. Bhandari
Gurcharan Das
Subhas Ghosal
Harish C. Jain
P.K. Jhavar
M.V. Kamath
Bansi S. Mehta
Mrs. Pushpa Motwani
N.V.K. Murthy
V. Narayanan
Ameen Sayani
Khushwant Singh
R.K. Swamy

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The Advertising Standards Council of India

Registered Office: 2nd Floor, Bakhtawar, Nariman Point,
Bombay 400 021.

Administrative Office: Bajaj Bhavan, 2nd Floor, Nariman Point,
Bombay 400 021.

Notice

NOTICE is hereby given that the Second Annual General Meeting of The Advertising Standards Council of India, will be held on Friday, the 10th day of June, 1988 at 4.00 p.m. at 'Crystal Room' (South), Taj Mahal Hotel, Bombay, to transact the following business:

Ordinary Business

1. To receive and adopt audited Income & Expenditure Account for the year ended on December 31, 1987, and the Balance Sheet as at that date and Governors' and Auditors' Report thereon.
2. To elect a Member of the Board in the place of Dr. Ram S. Tarneja, who retires by rotation and being eligible, offers himself for reappointment under category B.
3. To elect a Member of the Board in the place of Mrs. Gul Engineer who retires by rotation and being eligible, offers herself for reappointment under category D.
4. To elect a Member of the Board in the place of Mr. Lalit M. Bijlani who retires by rotation and being eligible, offers himself for reappointment under category D.
5. To appoint Auditors for the current year and to fix their remuneration.

Special Business

Ordinary Resolution

6. RESOLVED that any two of the following persons be elected as Members of the Board, by a ballot, under category A:

   (a) Mr. J.C. Chopra
   (b) Mr. Mukul Upadhyaya
   (c) Ms. Cerena D'Souza

Ordinary Resolution

7. RESOLVED that any two of the following persons shall be elected as Members of the Board, by a ballot, under category C:

   (a) Mr. Harish Jain
   (b) Mr. Munawar Syed
   (c) Mr. R.K. Swamy

Ordinary Resolution

8. To consider and, if thought fit, to pass with or without modification, the following Resolution as an ordinary Resolution:

   Resolved that until such time as an additional member is appointed on the Board of Governors under Category B, the number of members on the Board under Category B may be three and the total number of members of the Board of Governors may be fifteen.

Notes

1. The relative explanatory statements pursuant to Section 173 of the Companies Act, 1956, in respect of the business under item No. 6, 7 & 8 set out above are annexed.
2. It is clarified that one person will have only one vote even if he is a Member in his individual capacity and also the representative of a firm or Company. It is further clarified that although it is open to a Member

firm or company to change its representative, subject to Article 6(b) of the Articles of Association of ASCI, such change in nomination of representative, under Article 6(c) of the Articles of Association, shall become effective only on its being accepted by the Board. Article 6(b) states "Such nominee or representative in the case of a Company, shall be either one of its Directors or a Senior Manager and, in the case of a firm, a partner or a Senior Manager and, in the case of an association, a Senior Office Bearer or Manager."

3. Please note that under Article 29 of the Articles of Association of ASCI: "No member shall be entitled to vote at any meeting unless all monies due from him and presently payable by him to the Company have been paid." The period for consideration here would be dues paid up fully upto quarter ending June 1988.
4. UNDER THE ARTICLES OF ASSOCIATION OF ASCI, VOTING BY PROXY IS NOT PERMISSIBLE. To exercise their vote, Members have to be present in person or, in the case of firms or companies, vote only through their nominated representative.

By Order of the Board
of Governors

Karl P. Mehta
Honorary Secretary General

Bombay: April 27, 1988.

Explanatory Statement as required under Section 173(2) of the Companies Act, 1956.

Items 6 & 7

As per Article 36 of the Articles of Association, the following Members of the Board retire, and being eligible, offer themselves for re-appointment:

Category A: Advertisers

1. Mr. J.C. Chopra
2. Mr. Mukul Upadhyaya

Category B: Press

1. Dr. Ram S. Tarneja

Category C: Advertising Agency

1. Mr. Harish Jain

Category D: Allied Professions

1. Mrs. Gul Engineer
2. Mr. Lalit Bijlani

The following Members of the Board, who retire by rotation, have desired not to offer themselves for re-election:

Category B: Mr. N. Murali
Category C: Mr. Subhas Ghosal

Nominations have been received from members, as per names mentioned under Resolutions No. 6 & 7 under Section 257 of the Companies Act, 1956, for election of Members of the Board for two vacancies each under categories A and C. Since the number of nominations received for categories A and C are more than the vacancies, an election by ballot will be held at the Second Annual General Meeting, to elect two Members of the Board for each category of A and C. For categories B and D, since the number of nominations received is the same as or less than the number of vacancies, necessary resolutions will be proposed for Members' approval separately, as indicated in item No. 2, 3 & 4 of the Notice under 'Ordinary Business.'

Mr. J.C. Chopra and Mr. Mukul Upadhyaya are concerned or interested in the proposed Resolution under item 6 and Mr. Harish Jain is concerned or interested in the Resolution under item 7.

Item No. 8

Under article 34 of the Articles of Association of the Council, until otherwise determined by the Council in General Meeting, the number of members of the Board of Governors shall not be less than sixteen.

At this Annual General Meeting, Dr. Ram S. Tarneja and Mr. N. Murali retire by rotation from category B. However, Mr. N. Murali does not wish to be re-elected and Council has not received any other nomination in category B. Thus, for the time being, there will be only three members on the Board under category B, and the total number of members on the Board will be fifteen as against the minimum of sixteen required by Article 34.

No member of the Board is concerned or interested in the proposed resolution under item 8.

By Order of the Board
of Governors

Karl P. Mehta
Honorary Secretary General

NOTICE

NOTICE is hereby given that the first meeting of the Board of Governors for the year 1988, shall take place immediately after the Annual General Meeting on June 10, 1988 at the 'Crystal Room' (South), Taj Mahal Hotel, Bombay. The Agenda will be as follows:

1. Confirmation of minutes of Board Meeting dated April 20, 1988.

2. Election of the Chairman

3. Election of the Vice Chairman

4. Any other item with the permission of the Chair.

All members of the Board including those who will be elected at the aforesaid AGM, are requested to attend this meeting.

Karl P. Mehta
Honorary Secretary General

Bombay: April 27, 1988

Report of the Board of Governors

We are pleased to present our Second Annual Report together with the Statement of Accounts for the period commencing January 1, 1987 to December 31, 1987.

The number of firms or companies who have joined the Advertising Standards Council of India during the period under report is 29, the number of firms or companies who are Members of the Advertising Standards Council of India as on date is 100.

One of our founder-members, Mr. Ramkrishna Bajaj, has very generously permitted us the use of office space at Bajaj Bhavan, Nariman Point. We have moved to the new premises since April 1987. We hereby record our appreciation of the valuable contribution made by Mr. Ramkrishna Bajaj.

The report of the Consumer Complaints Council is enclosed.

Mr. Karl P. Mehta was appointed as Honorary Secretary General of the Advertising Standards Council of India in September, 1987.

Liaison on the work of the Advertising Standards Council of India has been maintained with The Directorate General of Investigation and Registration, Monopolies and Restrictive Trade Practices Commission, the headquarters of the International Advertising Association, New York, the International Chamber of Commerce and the Director General, Doordarshan.

Dissemination of the activities of the Advertising Standards Council of India has been continuing. The Council is being increasingly accepted as an organisation promoting self-regulation. It is noteworthy that the number of complaints being received is increasing which reflects larger consumer awareness of ASCI. The Consumers Complaints Council has been dealing with these complaints appropriately.

The Board feels gratified that ASCI Code is also appended in the Codes for Advertising issued by Doordarshan and All India Radio.

In addition to the above, the following booklets have been circulated to members of the public and to prospective members.

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

Almost 450 letters have been sent to prospective members of all four categories which make up your Council and the results are very encouraging as is evident from the increase in the membership of your Council.

Governors retiring from the Board are as follows: Mr. Mukul Upadhyaya, Mr. J.C. Chopra, Dr. Ram S. Tarneja, Mr. N. Murali, Mr. Harish C. Jain, Mr. Subhas Ghosal, Mrs. Gul Engineer and Mr. Lalit Bijlani.

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

Category A: Advertisers

- Mr. J.C. Chopra,
  Senior Vice President,
  Voltas Limited,
  19, J.N. Heredia Marg,
  Ballard Estate,
  Bombay 400 038.
- Mr. Mukul Upadhyaya,
  Sr. Publicity & Promotions Manager,
  Bajaj Electricals Ltd.,
  51, M. Gandhi Road,
  Bombay 400 023.
- Ms. Cerena de Souza,
  Dy. General Manager (Advertising),
  Larsen & Toubro Ltd.,
  L&T House,
  Ballard Estate,
  Bombay 400 038.

Category B: Press

- Dr. Ram S. Tarneja,
  Managing Director,
  Bannett, Coleman & Co. Ltd.,
  Times of India Building,
  Dr. D.N. Road,
  Bombay 400 001.

Category C: Advertising Agencies

- Mr. Harish C. Jain,
  Chairman,
  Jaisons Advertising,
  Kakad Chambers,
  Dr. A. Besant Road,
  Bombay 400 018.

- Mr. Munawar Syed,
  Everest Advertising,
  Dhiraj Chambers,
  H. Somani Marg,
  Bombay 400 001.
- Mr. R.K. Swamy,
  R.K. Swamy Advertising,
  Mount Road,
  Madras.

Category D: Allied & Ancilliary Trade & Professions

- Mr. Lalit M. Bijlani,
  Jt. Managing Director,
  Blaze Advertising Pvt. Ltd.,
  Lalji Naranji Memorial Building,
  Churchgate,
  Bombay 400 020.
- Mrs. Gul Engineer,
  Selvel Publicity & Contract (P) Ltd.,
  Ravindra Annexe,
  194, D. Vatcha Road,
  Churchgate,
  Bombay 400 020.

We record our appreciation of the services rendered by the outgoing Governors who are not offering themselves for re-election, namely Mr. S. Ghosal and Mr. N. Murali.

The Board would like to thank the Consumer Complaints Council for their dedicated work during the year. Their dedication and devotion has been reflected in the deliberations of various meetings where a variety of complaints have been dealt with.

On behalf of the Board of Governors



Ram S. Tarneja
Chairman
Bombay, April 20, 1988

Balance Sheet

as at 31st December, 1987

Previous Period Rs.	LIABILITIES	Rs.	Rs.	Previous Period Rs.	ASSETS	Rs.	Rs.
	COUNCIL'S CORPUS				CURRENT ASSETS, LOANS AND ADVANCES		
43,000	As at the begining of the year	73,500			(A) Current Assets:		
	Additions and adjustments during the year:			1,35,419	In savings accounts with a scheduled Bank	2,29,239	
30,500	Entrance Fees received during the year	18,500		5,746	In current account with a scheduled Bank	—	
				1,41,165		2,29,239	
—	Amount transferred from Income and Expenditure Account	28,000		—	(B) Loans and Advances	—	
73,500			1,20,000	1,41,165		2,29,239	
	RESERVES AND SURPLUS						
	Income and Expenditure Account:						
—	Balance as per last Balance Sheet	66,665					
66,665	*Add:* Surplus as per Income and Expenditure Account	57,625					
66,665		1,24,290					
—	*Less:* Transferred to Council's Corpus	28,000					
66,665			96,290				
	CURRENT LIABILITIES AND PROVISIONS						
	(A) Current Liabilities:						
1,000	Sundry Creditors	12,949					
—	(B) Provisions	—					
1,000			12,949				
1,41,165	TOTAL RUPEES		2,29,239	1,41,165	TOTAL RUPEES		2,29,239

As per our report of even date attached

For LALIT KHANNA & CO.
Chartered Accountants

Lalit Khanna
Partner

For and on behalf of the Board of Governors

Ram S. Tarneja
Chairman

Bombay, 16th March, 1988

MEMBERS OF THE BOARD

Harish C. Jain

Brahm Vasudeva

Amol K. Bose

J.C. Chopra

Roger C.B. Pereira

Mrs. Gul Engineer

Karl P. Mehta
Hon. Secretary General

Income and Expenditure Account

for the year ended 31st December, 1987

21st Oct., 1985 to 31st Dec., 1986 Rs.	EXPENDITURE	Rs.	21st Oct., 1985 to 31st Dec., 1986 Rs.	INCOME	Rs.
—	Salaries and Wages	31,560	1,29,250	Membership Subscription	1,26,062
16,271	Printing and Stationery	25,500	872	Interest on Bank Account	7,031
1,849	Xeroxing Charges	6,109			
2,370	Postage and Telegrams	3,711			
—	Accountancy Charges	3,000			
1,000	Audit Fees	1,000			
113	Miscellaneous Expenses	4,588			
41,854	Preliminary and Pre-incorporation Expenses written off	—			
66,665	Surplus transferred to Balance Sheet	57,625			
1,30,122	**TOTAL RUPEES**	**1,33,093**	1,30,122	**TOTAL RUPEES**	**1,33,093**

As per our report of even date attached

For LALIT KHANNA & CO.
Chartered Accountants

Lalit Khanna
Partner

For and on behalf of the Board of Governors

Ram S. Tarneja
Chairman

Bombay, 16th March, 1988

MEMBERS OF THE BOARD

Harish C. Jain

Brahm Vasudeva

Mrs. Gul Engineer

J.C. Chopra

Karl P. Mehta
Hon. Secretary General

Amol K. Bose

Roger C.B. Pereira

Auditors' Report

We have audited the attached Balance Sheet of THE ADVERTISING STANDARDS COUNCIL OF INDIA as at 31st December, 1987 and the Income and Expenditure Account for the year ended on that date 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, 1987 and

(2) In the case of the Income and Expenditure Account, of the excess of income over expenditure for the year ended on that date.

For LALIT KHANNA & CO.
Chartered Accountants.



Lalit Khanna
Partner

Bombay, 16th March, 1988.

Annexure to the Auditors' Report

STATEMENT ANNEXED TO AND FORMING PART OF THE AUDITORS' REPORT ON THE BALANCE SHEET AS AT 31ST DECEMBER, 1987, AND THE INCOME AND EXPENDITURE ACCOUNT FOR THE YEAR ENDED ON THAT DATE.

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 is as yet not covered by the provisions of the Employee's Provident Funds And Miscellaneous Provisions Act, 1952 or by any other Provident Fund Scheme.

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
Partner

Bombay, 16th March, 1988.

Notes

NOTES ANNEXED TO AND FORMING PART OF THE BALANCE SHEET AS AT 31ST DECEMBER, 1987 AND THE INCOME AND EXPENDITURE ACCOUNT FOR THE YEAR ENDED ON THAT DATE.

1. Council's corpus includes contributions from founder members, Rs. 43,000 and Entrance fees from new members, Rs. 49,000 (Previous year Rs. 30,500).

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. As the Council was incorporated on 21st October, 1985, the corresponding figures in respect of the previous period in the Income and Expenditure Account relate to the period 21st October, 1985 to 31st December, 1986.

For LALIT KHANNA & CO.
Chartered Accountants

Partner

Bombay, 16th March 1988

For and on behalf of the
Board of Governors

Ram S. Tarneja
Chairman

Members of the Board

Mrs. Gul Engineer

Amol K. Bose

Roger C.B. Pereira

Karl P. Mehta
Hon. Secretary General

Brahm Vasudeva

Harish C. Jain

Attendance of the Members of the Board of Governors of the Advertising Standards Council of India for Board Meetings from the 10th Meeting on March 20, 1987 to the 16th Meeting on April 20, 1988 Excluding Leave of Absence Sought or Granted.

Name	Meetings held	Meetings attended
Dr Ram S Tarneja	7	7
Mr Harish C Jain	7	6
Mr Lalit Bijlani	7	—
Mrs Gul Engineer	7	6
Mr Roger C B Pereira	7	6
Mr Xerxes Desai	7	1
Mr N Murali	7	—
Mr Anil S Gore	7	5
Mr Karl P Mehta	7	7
Mr Mukul Upadhyaya	7	2
Mr Jagdish Chopra	7	2
Mr Brahm Vasudeva	7	5
Mr Siddharth Sen	7	—
Mr Subhas Ghosal	7	1
Mrs Tara Sinha	7	4
Mr Amol Bose	7	6

Attendance of the Members of the Consumer Complaints Council from January 1, 1987 to December 31, 1987 Excluding Leave of Absence Sought or Granted

Name	Meetings held	Meetings attended
Prof U N Athwankar	7	2
Prof L Bhandari	7	1
Mr Gurcharan Das	7	2
Mr Subhas Ghosal	7	—
Mr Harish C Jain	7*	4
Dr P K Jhaver	7	5
Mr M V Kamath	7	7
Mr Bansi Mehta	7	3
Mrs Pushpa Motwani	7	5
Mr N V K Murthy	7	5
Mr V Narayanan	7	—
Mr Ameen Sayani	7	6
Mr Khushwant Singh	7	—
Mr R K Swamy	7	5

* Mr Jain was not a representative member of the A.S.C.I. or the C.C.C. until the 8th meeting of the C.C.C. held on 14th May, 1987 at Pressure Cookers & Appliances Ltd., Cuffe Parade.

Report of the Consumer Complaints Council

on its working from January 1987 to December 1987.

1. We have had seven meetings in the period under report incorporating proceedings conducted from 6th meeting dated February 18, 1987 to 12th meeting dated September 30, 1987. The number of meetings attended by each member of the Consumer Complaints Council in the period under report is shown above.

2. We have reviewed a total of 45 complaints. Of these we have upheld complaints against 33 advertisements as shown in Annexure I. Of the remaining we have not upheld 11 advertisements and declared one advertisement as non issue as shown in Annexure II.

3. We have worked within the procedure laid down and have observed the same at all our meetings under report.

4. Decisions to close certain of the complaints under report have been taken in meetings subsequent to the period under report. We have given this information to keep the Board and Members updated.

For Consumer Complaints Council

Karl P. Mehta
Honorary Secretary General

Complaints upheld by the Consumer Complaints Council

ANNEXURE 1

Sr. No.	Complaint made against advertisement from		Source of Advt.(Media)	Nature of Complaint	Decision of C.C.C.	Outcome
	Advertiser	Agency				
1	Nirmaan Industries	Adverts	Times of India	Complainant objected to advertiser's claim that it was "The only storage water heater in India which works safely without any attendance."	UPHELD. Wrote to Nirmaan on 15.4.88 to delete the word 'only.' Subsequently wrote to media not to carry this ad if the word 'only' is not deleted.	Pending.
2	PCL Electronic Typewriter	Everest	Times of India	Complainant found the statement "Electronic typewriter for Rs. 6,979/-" false.	UPHELD as real price was more than Rs. 6,979/-.	Closed as ad was withdrawn. Wrote to advertiser & complainant.
3	Maruti Udyog	Rediffusion	Indian Express	That advertiser did not actually deliver vans immediately.	UPHELD as delivery was not immediate.	Matter closed as it was a one-time advertisement.
4	Nutriderm Pvt. Ltd.	Adverts	Times of India	The claim "100% cure for baldness" was found false.	UPHELD as violative of the Drugs & Magic Remedies Act.	Closed as Adverts have withdrawn the words "100% Cure."
5	Kothari General Foods Ltd.	Pressman	Times of India	Complainant objected to the fact that share prices of other product companies were included.	UPHELD as this was misleading the investors.	Closed as a case was filed by MRTPC & stay obtained. Clarificatory ad was issued on 27/11/86.
6	Zandu Pharmaceuticals	Trikaya	Times of India	Complainant objected to the claim that Ayurveda has a weapon that knocks out a cold for good.	UPHELD as ad was considered to be in contravention of the Drugs & Magic Remedies Act.	Closed as suggestion accepted & ad modified.
7	Ballarpur Industries Ltd.	N.D.D. Works	Saturday Times	Advertiser was exaggerating when claiming that its Vitamin E oil gave vitality, youth and longevity.	UPHELD as the claim was considered to be an overstatement.	Closed. Letter written to complainant to inform us if future ads appear without modifications.
8	Rani Drug House	Efficient Publicity	Times of India	Complainant found claim that the drugs "Ranikalpam" and "Gastro" treated piles and gas trouble in no time to be misleading.	UPHELD. Modified artpulls submitted for approval to the Drug Control Administration & legal advice was sought.	Closed as modified layout accepted by CCC.

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

Sr. No.	Complaint made against advertisement from		Source of Advt.(Media)	Nature of Complaint	Decision of C.C.C.	Outcome
	Advertiser	Agency				
9	Parle Beverages Pvt. Ltd.	DaCunha Advertising Associates	Times of India	Complainant found the claim "Frooti wins national awards for 1986" misleading.	UPHELD as it was Frooti packaging that won award and not the drink.	One time ad. Letter sent to advertiser to be more specific in future.
10	R.H. Bhutani Time Service	Not known	Indian Express	Complainant objected to advertiser's claim to secure out-of-turn telexes/telephones.	UPHELD and legal advice sought.	Letter to MTNL that it is beyond the scope of ASCI.
11	Competition Success Review	Not known	Competition Success Review	Complainant did not receive free books with subscription as promised in the ad.	UPHELD as complainant did not get free books.	Matter closed as C.S.R. sent books and proof of postage. We wrote to complainant.
12	Apple Leasing & Industries Ltd.	Adverts	Times of India	Complainant objected to visual of Einstein posing as muscle man.	UPHELD as ad found to be highly derogatory and objectionable. Advertiser should withdraw illustration.	Board to take action.
13	The Vysya Bank	Kiron Ads.	Financial Express	Complainant claimed non-receipt of free booklets.	UPHELD. C.C.C. wrote to Bank about the complaint.	Since the name of the complainant was not disclosed to the bank, the latter sent booklets to ASCI. Booklets forwarded to complainant.
14	Lakhai Airconditioning	Not known	Times of India	Complainant disagreed with advertiser's claim that the fuel consumption of Kinetic Spark was only 80 Kms./Ltr.	UPHELD as claims were highly misleading	Ad discontinued. Matter closed in 14th meeting.
15	National Egg Co-ordination Committee	Speer	Times of India	It was alleged that the statement "Eggs have more proteins than apples and tomatoes and are good for everyone" was misleading.	UPHELD as it was found to be misleading and it was irrational to compare eggs with apples & tomatoes.	Closed as agency wrote saying existing ad had been amended.

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

Sr. No.	Complaint made against advertisement from		Source of Advt.(Media)	Nature of Complaint	Decision of C.C.C.	Outcome
	Advertiser	Agency				
16	La-Bella Financiers	Not known	Not known,	Complainant held that these companies were not authorised to offer financial services.	UPHELD as the Director General of Investigation and Registration issued ex-parte injunction order.	M.R.T.P.C. seized of the matter.
17	The Travancore Finance & Exchange Co.	Not known	Not known			
18	Oriental Finance & Exchange Co.	Not known	Not known			
19	Kissan Products Ltd.	Ogilvy Benson & Mather	The Hindu	Complainant disagreed with claim that bags given by advertiser could be put to various uses.	UPHELD as it was found to be a tall claim as bags gave way along the seams.	Matter referred to Board.
20	Ramchand Memorial Clinic	Not known	Hindustan Times	Complainant objected to the facility of pre-natal sex determination tests offered by advertiser.	UPHELD and Govt. subsequently banned all sex determination tests.	Closed. (Legal advice sought.)
21	Saiprajeet Nursing Course	Not known	Indian Express	Complainant found advertiser's claim that respondents can become nurses without educational background, irrespective of age, false and misleading.	UPHELD as the Nursing Council has filed a case in the Kurla High Court. They will revert to us.	Closed. Matter taken up by Nursing Council.
22	Pecopp Products	Not known	Not known	The objection was that the pump of the multi-purpose spray advertised failed to function.	UPHELD. Advertiser requested to print a small booklet to be given with the product.	Closed. Advertiser informed C.C.C. that booklet is now given along with product.
23	Hero Honda	Not known	Television	Complainant asserted that advertiser should have stated under what conditions the Hero-Honda gave a mileage of 80 Km/Ltr.	UPHELD as claim was not made explicit and was misleading.	Closed. Ad was modified. Complainant satisfied.
24	Times of India & Indian Express	In-house ads.	Times of India & Indian Express	An objection was raised to both papers claiming to be "India's largest selling newspaper."	UPHELD as Malayala Manaroma had a higher circulation than these newspapers.	Closed. Matter settled amongst complainants themselves.

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

Sr. No.	Complaint made against advertisement from		Source of Advt.(Media)	Nature of Complaint	Decision of C.C.C.	Outcome
	Advertiser	Agency				
25	Nalli Silk Traders	Not known	The Hindu	Complainant objected to advertiser charging an entrance fee of Rs. 25/- to an auction sale.	UPHELD as Director General of Information & Registration issued interim ex-parte injunction.	Closed as after action taken by MRTPC, Nalli Silks have stopped charging entrance fees.
26	Nirma Chemical Works	Poornima	Television	It was alleged that the TV commercial resembled a competitor's soap commercial.	UPHELD after films were screened at the meeting.	Closed as lightning symbol was withdrawn.
27	Chanakya Cinema Threatre	Not known	Times of India	Complainant objected to ads for an erotic film.	UPHELD. C.C.C. wrote to Times of India to stop carrying these ads.	Closed.Times of India has assured C.C.C.that they have stopped carrying these ads.
28	Amtrex Ambience Pvt. Ltd.	Trikaya	India Today	Complainant objected to advertiser's claim, "Only one machine in India going strong—Amtrex."	UPHELD as the word "only" implies that no other machine can perform at higher ambient temperatures.	Closed.CCC has accepted the deletion of the word "only."
29	United Soya Products Ltd.	Not known	Not known	Complainant objected to ad for "Teacher Vegetable Oil."	Pending as clarification sought from advertiser.	C.C.C. has written to advertiser.
30	Stallion Shox Ltd.	Not known	Times of India	It was alleged that advertiser's claim of "zero leakage," "100% tamper proof" and "75% longer life" were exaggerated and misleading.	Pending as clarification sought from advertiser.	Closed as ads discontinued.
31	Public Sector Banks	Not known	Evening News of India	Complainant found Customer Service Centre's claim that "Complaint will be promptly attended to within a month" was false.	UPHELD. Advertiser asked to withdraw advertisement.	Closed. Received explanation from SBI.

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

Sr. No.	Complaint made against advertisement from		Source of Advt.(Media)	Nature of Complaint	Decision of C.C.C.	Outcome
	Advertiser	Agency				
32	Shree Foods Ltd.	Pressman Advertising	Times of India	Complainant found ad to be in violation of Clause (5) Sub Clause (e) of Chapter I of the Code for Self Regulation in Advertising and misleading for investors.	Wrote to advertiser, agency, media, stock exchange and managers to the issue, Canara Bank.	Closed. Complainant informed.
33	Medical Hair Centre	Not known	Not known	Claims like "100% success rate," "Cure for baldness" were found to be in violation of the Drugs and Magic Remedies Act.	UPHELD—Wrote to advertiser and agency to withdraw advertisement.	Closed as ad was withdrawn.

Complaints not upheld by the Consumer Complaints Council

ANNEXURE 2

Sr. No.	Complaint made against advertisement from		Source of Advt.(Media)	Nature of Complaint	Decision of C.C.C.	Outcome
	Advertiser	Agency				
1	Corn Products (I) Ltd.	Mudra	Not known	Complainant found that Corn Products' claim that Mazola Corn Oil reduces cholesterol to be false.	NOT UPHELD. A test was conducted by the CGSI and advertiser's claim was found tenable.	Closed. Concerned parties informed of the C.C.C. decision.
2	Hindustan Lever Ltd.	Not Known	Not Known	Complainant disgreed with claim that H.L.L.'s fertiliser was superior because its nutrient content was higher.	NOT UPHELD since the substantiation was satisfactory.	Closed as substantiation was satisfactory.
3	Standard Medicals & Pharmaceuticals Ltd.	Imageads	The Hindu	Complainant found Diagnostic Centre's claim that it had treated 55,000 patients in 14 months misleading. Advertiser amended the word "treated" to "diagnosed."	NOT UPHELD as amendment to the ad was made prior to complaint sent to ASCI.	Closed. Amendment to the ad was made prior to complaint sent to ASCI.

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

Sr. No.	Complaint made against advertisement from		Source of Advt.(Media)	Nature of Complaint	Decision of C.C.C.	Outcome
	Advertiser	Agency				
4	Bombay Oil Industries P.Ltd.	Frank Simoes Advtg.	Business India	Complainant felt that there was no conclusive evidence to support the claim that poly-unsaturated fatty acids (PUFA) reduce cholesterol.	NOT UPHELD as the claims were substantiated. Medical opinion confirms reduction of cholesterol.	Closed as substantiation was satisfactory.
5	Futura Foods	Ogilvy Benson & Mather	Not known	Advertiser's claim that each chip is fried in fresh oil was considered an exaggeration.	NOT UPHELD as substantiation was satisfactory.	Closed as substantiation was satisfactory and complainant refused to give undertaking.
6	Indian Housing Finance	Not known	Sentinel	The claim "To have a flat/house of your own—IHFD shows you the way" was found misleading.	NOT UPHELD. Complainant had a building project and approached IHFD for a loan. It was not for his personal residence.	Closed.
7	The Times of India	House ad.	Times of India	Complainant objected to the use of box numbers against advertisements.	NOT UPHELD as substantiation was satisfactory.	Closed as substantiation was satisfactory. Confidentiality of a box number permits the advertiser to correspond only with responses of his choice.
8	Nirma Chemical Works	Poornima	Not known	Nirma's claim to being "India's largest selling cake" was found to be an exaggeration.	NOT UPHELD claimed as substantiation was satisfactory. Nirma sales exceed 300 tons a day. Nirma is prepared to match facts and figures with any other brand.	Closed as substantiation was satisfactory.
9	Bisleri Club Soda	Not known	Not known	Complainant felt that the words "can" and "not" used in the ad were misleading.	NOT UPHELD. as the Council was of the opinion that the words "can" & "not" are not misleading.	Closed. Informed complainant & advertiser.

Complaints not upheld by the Consumer Complaints Council

Sr. No.	Complaint made against advertisement from		Source of Advt.(Media)	Nature of Complaint	Decision of C.C.C.	Outcome
	Advertiser	Agency				
10	Vimal Detergent Bar	Not known	Radio advertisement	Complainant held that the ad violated Code No. 4 in Chapter I of the Code for Self Regulation in Advertising.	NOT UPHELD.	Closed. Informed complainant.
11	Silver Wings Pvt. Ltd.	Not known	Telegraph Statesman	The ad claimed a 9-day tour, while the itinerary given detailed 8-day tour.	NOT UPHELD in 14th meeting.	Closed. Complainant asked to check itinerary prior to booking.

NON ISSUE

1	Flora Manpower and Services Pvt. Ltd.	—	Jop application forms sold at V.T. Station.	Complainant objected to job application forms being sold at V.T. Station.	This complaint did not constitute an advertisement.	Closed.

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List of Member Firms/Companies

as on December 31, 1987

Category A—Advertisers

1. Airfreight Private Ltd.
   Bombay
2. Akbarally's
   Bombay
3. Bajaj Electricals Ltd.
   Bombay
4. Bombay Dyeing & Mfg. Co., Ltd.
   Bombay
5. Brilliant 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. D.C.M. Ltd.
    New Delhi
11. Eureka Forbes Ltd.
    Bombay
12. Garware Paints Ltd.
    Bombay
13. Geoffrey Manners & Co. Ltd.
    Bombay
14. H.M.M. Ltd.
    New Delhi
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. Pressure Cookers & Appliances Ltd.
    Bombay
25. Procter & Gamble (India) Ltd.
    Bombay
26. Tata Oil Mills Company Ltd.
    Bombay
27. Voltas Ltd.
    Bombay
28. Mazda Industries & Leasing
    Bombay
29. Hindusthan Sugar Mills Ltd.
    Bombay
30. S. Kumar's Research & Development
    Bombay
31. Tata Iron & Steel Company Ltd.
    Calcutta
32. Titan Watches Ltd.
    Bangalore
33. Larsen & Toubro Ltd.
    Bombay
34. Ajanta Pharma Ltd.
    Bombay
35. Godrej Soaps
    Bombay

Category B—Press

1. Bennett Coleman & Company Ltd.
   Bombay
2. Blitz Publications Private Ltd.
   Bombay
3. Daily 'Aikya' Publications
   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
12. The Hitavada
Nagpur
13. Rajasthan Patrika
Jaipur
14. Malayala Manorama
Kottayam

Category C—Advertising Agencies

1. Admas Advertising Pvt. Ltd.
Nagpur
2. Amol Bose Advertising
Bombay
3. Art Advertising Agency
Bombay
4. The Associated Advertisers Pvt. Ltd.
Hyderabad
5. Axis Advertising Consultants
Bombay
6. B.D. Khanna Publicity
New Delhi
7. Bidhan Advertising & Marketing
Ahmedabad
8. Clarion Advertising Services Ltd.
Bombay
9. Contract Advertising (India) Ltd.
Bombay
10. Creative Consultants Pvt. Ltd.
Bhubaneshwar
11. Dattaram Advertising Pvt. Ltd.
Bombay
12. Dynamic Advertising & Research Team Pvt. Ltd.
Bombay
13. Everest Advertising Pvt. Ltd.
Bombay
14. Frank Simoes Advertising Pvt. Ltd.
Bombay
15. Hindustan Thompson Associates Ltd.
Bombay
16. Hira Advertising Agencies
Meerut
17. Interads Advertising Pvt. Ltd.
New Delhi
18. Interpublicity Pvt. Ltd.
Bombay
19. Jaisons Advertising Pvt. Ltd.
Bombay
20. Lintas India Ltd.
Bombay
21. M.A.A. Communications Pvt. Ltd.
Bangalore
22. Marketing Consultants & Agencies Ltd.
Bangalore
23. Mass Marketing & Advertising Pvt. Ltd.
Bangalore
24. Motivation Advertising & Marketing Pvt. Ltd.
Bombay
25. Mudra Communications Pvt. Ltd.
Ahmedabad
26. NAC Advertising Corporation
Bombay
27. N.D.D. Works Pvt. Ltd.
New Delhi
28. Nexus Advertising Pvt. Ltd.
Bombay
29. Ogilvy Benson & Mather Pvt. Ltd.
Bombay
30. Pratap Advertising Agency
New Delhi
31. Prem Associates Advertising & Marketing Pvt. Ltd.
Bombay
32. Ratan Batra Pvt. Ltd.
Bombay
33. R.K. Swamy Advertising Associates Pvt. Ltd.
Madras
34. Radeus Advertising Pvt. Ltd.
Bombay
35. Raka Advertising & Marketing Pvt. Ltd.
Bombay
36. Rediffusion Advertising Pvt. Ltd.
Bombay
37. Sistas Pvt. Ltd.
Bombay
38. Speer Communications Pvt. Ltd.
Bombay

39. Swastik Advertising & Marketing
Bombay

40. Tara Sinha Associates Pvt. Ltd.
New Delhi

41. 3 Brothers & Fils
Bombay

42. 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. Sayani Video Promotions
Bombay

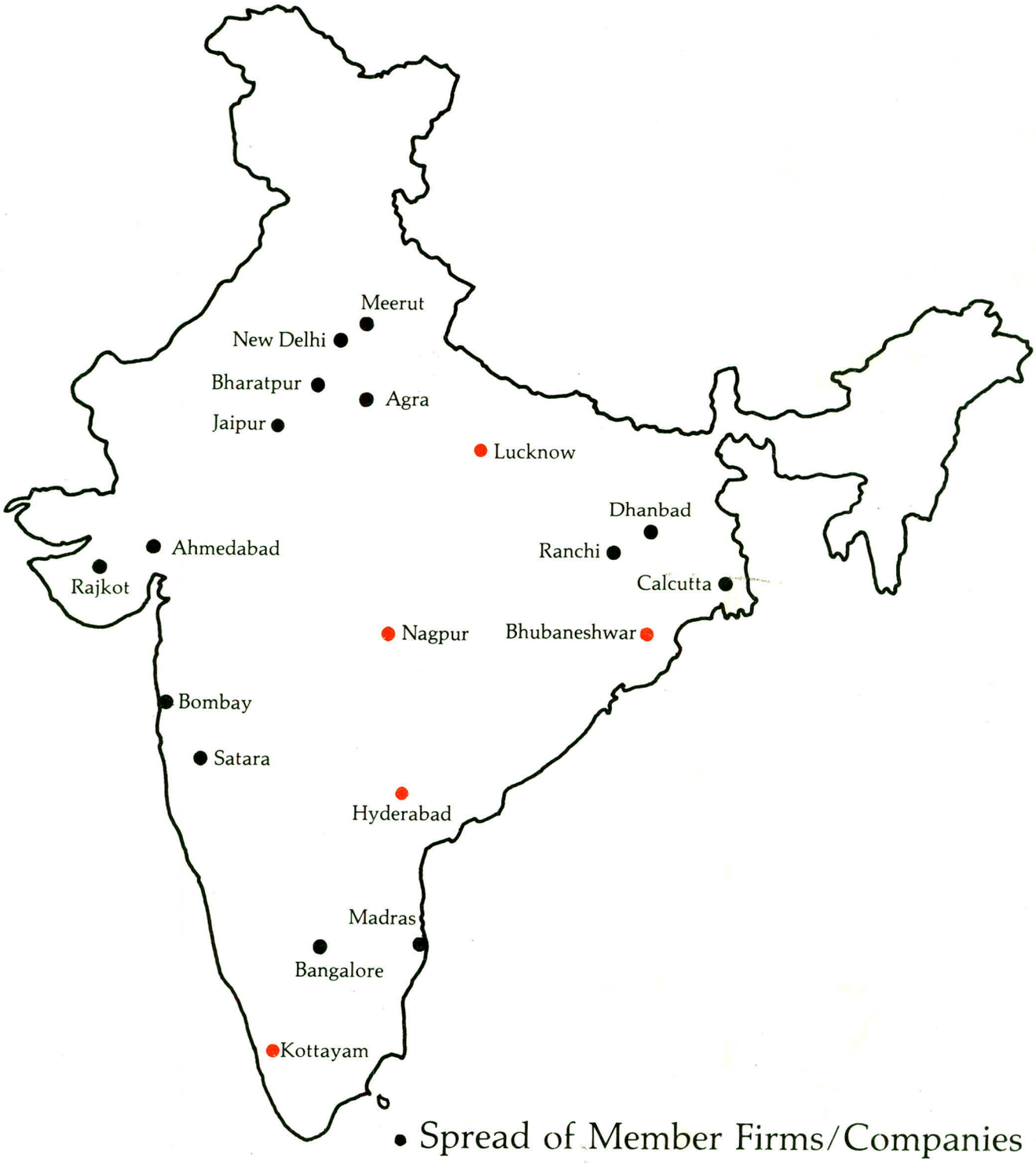
5. Selvel Publicity & Consultants Pvt. Ltd.
Bombay

6. Tata Press Ltd.
Bombay

7. Unique Blocks
Bombay

8. Neonite Corporation
Lucknow

9. Roger Pereira Consultants Pvt. Ltd.
Bombay



- Spread of Member Firms/Companies (1986)
- Location of New Members (1987)