The Advertising Standards Council of India



Third Report and Accounts for the year 1988-89

The Advertising Standards Council of India

Third Report and Accounts of 1988-89

Board of Governors

R.K. Swamy
Chairman

Ameen Sayani
Vice-Chairman

Tara Sinha (appointed: 31.3.1989)
Honorary Secretary General

Pheroza Bilimoria
Amol K. Bose
J.C. Chopra
Xerxes Desai*
Gul M. Engineer
Anil Gore
Karl P. Mehta
Roger C.B. Pereira
Siddharth Sen
Munawar Syed
Ram S. Tarneja
Mukul Upadhyaya
Brahm Vasudeva

* Resigned March 1989.

Honorary Secretary General

B.S.A. Ochane (From July 1988 to Jan 1989)

Auditors

Lalit Khanna & Co.
Commissariat Building,
231, Dr. D.N. Road,
Bombay 400 001.

Solicitors

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

Registered Office

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

Secretariat

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

Consumer Complaints Council

U.N. Athwankar
S.R. Ayer
P.K. Jhawer
M.V. Kamath
Ravi Kulkarni
M.K. Khanna
Swaran Kohli
Bansi S. Mehta
Pushpa Motwani
N.V.K. Murthy
Protap Roy
Ameen Sayani
T.T. Vasu
Nargis V. Wadia

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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 Third Annual General Meeting of the Advertising Standards Council of India will be held on Friday, the 18th day of August, 1989 at 2.30 p.m. at Kamalnayan Bajaj Hall, Nariman Point, Bombay.

Ordinary Business

1. To receive and adopt audited Income & Expenditure Accounts for the year ended on March 31, 1989, and the Balance Sheet as at that date and Governors' and Auditor s Report thereon.
2. To elect two members of the Board in the place of Mr. Siddharth Sen and Mr. Brahm Vasudeva who retire by rotation and being eligible offer themselves for re-appointment under category A.
3. To elect two members in the place of Mr. Anil Gore and Mr. Karl P. Mehta, who retire by rotation. Mr. Anil Gore being eligible offers himself for re-appointment under Category B.
4. To elect one member of the Board in the place of Ms. Pheroza Bilimoria, who as a co-opted member completes her term and being eligible offers herself for re-appointment under Category B.
5. To elect two members of the Board in the place of Mr. Amol K. Bose and Ms. Tara Sinha who retire by rotation and being eligible offer themselves for re-appointment under Category C.
6. To elect one member of the Board in place of Mr. Roger C.B. Pereira who retires by rotation and being eligible offers himself for re-appointment under Category D.
7. To elect one member of the Board in place of Mr. Ameen Sayani who as a co-opted member completes his term and being eligible offers himself for re-appointment under Category D.
8. To elect one member of the Board in place of Mr. Xerxes Desai under Category D, who has resigned from the Board of Governors.
9. To appoint Auditors for the year 1989-1990 and to fix their remuneration.

Special Business

Ordinary Resolution.

10. RESOLVE that any two of the following persons be elected as Members of the Board, by a ballot, under Category A:

    (a) Mr. F.T. Khorakiwala.
    (b) Mr. Akhil Marfatia.
    (c) Mr. Ashok Mukhopadhyaya.
    (d) Mr. Siddharth Sen.
    (e) Ms. Cerena de Souza.
    (f) Mr. Brahm Vasudeva.

Notes:

1. The relative explanatory statement pursuant to Section 173 of the Companies Act, 1956, in respect of the business under item 10 above is 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, 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 the 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 of consideration here, would be dues paid up fully upto the quarter ending September 1989.
4. UNDER THE ARTICLES OF ASSOCIATION OF THE 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.

Bombay, July 17, 1989.

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

Item 10.

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. Siddharth Sen
2. Mr. Brahm Vasudeva

Category B: Press

1. Ms. Pheroza Bilimoria
2. Mr. Anil Gore

Category C: Advertising Agencies

1. Mr. Amol K. Bose
2. Ms. Tara Sinha

Category D: Allied Professions

1. Mr. Roger C.B. Pereira
2. Mr. Ameen Sayani

The following Member of the Board, who retires by rotation, has desired not to offer himself for re-election:

Category B: Mr. Karl P. Mehta.

Nominations have been received from members, as per names under Resolution No 10 under Section 257 of the Companies Act, 1956, for election of Members of the Board for two vacancies under Category A. Since the number of nominations received for Category A is more than the vacancies, an election by ballot will be held at the Third Annual General Meeting, to elect two members of the Board for this Category. For Categories B, C and D since the number of nominations received is the same or less than the number of vacancies, necessary resolutions will be proposed for Members approval separately, as indicated in item Nos. 3, 4, 5, 6, and 7 of the Notice under Ordinary Business.

Mr. Siddharth Sen and Mr. Brahm Vasudeva are concerned or interested in the proposed Resolution under item 10.

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. There are 3 vacancies in Category B. The Council has received only two nominations 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.

Report of the Board of Governors

We are pleased to present our Third Annual Report together with the statement of accounts for the period commencing January 1, 1988 to March 31, 1989. The financial year of the Council has been now changed to April--March to conform to the amended statutory regulations.

The number of firms or companies who have joined the Advertising Standards Council of India during the period under report is 32; the number of firms or companies who are members of the A.S.C.I. as on date is 155.

During the period of fifteen months, ended 31st March 1989, the Council received an amount of Rs 2,32,500 as subscription from members as compared to Rs 1,26,062 received in the previous accounting period of twelve months ended 31st December 1987. The surplus for the current period is Rs 1,25,868. The surplus for the previous period being Rs 57,625. An amount of Rs 46,000 has been transferred to the Council's corpus being 25% of the surplus for the two accounting periods.

Mr. Ramakrishna Bajaj, a founder member, has during the period under report generously permitted continued use of his office premises at Bajaj Bhavan, Nariman Point, for the ASCI Secretariat. We place on record our sincere appreciation for his generous and understanding gesture.

Mr. Karl P. Mehta, who was our Honorary Secretary General, was succeeded by Mr. B.S.A. Ochane in July 1988. But Mr. Ochane also resigned in January 1989. At the request of the Board of Governors, Ms. Tara Sinha accepted this position on 31st March 1989. The Council places on record its appreciation for the work done by both Mr. Mehta and Mr. Ochane.

A comprehensive account of the work done by the Consumer Complaints Council appears separately in this report. The Board is grateful to all the members of the CCC for their dedicated work. But for their active cooperation and enthusiastic devotion to the task entrusted to them, the Council could not have fulfilled its objectives so well. Currently, more than 120 cases are under investigation before the CCC.

The cases enquired into by the CCC since its inception till December 1988 have been compiled into a book, which is being mailed out to all members.

The members of the CCC are appointed for a period of two years. The present group of members will therefore continue till 1990.

We record with deep regret the untimely passing away of Mr. L. Bhandari, a former member of the CCC, under tragic circumstances in the air crash at Ahmedabad last year. Mr. Bhandari was a valuable member of the CCC during its formative years.

During the period under review, the ASCI conducted a major national advertising campaign both to inform the public about its aims and objectives, and to invite complaints whenever an advertisement seemed misleading. The Board thanks all those publishers who carried the advertisement. It is noteworthy that all of them carried it free of cost as their contribution to further the aims and objectives of the Council.

During the period under review, over 500 letters were sent to prospective members in all four categories. As a result, we are happy to report a healthy growth in membership of ASCI as is evident from the current membership list.

The Council has made substantial effort at procuring suitable accommodation to house its Secretariat. The Council has decided to invest a sizeable amount to acquire a permanent place. Several offers are in hand. A final decision on this subject will be taken very soon.

Governors retiring from the Board are as follows :

Category A: Mr. Brahm Vasudeva, Mr. Siddharth Sen.

Category B: Mr. Anil Gore, Mr. Karl P. Mehta, Ms. Pheroza Bilimoria.*

Category C: Ms. Tara Sinha, Mr. Amol K. Bose.

Category D: Mr. Roger Pereira, Mr. Ameen Sayani.*

* Co-opted members.

One vacancy each also exists in the B and D Categories due to the resignation of Mr. Karl P. Mehta and Mr. Xerxes Desai.

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

Category A. Advertisers:

Mr. F.T. Khorakiwala.
Mr. Akhil Marfatia.
Mr. Ashok Mukhopadhyaya.
Mr. Siddharth Sen.
Ms. Cerena de Souza.
Mr. Brahm Vasudeva.

Category B. Press:

Ms. Pheroza Bilimoria.

Mr. Anil Gore.

Category C. Advertising Agencies:

Mr. Amol K. Bose.

Ms. Tara Sinha.

Category D. Allied Professions:

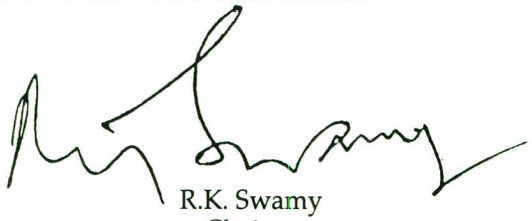
Mr. Ashok Nerkar.

Mr. Roger C.B. Pereira.

Mr. Ameen Sayani.

We record our appreciation for the services rendered by the outgoing Governor who is not offering himself for re-election, namely, Mr. Karl P. Mehta.

On behalf of the Board of Governors.



R.K. Swamy
Chairman
Bombay, July 17, 1989.

NOTICE

NOTICE is hereby given that the first meeting of the Board of Governors for the year 1989-1990 shall take place immediately after the Annual General Meeting on August 18, 1989, at the Kamalnayan Bajaj Hall, Nariman Point, Bombay.

The Agenda will be as follows :

1. Confirmation of minutes of Board Meeting dated July 7, 1989.
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 Annual General Body Meeting are requested to attend this meeting.

Bombay, July 17, 1989.

Executive Secretary.

Auditors' Report

We have audited the attached Balance Sheet of THE ADVERTISING STANDARDS COUNCIL OF INDIA as at 31st March, 1989 and the Income and Expenditure Account for the period 1st January, 1988 to 31st March, 1989 annexed thereto and report that:-

1. The Council is a Company licenced to operate under Section 25 of the Companies Act, 1956, and accordingly the requirements of the Manufacturing and Other Companies (Auditors' Report) Order, 1988 are not applicable.

2. Further to our comments 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;

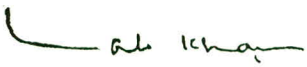
(c) The said Balance Sheet and the Income and Expenditure Account dealt with by the report are in agreement with the books of Account;

(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 March, 1989 and

(2) In case of the Income and Expenditure Account, of the excess of income over expenditure for the period 1st January, 1988 to 31st March, 1989.

For LALIT KHANNA & CO.
Chartered Accountants



Lalit Khanna
Partner

Bombay , 15th July, 1989.

The Advertising Standards Council of India

Balance Sheet

as at 31st March, 1989

As at 31st December, 1987 Rs.	LIABILITIES	Rs.	Rs.	As at 31st December, 1987 Rs.	ASSETS	Rs.	Rs.
	COUNCIL'S CORPUS				CURRENT ASSETS, LOANS AND ADVANCES		
73,500	As at the beginning of the year	1,20,00			(A) Current Assets:		
	Additions and adjustments during the year:			2,29,239	In savings account with a Scheduled Bank	3,59,108	
18,500	Entrance fees received during the year	16,000		--	Cash in hand	1,850	
				2,29,239		3,60,958	
	Amount transferred from Income and Expenditure				(B) Loans and Advances:		
28,000	Account	46,000			Telephone Deposit	1,000	
1,20,000			1,82,000	2,29,239			3,61,958
	RESERVES AND SURPLUS						
96,290	Net Surplus as per Income and Expenditure Account		1,76,158				
	CURRENT LIABILITIES AND PROVISIONS						
	(A) Current Liabilities:						
12,949	Sundry Creditors	3,800					
--	(B) Provisions	--					
12,949			3,800				
2,29,239	TOTAL RUPEES		3,61,958	2,29,239	TOTAL RUPEES		3,61,958

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

Ameen Sayani
Vice-Chairman

Bombay, 15th July, 1989.

MEMBERS OF THE BOARD

Ms. Pheroza Bilimoria

Mukul Upadhyaya

Munawar Syed

Ms. Gul Engineer

Anil Gore

The Advertising Standards Council of India

Income and Expenditure Account

for the period 1st January, 1988 to 31st March, 1989

Year ended 31st Dec. 1987	EXPENDITURE	Rs.	Rs.	Year ended 31st Dec. 1987	INCOME	Rs.	Rs.
31,560	Salaries and Wages		48,500	1,26,062	Membership Subscription		2,32,500
--	Professional Charges		18,571	7,031	Interest on Bank Account		21,147
3,000	Accountancy Charges		--				
25,500	Printing and Stationery		22,853				
6,109	Xeroxing Charges		18,697				
1,095	Advertisement		5,940				
876	Conveyance		4,627				
3,711	Postage and Telegrams		3,780				
	AUDITORS' REMUNERATION						
1,000	Audit Fees	1,000					
--	Other Services	750					
1,000			1,750				
2,617	Miscellaneous Expenses		3,061				
57,625	Surplus Carried down		1,25,868				
1,33,093	TOTAL RUPEES		2,53,647	1,33.093	TOTAL RUPEES		2,53,647
28,000	Amount transferred to Council's Corpus		46,000	66,665	Balance as at the beginning of the period		96,290
96,290	Balance as per Balance Sheet		1,76,158	57,625	Surplus for the period brought down		1,25,868
1,24,290	TOTAL RUPEES		2,22,158	1,24,290	TOTAL RUPEES		2,22,158

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

Ameen Sayani
Vice-Chairman

Bombay, 15th July, 1989.

MEMBERS OF THE BOARD

Munawar Syed

Ms. Gul Engineer

Mukul Upadhyaya

Anil Gore

Ms. Pheroza Bilimoria

Notes

NOTES ANNEXED TO AND FORMING PART OF THE BALANCE SHEET AS AT 31ST MARCH, 1989 AND THE INCOME AND EXPENDITURE ACCOUNT FOR THE PERIOD 1ST JANUARY, 1988 TO 31ST MARCH, 1989.

1. Council's corpus includes contributions from founder members and entrance fees.

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

3. The books of account used to be closed on 31st December every year.In view of the amendment to section 3 of the Income-tax Act, 1961, the accounting year of the Council has been changed to end on 31st March every year. Accordingly the current period's Income and Expenditure Account is for the fifteen months ended 31st March, 1989. The corresponding figures for the previous period, however, relate to the twelve months period from 1st January , 1987 to 31st December, 1987.

For LALIT KHANNA & CO.
Chartered Accountants

Partner

Bombay, 15th July 1989

For and on behalf of the
Board of Governors

Ameen Sayani
Vice-Chairman

Members of the Board

Ms. Pheroza Bilimoria

Anil Gore

Ms. Gul Engineer

Mukul Upadhyaya

Munawar Syed

Attendance of the Members of the Board of Governors of the Advertising Standards Council of India for Board Meetings from the 17th Meeting on June 10th, 1988 to the 23rd Meeting held on March 31st, 1989 .

Name	Meetings held	Meetings attended
Mr. R.K. Swamy	7	6
Mr. Ameen Sayani	7	6
Ms. Tara Sinha**	7	5
Ms. Pheroza Bilimoria	7	2
Mr. Amol K. Bose	7	4
Mr. J.C. Chopra	7	2
Mr. Xerxes Desai*	7	--
Ms. Gul M. Engineer	7	5
Mr. Anil Gore	7	5
Mr Karl P. Mehta	7	1
Mr. Roger C.B. Pereira	7	6
Mr. Siddarth Sen	7	--
Mr. Munawar Syed	7	3
Dr. Ram S Tarneja	7	3
Mr. Mukul Upadhyaya	7	7
Mr. Brahm Vasudeva	7	4

* Resignation accepted at 23rd meeting.
**Appointed Honorary Secretary General at 23rd meeting

Attendance of the Members of the Consumer Complaints Council from January 1988 to March 1989

Name	Meetings held	Meetings attended
Prof U N Athwankar**	14	8
Mr S R Ayer ***	14	4
Prof L Bhandari*	14	--
Mr Gurucharan Das*	14	--
Mr Subhash Ghosal*	14	--
Mr Harish Jain*	14	6
Dr P K Jhawer**	14	7
Mr M V Kamath**	14	10
Mr M K Khanna ***	14	3
Ms Swaran Kohli ***	14	6
Mr Ravi Kulkarni ***	14	3
Mr Bansi S Mehta**	14	4
Mr Karl P Mehta*	14	6
Ms Pushpa Motwani**	14	10
Mr N V K Murthy**	14	5
Mr V Narayanan*	14	--
Mr Protap Roy ***	14	2
Mr Ameen Sayani**	14	14
Mr Khuswant Singh*	14	--
Mr R K Swamy*	14	1
Dr Ram S Tarneja*	14	1
Mr T T Vasu ***	14	--
Mrs Nargis Wadia ***	14	5

* These members were with the Consumer Complaints Council upto April 1988 only
** These members were reappointed in July 1988 for1988-1990
*** Members appointed in July 1988

Report of the Consumer Complaints Council

on its working from January 1988 to March 1989

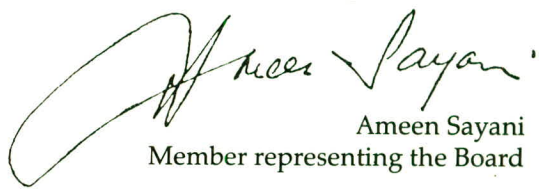
1. The Council has had fourteen meetings in the period under report, incorporating proceedings from the thirteenth meeting dated 22nd January, 1988 to the twenty-sixth meeting dated 20th March, 1989. The number of meetings attended by each member of the Consumer Complaints Council in the period under report, is shown in the table.

2. The Council has reviewed a total of 69 complaints. Complaints against 35 advertisements have been upheld as shown in Annexure I. 26 complaints have not been upheld as shown in Annexure II. 8 complaints were non-issues and have been listed separately in Annexure III.

Anonymous complaints have not been considered.

3. The Council has worked within the procedures laid down and has observed the same at all the meetings under report.

For Consumer Complaints Council



Ameen Sayani
Member representing the Board

Complaints UPHELD by the Consumer Complaints Council

ANNEXURE I

Sr. No.	Complaint made against advertisement from		Nature of Complaint	Decision of C.C.C.	Outcome
	Advertiser	Agency			
1	Kelvinator of India Ltd.	Interpublicity P. Ltd.	Complainant found performed claims of the Avanti 150 cc. to be misleading.	Upheld. Decided that company should either delete 55 km/litre or add "under test conditions." Chapter I.4	Advertiser requested to modify.
2	Mannequins	Apex Advertisers	Complainant felt that the visual used in the advertisement for advertiser's Vitamin--E Skin Oil was obscene.	Upheld. Chapter II	Agency deleted offending portion.
3	Racold Appliances	Arms Advertising	Objection to the claim that advertiser's washing machine was the only automatic machine.	Upheld. Chapter I.1	Modification requested.
4	Sundaram Industries Ltd.	Contract Advertising & Promotions Ltd.	Complainant claimed it is misleading to state that retread tyres have same original tread and equals original tyre performance.	Upheld. Chapter I.4	Advertisement not repeated.
5	Arlem Breweries Ltd.		Statement of company performance for corresponding years used different months.	Upheld. Chapter I.1	Advertiser provided correct figure.
6	Cholayil Pharmaceuticals	Zest, Madras	Advertisement for Medimix Ayurvedic Soap using visual of Krishna & Gopis said to be in bad taste.	Upheld. Chapter II	Advertiser and media agreed not to repeat the advertisement.
7	Maxwell Industries	Advertising Avenues	Objection to visual and copy of advertisement for VIP Brando underwear as contravening standards of public decency.	Upheld. Chaper II	Advertiser requested to modify copy.
8	Glindia	Clarion Advertising Services Ltd.	Complainant stated that the claim "Drinking Complan helps one to emerge as top ranker" lacked credibility.	Upheld. Chapter 1.4	Advertiser did not agree with decision, but agreed to bear it in mind in next campaign.
9	Gramaphone Company of India	Nexus	Delayed delivery of advertised offer of L.P.'s and cassettes.	Upheld. Chapter 1.4	Complainant presumed to have received her order.
10	Bal Thackeray		Complainant objected to an advertisement to mobilise on religious lines.	Upheld. Chapter III 1.1	Wrote to Government of Maharashtra & media.
11	International Health Clinic		Advertisement offering services of sexologist said to be in violation of the Drugs & Magical Remedies Act.	Upheld. Chapter III.4.	Advertiser agreed not to publish the same handbill.
12	Apache Jeans (P) Ltd.		An advertisement for Jeans thought to offend accepted standards of public decency.	Upheld. Chapter II	Wrote to Society magazine not to carry advertisement.

Complaints UPHELD by the Consumer Complaints Council . . . . contd.

Sr. No.	Complaint made against advertisement from		Nature of Complaint	Decision of C.C.C.	Outcome
	Advertiser	Agency			
13	T.T. Krishna-machari & Co.	M A A	Advertiser claimed only new Prestige is 100% safe and it is the safest always.	Upheld. Chapter I.1	Advertiser requested to modify.
14	Aegis Engineering		Advertisement for wormgears presented women in swimming clothes with copy: "They come in all shapes & sizes".	Upheld. Chapter II	Advertiser agreed not to carry the same advertisement
15	Hindustan Cocoa Products	Ogilvy & Mather	Advertisement for Chocolate Eclairs stated, "There's no way you can beat me. I have already bribed the judges with Cadbury's Eclairs."	Upheld. Chapter III.1 (c)	Advertisement withdrawn.
16	Ion Exchange		Advertiser's product Zero-B profiled as better than competition products, water stays bacteria free for hours.	Upheld. Chapter IV.1 (b)	Advertiser requested to modify claims.
17	Britannia	Lintas	Visual of honey oozing out of biscuits was found to be misleading.	Upheld. Chapter I.4	Agency agreed to keep the decision in mind during next campaign.
18	Cidade de Goa		Discount offer in advertisement not honoured.	Upheld. Chapter I.4.	Advertiser failed to reply.
19	Polar International Ltd.	Lintas	Advertisement offered 7 years guarantee, while card provided 7 years free service and 2 years guarantee of parts.	Upheld. Chapter I.4	Advertiser sent revised guarantee cards.
20	Advanced Reinforced Plastic (P) Ltd.		The advertisement claimed very long service life, 500% more than conventional cooling towers.	Upheld. Chapter I.4	Advertiser unable to substantiate claim. Requested to modify.
21	Polar International Ltd.		Exhaust fan advertisement claimed to drive out stale air twice as fast.	Upheld. Chapter I.4	Requested to modify.
22	Bharat Beedi		Advertiser used the picture of a child to present its brand of beedis.	Upheld. Chapter III.2	Advertiser agreed not to repeat advertisement.
23	Vasu Pharma		Advertisement for ayurvedic product for sex determination.	Upheld. Chapter III.4	Revised advertise-ment sent to Council.
24	New Bhandari Hospital		Advertisement for sex determination tests.	Upheld. Chapter III.4.	
25	British Steel Track Products		Advertisement showed bound-aries of India wrongly demarcated.	Upheld. Chapter III.4	Advertiser offered apology.
26	Oceano Labs		Visual for medical cream found to be indecent.	Upheld. Chapter II	Advertiser did not reply.

Complaints UPHELD by the Consumer Complaints Council . . . . contd.

Sr. No.	Complaint made against advertisement from		Nature of Complaint	Decision of C.C.C.	Outcome
	Advertiser	Agency			
27	Directorate of Small Savings	Sobhagya	Prize winners of a promotion draw given certificates of value, different from what was advertised.	Upheld. Chapter I.4	Modification requested.
28	Centre for Computing and Informatioin Technology	Grey Cells Advertising	Use of competitor's names and logos in an advertisement for computer courses found unfair.	Upheld. Chapter IV 1(b)	Media requested not to carry the said advertisement
29	Peico Electronics and Electricals	Hindustan Thompson Associates	A bulb advertisement that implied that other bulbs were of poor quality found to be disparaging.	Upheld. Chapter IV 1(b)	Campaign closed.
30	Herbertson Ltd.	Everest Advertising P. Ltd.	Advertising liquor in the guise of playing cards, soda, cologne.	Upheld. Chapter III.4	Letters written to Government.
31	Vimbro Restaurant		An eye catching poster saying, "a peg a day keeps the Doctor away", found objectionable.	Upheld. Chapter III.4. Chapter III.4.	Offending rhyme removed.
32	Electro Mobiles India Ltd.		Advertisement for 2 wheeler stated the product had reached market when company was in liquidation.	Upheld. Chapter I.4	Complainant informed of status.
33	T.V.S. Anand		Personal advertisement in Upbeat magazine found objectionable.	Upheld. Chapter I.4.	Upbeat magazine informed.
34	Khaitan Fan		Replacement Bond advertisement offer conflicts with statement of advertiser.	Upheld. Chapter I.4.	Advertiser requested to name model on which offer was available.
35	Lord's Homeopathic Laboratory		An Advertisement for a slimming drug found misleading.	Upheld after reference to Drug Controller. Chapter I.4.	Advertiser and media requested not to repeat the advertisement.

Complaints NOT UPHELD by the Consumer Complaints Council ANNEXURE II

Sr. No.	Complaint made against advertisement from		Nature of Complaint	Decision of C.C.C.	Outcome
	Advertiser	Agency			
1	Directorate of Small Savings	Director General, Information & Public Relations	An advertisement for Public Provident Fund said to be misleading.	Complaint not upheld.	
2	MIRC Electronics (P) Ltd.	Advertising Avenues	Complainant objected to the advertiser's spot for Onida television using figure of devil.	Complaint not upheld.	
3	Ballarpur Industries Ltd.	Ulka	Corporate claims of the company in an advertisement for future plans found to be misleading.	Complaint not upheld.	
4	Bata Shoe Co.		An advertisement for North Star said to be objectionable.	Complaint not upheld.	
5	Bengal Lamps	Adsystems	An energy saving statement was thought to be an over-statement.	Complaint not upheld.	
6	Brooke Bond India Ltd.		Complainant stated that Brooke Bond Rich Instant was not a pure coffee.	Complaint not upheld. Advertiser had not said so.	
7	Charagh Din	Amol Bose Advertising	Visuals in the advertisement found to be offensive.	Complaint not upheld.	
8	Bull Worker (P) Ltd.	Abha Advertising (P) Ltd.	Picture of model on pack said to be offensive. Contents of advertisement for product found wanting.	Complaint not upheld.	Consumer Complaints Council requested advertiser to include addtional information.
9	Directorate of Small Savings	DGIPR	An advertisement for tax relief under Sec.80-C of I.T. Act found to be misleading.	Complaint not upheld. Accountants who were approached said there was nothing misleading.	
10	Double Vision		An advertisement for Austron Video cassettes found to be indecent.	Complaint not upheld.	
11	Futura Foods	Ogilvy, Benson & Mather	Complainant finds statement that every batch of chips is fried in fresh oil, to be misleading.	Complaint not upheld.	
12	Gujarat Co-operative Oil Seeds Growers Federation		Complainant said the claim, that no chemicals were used in refining, was misleading.	Complaint not upheld. Process of physical refining used; this needed no chemicals.	

Complaints NOT UPHELD by the Consumer Complaints Council .... contd.

Sr. No.	Complaint made against advertisement from		Nature of Complaint	Decision of C.C.C.	Outcome
	Advertiser	Agency			
13	Housing and Urban Development Corporation	Pressman	Complainant found the debenture advertisement stating that the issue was unsecured, to be false.	Complaint not upheld. Advertiser wrote to say issue was in accordance with rules of Controller Capital Issues.	
14	Jay Kay Aluminium		Complainant stated that an advertised work was not done on time.	Complaint not upheld. Advertisement did not specify any time frame.	
15	Omnitel Industries Ltd.		Advertisement for fixed deposits said to be unreadable.	Complaint not upheld.	
16	Power Control & Appliances (P) Ltd.	Ogilvy, Benson & Mather	Advertisement for Sumeet S P-16 Mixer under HIS & HERS found to be sexist.	Complaint not upheld. Did not offend Code.	
17	Hawkins Cookers	R.K. Swamy Advertising Associates	Television advertisement showing woman discarding an old cooker, thought to be an unfair trade practice.	Complaint not upheld.	
18	Unilingeries (P) Ltd.		Advertisement for lingerie found to be indecent.	Complaint not upheld.	
19	Voltas Ltd.	Ulka	Complainant stated that baseline of advertiser similar to another company's.	Complaint not upheld. Advertiser stated it had been used for several years.	
20	Hindustan Lever Ltd.	Lintas	Complainant stated that concept of 'Fair and Lovely' product advertising was opposed to current social norms.	Complaint not upheld. Did not offend Code.	
21	Dabur (P) Ltd.		Television spot shows students making fun of their teacher.	Complaint not upheld. Consumer Complaints Council did not see anything objectionable.	
22	Metro Beauty Products		Advertisement for oil that turns grey hair into black in 30 minutes.	Partly Upheld.	Advertiser requested to make necessary modification.
23	Maharashtra Fitness Equipment		An advertisement for fitness equipment with picture of G. Packard claimed not to be his.	Complaint closed after receiving advertiser's letter and explanation.	

Complaints NOT UPHELD by the Consumer Complaints Council . . . . contd.

Sr. No.	Complaint made against advertisement from		Nature of Complaint	Decision of C.C.C.	Outcome
	Advertiser	Agency			
24	Shiv Shakti Ayurvedic Davakhana		Advertisement for sex cures.	Complaint kept pending.	
25	Sablok Clinic		Marriage counselling advertisements.	Complaint kept pending.	
26	Parle Products		An advertisement for five biscuit varieties saying 'India wins 5 medals', found objectionable.	Complaint not upheld.	

Complaints that were NON-ISSUES

ANNEXURE III

1	British Airways		A grammatical error in the advertising copy.	Non-issue	Brought to notice of advertiser.
2	Madurai Mills		Quality of cloth said to be bad.	Non-issue. Product quality complaint.	
3	Trans Asia (Polite)		Advertised disount not given.	Advertisement released without instruction.	Refered to Council for Fair Business Practices.
4	Kids Kemps		Misleading hoarding message.	Not considered due to lack of details.	
5	New Century Book House & Sudha Publications		Complanint outside scope of the Code	Non-issue.	
6	Centaur Hotel		Complaint outside scope of the Code.	Non-issue.	
7	Mahila Griha Udyog		Complaint regarding quality of safety matches.	Non-issue. Product quality complaint.	Directed to Consumer Guidance Society of India.
8	Baidyanath Ayurvedic Bhawan		Complaint not within the scope of the Code.	Non-issue.	

List of Members

as on 30th June, 1989

Category A--Advertisers

1. Ahmed Oomerbhoy.
   Bombay
2. Airfreight Private Ltd.
   Bombay
3. Air-India
   Bombay
4. Ajanta Pharma Ltd.
   Bombay
5. Akbarally's
   Bombay
6. Alembic Chemical Works Co. Ltd.
   Vadodra
7. Ashok Leyland Ltd.
   Madras
8. Ayurved Sumshodhanalaya
   Pune
9. Bajaj Electricals Ltd.
   Bombay
10. Bata India Ltd.
    Calcutta
11. Blue Star Ltd.
    Bombay
12. Bombay Dyeing & Mfg. Co. Ltd.
    Bombay
13. Brilliant Tutorials
    Madras
14. Brooke Bond India Ltd.
    Bangalore
15. Cadila Laboratories Ltd.
    Ahmedabad
16. Camlin Ltd.
    Bombay
17. Colour Chem Ltd.
    Bombay
18. Colgate-Palmolive India Ltd.
    Bombay
19. Crompton Greaves Ltd.
    Bombay
20. Dalmia Dairy Industries Ltd.
    Bharatpur
21. D.C.M. Ltd.
    New Delhi
22. Eureka Forbes Ltd.
    Bombay
23. Finolex Cables Ltd.
    Pune
24. Food Specialities Ltd.
    New Delhi
25. Garware Paints Ltd.
    Bombay
26. Geoffrey Manners & Co. Ltd.
    Bombay
27. Glindia Limited
    Bombay
28. Godrej Soaps Pvt. Ltd.
    Bombay
29. Godfrey Philips India Ltd.
    New Delhi
30. Gujarat Ambuja Cements Ltd.
    Bombay
31. H.M.M. Ltd.
    New Delhi
32. Hawkins Cookers Ltd.
    Bombay
33. Hindustan Cocoa Products Ltd.
    Bombay
34. Hindustan Petroleum Corporation Ltd.
    Bombay
35. Hindustan Sugar Mills Ltd.
    Bombay
36. Hindustan Lever Ltd.
    Bombay
37. Hindustan Teleprinters Ltd.
    Madras
38. I T C
    Calcutta
39. Infar India Ltd.
    Calcutta
40. Jagatjit Cotton Textile Mills Ltd.
    New Delhi
41. Khoday Distilleries Ltd.
    Bangalore
42. Lakme Ltd.
    Bombay
43. Larsen & Toubro Ltd.
    Bombay
44. Liberty Group Marketing Division
    New Delhi
45. Lipton India Ltd.
    Bangalore

46. Lion Pencils Pvt. Ltd.
Bombay

47. London Rubber Co. India Ltd.
Madras

48. Mahindra Ugine Steel Co. Ltd.
Bombay

49. Mazda Industries & Leasing Ltd.
Bombay

50. Mafatlal Industries Ltd.
Bombay

51. The National Radio & Electronics Co. Ltd.
Bombay

52. Nicholas Laboratories India Ltd.
Bombay

53. Orissa Textile Mills Ltd.
Cuttack

54. Parke-Davis India Ltd.
Bombay

55. Photophone Ltd.
Bombay

56. Pond s India Ltd.
Madras

57. Procter & Gamble India Ltd.
Bombay

58. Ralson India Ltd.
New Delhi

59. Reckitt & Colman of India Ltd.
Bombay

60. The Ravalgaon Sugar Farm Ltd.
Bombay

61. Roche Products Ltd.
Bombay

62. S. Kumar 's Research & Development Pvt. Ltd.
Bombay

63. Tata Oil Mills Co. Ltd.
Bombay

64. Telerama India Ltd.
Calcutta

65. Tata Iron & Steel Company Ltd.
Calcutta

66. T.I. Diamond Chain Ltd.
Madras

67. Titan Watches Ltd.
Bangalore

68. Voltas Ltd.
Bombay

Category B-Press

1. Bennett Coleman & Co. Ltd.
Bombay

2. Bhavan s Journal
Bombay

3. Blitz Publications Pvt. Ltd.
Bombay

4. Business India
Bombay

5. Daily Aikya Satara
Satara

6. The Daily Amar Ujala
Agra

7. Dainik Bhaskar
Bhopal

8. Debonair Publications Pvt. Ltd.
Bombay

9. Fortune Publications Pvt. Ltd.
Bombay

10. The Hitavada
Nagpur

11. Indian Express Newspapers Pvt. Ltd.
Bombay

12. Jaihind-Daily
Rajkot

13. Janmat
Dhanbad

14. Kasturi & Sons Ltd.
Madras

15. Lokmat Newspapers Pvt. Ltd.
Nagpur

16. Malayala Manorama
Kottayam

17. Mid-Day Publications Pvt. Ltd.
Bombay

18. Nava Samaj Ltd.
Nagpur

19. The Printers (Mysore) Ltd.
Bangalore

20. Rajasthan Patrika Pvt. Ltd.
Jaipur

21. Ranchi Express
Ranchi

22. R D I Print & Publishing Pvt. Ltd.
Bombay

23. Ross Murarka Finance Ltd.
Bombay

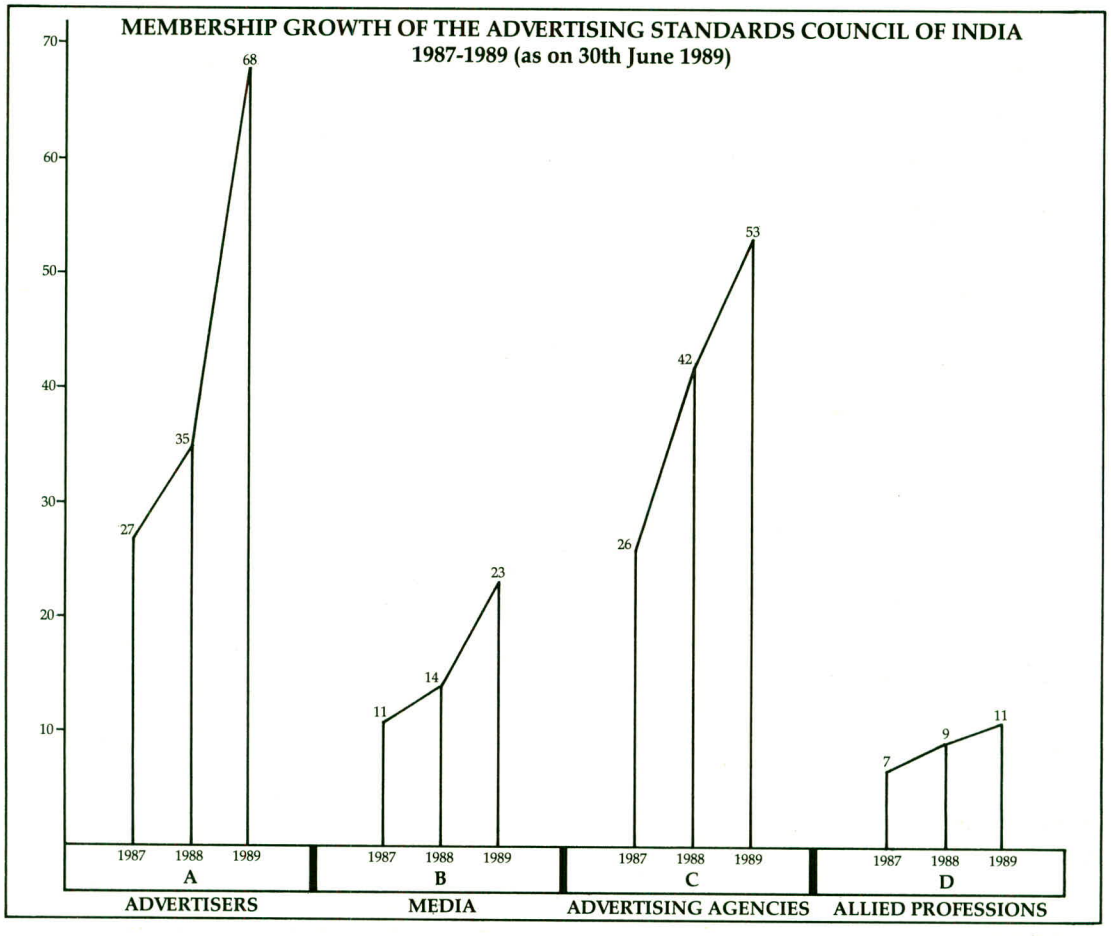
Category C-Advertising Agencies

1. Admas Advertising & Mass Communication Services
   Nagpur
2. Advertising Avenues
   Bombay
3. Ambience Advertising P. Ltd.
   Bombay.
4. Amol Bose Advertising
   Bombay
5. Art Advertising Agencies
   Bombay
6. The Associated Advertisers
   Hyderabad
7. Axis Advertising & Consultants
   Bombay
8. B.D. Khanna Publicity
   Delhi
9. Bidhan Advertising & Marketing
   Ahmedabad
10. CANCO Advertising P. Ltd.
    Bombay
11. Clarion Advertising Services Ltd.
    Bombay
12. CLEA Advertising
    Bombay
13. Contract Advertising India Ltd.
    Bombay
14. Cosmos Publicity & Display
    Bombay
15. Creative Consultants Pvt. Ltd.
    Bhubaneshwar
16. Dattaram Advertising Pvt. Ltd.
    Bombay
17. Dynamic Advertising & Research Team Pvt. Ltd.
    Bombay
18. Darling Advertisers
    Ranchi
19. Everest Advertising Pvt. Ltd.
    Bombay
20. Frank Simoes Advertising Pvt. Ltd.
    Bombay
21. Graphic Arts Industries
    Bangalore
22. Hindustan Thompson Associates Ltd.
    Bombay
23. Hira Advertising Agencies
    Meerut
24. Interads Advertising Pvt. Ltd.
    New Delhi
25. Inter Publicity Pvt. Ltd.
    Bombay
26. Jaya Advertising Agency
    Bombay
27. Jaison Advertising Pvt. Ltd.
    Bombay
28. Lintas India Ltd.
    Bombay
29. Madison Advertising
    Bombay
30. MAA Communications (P) Ltd.
    Bangalore
31. Marketing Consultants & Agencies Ltd.
    Bangalore
32. Mass Marketing & Advertising Services Pvt. Ltd.
    Bangalore
33. Motivation Advertising & Marketing
    Bombay
34. Mudra Communications Pvt. Ltd.
    Ahmedabad
35. N A C Advertising Corporation
    Bombay
36. N D D Works Pvt. Ltd.
    New Delhi
37. Nexus Advertising Pvt. Ltd.
    Bombay
38. Ogilvy & Mather Pvt. Ltd.
    Bombay
39. Padukone Advertising
    Bombay
40. Pratap Advertising Agency
    New Delhi
41. Prem Associates Advertising & Marketing
    Bombay
42. Radeus Advertising Pvt. Ltd.
    Bombay
43. Raka Advertising & Marketing Pvt. Ltd.
    Bombay
44. Ratan Batra Pvt. Ltd.
    Bombay
45. Rediffusion Advertising Ltd.
    Bombay

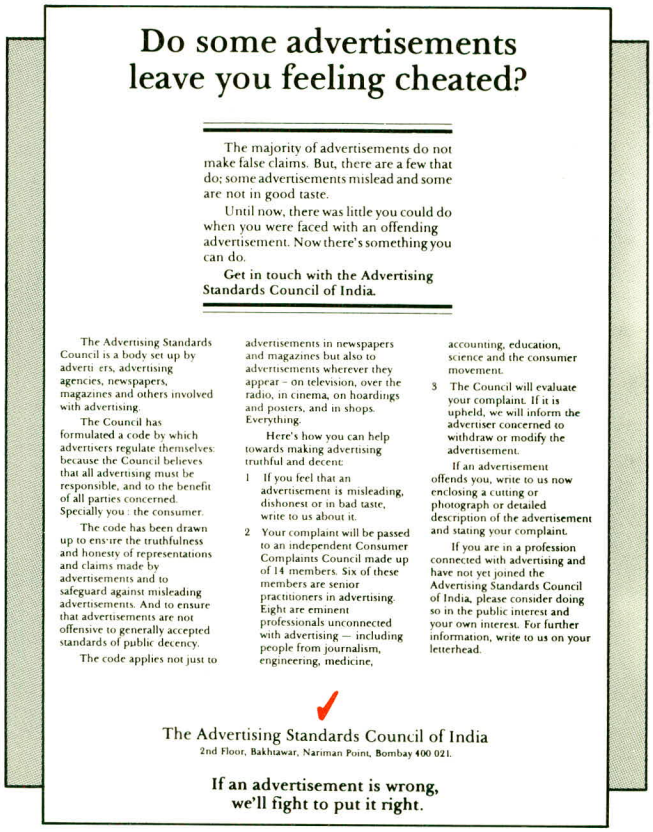
46. R.K. Swamy Advertising Associates Pvt. Ltd.
Bombay
47. Sista's Pvt. Ltd.
Bombay
48. Speer Communications Pvt. Ltd.
Bombay
49. Stuad Marketing Consultants
Bombay
50. Swastika Advertising & Marketing
Bombay
51. 3 Brothers & Fils
Bombay
52. Tara Sinha Associates Pvt. Ltd.
New Delhi
53. Trikaya Advertising Pvt. Ltd.
Bombay

Category D-Allied Professions

1. Aaren Advertising Pvt. Ltd.
Bombay
2. Blaze Advertising Pvt. Ltd.
Bombay
3. Captions Outdoor Advertising
Pune
4. F & D Merchandising
Famous Communications Pvt. Ltd.
Bombay
5. Marketing & Media Concessionaires
Bangalore
6. Neo Nite Corporation
Lucknow
7. Roger Pereira Communications Pvt. Ltd.
Bombay
8. Sayani Video Promotions
Bombay
9. Selvel Publicity & Communications Pvt Ltd.
Bombay
10. Tata Press Limited
Bombay
11. Unique Blocks
Bombay



When space was at a premium, you gave it to us-free!



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 adverti ers, 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 ens:ure 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.

We thank you

Afternoon Despatch & Courier
Aside
Assam Tribune
Bombay Magazine
Business India
Deccan Chronicle
Deccan Herald
Eves Weekly
Financial Express
Free Press Journal
Hindu
Hitavada
India Magazine
India Today
Indian Express
Indian Post
Island
M.P. Chronicle
Mid-day & Sunday Mid-day
Newstime
Parade
Pioneer
Savvy
Showtime
Society
Stardust
Sunday Mail
Sunday Observer
Technocrat

✓

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