The Advertising Standards Council of India

Fourth Report and Accounts for the year 1989-90

The Advertising Standards Council of India

Fourth Report and Accounts of 1989-90

Board of Governors

Ameen Sayani
(Chairman)
Mukul Upadhyaya
(Vice chairman)
Tara Sinha
(Honorary Secretary General)
Pheroza Bilimoria
Amol K.Bose
J.C.Chopra
Gul M.Engineer
Anil Gore
F.T.Khorakiwala
Jacob Mathew
Ashok Nerkar
Roger C.B.Pereira
R.K.Swamy
Munawar Syed
Ram S.Tarneja
Brahm Vasudeva

Consumer Complaints Council

U.N.Athwankar
S.R.Ayer
P.K.Jhawer
M.V.Kamath
M.K.Khanna
Swaran Kohli
Ravi Kulkarni
K.Kurian
Bakhtawar Lentin
Akhil Marfatia
Bansi S.Mehta
Pushpa Motwani
Mukul Upadhyaya
Nargis V.Wadia

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.

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Report of the Board of Governors

We are pleased to present the Fourth Annual Report of the Advertising Standards Council of India, together with the statement of accounts for the period April 1, 1989 to March 31, 1990.

51 firms have joined the ASCI during the period under report. The number of firms and companies that are members of the ASCI as on date is 184. Three members have expressed their wish to discontinue their membership.

During the period of 12 months ended March 31, 1990 the Council received an amount of Rs.3,63,568 as subscription from members as compared to Rs.2,32,500 received in the previous accounting period of 15 months ending March 31, 1989. The surplus for the current period is Rs.1,62,692. The surplus for the previous accounting period was Rs.1,25,868. An amount of Rs.1,76,158 has already been transferred to "Accumulations under Section 11(2) of the Income Tax Act, 1961 Account". A further amount of Rs. 1,47,707 is being transferred to the same account.

Two members, Mr. Jacob Mathew (B Category) and Mr. Ashok Nerkar (D Category) were co-opted to the Board during the year.

A comprehensive account of the work done by the Consumer Complaints Council appears separately in this report. The Board records its gratitude to all the members of the CCC for their excellent, dedicated work in terms of quality as well as quantity. Three new members, Mr. Akhil Marfatia, Mr. K. Kurian and Mr. Justice B.Lentin (retired), joined the CCC during the period under report.

The second compilation of the decisions of the CCC has been drafted, and is being checked for printing. It will be mailed to all members shortly. During the period under report, a beginning has been made to handle complaints in all Indian languages, and an internal pre-vetting procedure has been set up by the CCC to help in handling complaints more expeditiously.

During the period under review, the ASCI has made various efforts to further the concept of Self-Regulation in Advertising through presentations to the public, participation in Seminars, Workshops and Lectures, and a drive to increase membership. Work on ASCI's own Seminar (scheduled for September 7, 1990) has already begun in the period under reference.

We are happy to record that Advertisers and Agencies have, by and large, extended their co-operation in accepting ASCI's tenets and the Code for Self-Regulation in Advertising. Some of the decisions of the CCC, and their implementation by the Board, have helped to further streamline, fine-tune and progress the whole process of Self-Regulation and may pave the way for momentous directions in ethical advertising.

The Council hopes to soon have its own premises at a place now under negotiation for purchase. When finalised, members will be informed about the change of address. We place on record our gratitude to Mr. Ramakrishna Bajaj who, during the period under report, has continued to allow us the use of the present premises.

(continued overleaf)

The date for the Fourth Annual General Meeting has been fixed for September 8, 1990. The Governors retiring from the Board are as follows:

Category A: Mr. Mukul Upadhayaya
Mr. J.C. Chopra

Category B: Dr. Ram Tarneja
Mr. Jacob Mathew *

Category C: Mr. Munawar Syed
Mr. R.K. Swamy

Category D: Ms. Gul Engineer
Mr. Ashok Nerkar *

* Co-opted members.

The Board would also like to record its appreciation of Mr. Lalit Khanna for having continued to act as our Auditor for the year; and of the Executive Secretary Ms. Teresa Viju James, along with the secretariat staff, for handling the ever-growing work of the ASCI and the CCC with dedication and efficacy.

On behalf of the Board of Governors,

Ameen Sayani,
Chairman.
Bombay, June 12, 1990

NOTICE

Notice is hereby given that a meeting of the Board of Governors shall take place immediately after the Annual General Meeting on September 8, 1990 at the Princes Room, The Taj Mahal Hotel, Bombay. The Agenda will be as follows:

1. Confirmation of the minutes of the previous Board meeting.
2. Election of the Chairman.
3. Election of the Vice-Chairman.
4. Any other business with the permission of the Chair.

All members of the Board, including those who will be elected at the Fourth Annual General Meeting, are requested to attend this meeting.

Teresa Viju James,
Executive Secretary.

AUDITORS' REPORT

TO THE MEMBERS OF THE ADVERTISING STANDARDS COUNCIL OF INDIA

We have audited the attached Balance Sheet of THE ADVERTISING STANDARDS COUNCIL OF INDIA as at March 31, 1990 and the Income and Expenditure Account for the year ended on that date 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 explanation 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 March 31, 1990, 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

Bombay, June 12, 1990

Partner

The Advertising Standards Council of India

Balance Sheet

as at March 31, 1990

As at March 31, 1989 Rs.	LIABILITIES	Rs.	Rs.	As at March 31, 1989 Rs.	ASSETS	Rs.	Rs.
	COUNCIL'S CORPUS				FIXED ASSETS		
1,20,000	As at the beginning of the year	1,82,000			Typewriter (At cost)		
	Additions and Adjustments during the year:-			—	Purchased during the year	6,534	
					Less: Provision for		
—				—	Depreciation	980	
—							5,554
16,000	Entrance fees received during the period	25,500			**INVESTMENTS** (At cost)		
					Unquoted		
	Amount transferred from Income and Expenditure				300 10% HDFC Trust Bonds		
46,000	Account	—		—	of Rs. 1000/- each		3,00,000
1,82,000			2,07,500		**CURRENT ASSETS, LOANS AND ADVANCES**		
	RESERVES AND SURPLUS				**A) CURRENT ASSETS**		
	Accumulations under section 11(2) of the Income tax Act, 1961 Account				Accrued Interest		
				—	on Investments	13,973	
	Transfer from Income				Subscriptions due		
—	and Expenditure Account	3,23,865		—	but not received	35,064	
					In savings account with a scheduled		
	Surplus as per Income and			3,59,108	bank	2,13,620	
1,76,158	Expenditure Account	14,985		1,850	Cash in hand	1,495	
1,76,158			3,38,850	3,60,958			2,64,152
	CURRENT LIABILITIES AND PROVISIONS				**B) LOANS AND ADVANCES** (Unsecured considered good)		
	(A) CURRENT LIABILITIES						
	Subscriptions Received			1,000	Telephone Deposit	1,000	
—	in Advance	21,937		—	Advance to Employees	1,875	
3,800	Sundry Creditors	4,294					
3,800			26,231	1,000			2,875
—	(B) PROVISIONS	—		3,61,958			2,67,027
3,800			26,231				
3,61,958	TOTAL RUPEES		5,72,581	3,61,958	TOTAL RUPEES		5,72,581

As per our report of even date attached
For LALIT KHANNA & CO.
Chartered Accountants

Partner
Bombay, June 12, 1990

For and on behalf of the Board of Governors,

Ameen Sayani
Chairman

Mukul Upadhyaya

Jacob Mathew

Brahm Vasudeva

Members of the Board

Roger C.B. Pereira

Tara Sinha

Amol Bose

The Advertising Standards Council of India

Income and Expenditure Account

for the year ended March 31, 1990

15 Months ended March, 31, 1989 Rs.	EXPENDITURE	Rs.	Rs.	15 Months ended March, 31, 1989 Rs.	INCOME	Rs.	Rs.
48,500	Salaries and wages		90,125	2,32,500	Membership subscription		3,63,568
—	Staff welfare		2,806	21,147	Interest on Bank Account		15,763
18,571	Professional charges		—	—	Interest from Investments		13,973
—	Accountancy charges		5,250				
22,853	Printing and stationery		79,007				
18,697	Xeroxing charges		18,937				
5,940	Advertisement		—				
4,627	Conveyance		3,861				
3,780	Postage and telegrams		7,549				
	Auditors' Remuneration:-						
1,000	Audit fees	3,000					
—	Taxation services	2,400					
750	Other services	1,000					
1,750			6,400				
3,061	Miscellaneous Expenses		15,697				
—	Depreciation		980				
1,25,868	Surplus carried down		1,62,692				
2,53,647	**TOTAL RUPEES**		3,93,304	2,53,647	**TOTAL RUPEES**		3,93,304
46,000	Amount transferred to Council's Corpus		—	96,290	Balance as at the beginning of the period		1,76,158
—	Amount transferred to Accumulations under section 11 (2) of the Income-tax Act,1961 Account		3,23,865	1,25,868	Surplus for the period brought down		1,62,692
1,76,158	Balance carried to Balance sheet		14,985				
2,22,158	**TOTAL RUPEES**		3,38,850	2,22,158	**TOTAL RUPEES**		3,38,850

As per our report of even date attached
For LALIT KHANNA & CO.
Chartered Accountants

Partner
Bombay, June 12, 1990.

For and on behalf of the Board of Governors,

Ameen Sayani
Chairman

Jacob Mathew

Brahm Vasudeva

Members of the Board

Mukul Upadhyaya

Roger C.B. Pereira

Tara Sinha

Amol Bose

The Advertising Standards Council of India

Notes annexed to and forming part of the Balance Sheet as at March 31, 1990 and the Income and Expenditure Account for the year ended on that date.

1) The Council has changed its method of accounting for membership subscription from cash basis to accrual basis. Had the previous basis been followed, the income from subscriptions as well as net surplus would have been lower by Rs. 13,127.

2) Previous period's figures have been regrouped wherever necessary and in the case of the Income and Expenditure Account are not comparable with current year's figures because they are in respect of a period of 15 months.

For LALIT KHANNA & CO.
Chartered Accountants

Partner
Bombay, June 12, 1990

For and on behalf of
the Board of Governors,

Ameen Sayani
Chairman

Members of the Board

Mukul Upadhyaya

Jacob Mathew

Brahm Vasudeva

Roger C.B. Pereira

Tara Sinha

Amol Bose

Report of the Consumer Complaints Council

on its working from April 1, 1989 to March 31, 1990

1. The Consumer Complaints Council has had 14 Meetings in the period under report, incorporating proceedings from the 27th Meeting on April 20, 1989 to the 40th Meeting on March 7, 1990. The CCC had one joint meeting with the Board of Governors on February 22, 1990.

2. Following the election of Mr. Ameen Sayani as Chariman, ASCI, Mr. Mukul Upadhyaya took his place as the co-ordinating member representing the Board of Governors on the CCC. Mr. Justice B. Lentin (retd.), Mr. K.Kurien and Mr.Akhil Marfatia were appointed to the CCC at the 37th Meeting in December 1989.

3. The number of meetings attended by each of the members in the period under report is shown in the table.

4. During the period under report, the CCC has considered a total of 213 complaint letters. Complaints against 62 advertisements have been upheld. These were found to have violated the Code for Self-Regulation in Advertising. 56 Complaints have not been upheld. 35 Complaints were found to be non-issues. 2 Complaints were withdrawn at the request of the complainant. Anonymous complaints have not been considered. A brief summary of the complaints is provided in the Annexures I, II and III. A total of 153 decisions were taken.

5. To expedite disposal of complaints, a method of pre-vetting has been introduced during the year.

6. The CCC has recommended to the Board of Governors, the setting up of a body which will examine intra-agency and intra-advertiser complaints.

7. The CCC has worked within the procedure laid down and has observed the same at all meetings. In all complaints, reasonable opportunity was given to the advertiser/agency to comment or/and provide substantiation.

For Consumer Complaints Council

Mukul Upadhyaya : Member representing the Board of Governors, ASCI.

Attendance of the Members of the Board of Governors of the Advertising Standards Council of India for Board meetings from April 24, 1989 to March 15, 1990.

Name	Meetings Held	Meetings Attended
Mr. Ameen Sayani *(Chairman)*	11	11
Mr. Mukul Upadhyaya *(Vice-Chairman)*	11	10
Ms. Tara Sinha *(Hon. Secretary General)*	11	7
Ms. Pheroza Bilimoria	11	8
Mr. Amol Bose	11	10
Mr. J. C. Chopra	11	4
Ms. Gul M. Engineer	11	8
Mr. Anil Gore	11	3
Mr. F. T. Khorakiwala *	11	4
Mr. Jacob Mathew ***	11	1
Mr. Ashok Nerker **	11	3
Mr. Roger C. B. Pereira	11	5
Mr. R. K. Swamy	11	7
Mr. Munawar Syed	11	5
Dr. Ram Tarneja	11	3
Mr. Brahm Vasudeva	11	8

* w.e.f. August 18, 1989
** w.e.f. September 12, 1989
*** w.e.f. March 1990.

Attendance of the Members of the Consumer Complaints Council from April 1989 to March 1990.

Name	Meetings Held	Meetings Attended
Prof. U. N. Athwankar	14	4
Mr. S. R. Ayer	14	4
Dr. P. K. Jhawer	14	9
Mr. M. V. Kamath	14	12
Mr. M. K. Khanna	14	4
Ms. Swaran Kohli	14	8
Mr. Ravi Kulkarni	14	8
Mr. K. Kurian **	14	4
Mr. Justice B. Lentin (retd.) **	14	3
Mr. Akhil Marfatia **	14	1
Mr. Bansi Mehta	14	3
Ms. Pushpa Motwani	14	8
Mr. Mukul Upadhyaya *	14	10
Ms. Nargis Wadia	14	9

* Mr. Mukul Upadhyaya joined the CCC in August 1989.

** Mr. K.Kurian, Mr. Justice B.Lentin (retd.) and Mr. Akhil Marfatia joined the CCC in December 1989.
The attendance of members who resigned is not being included.

Complaints UPHELD by the Consumer Complaints Council. **ANNEXURE I**

Sr. No.	Advertiser	Agency	Nature of Complaint	Decision of C.C.C.	Outcome
1.	Astrological Research Ins.		Failure to receive a horoscope after making payment as advertised.	Complaint upheld and resolved. Code I. 5.	At the request of ASCI, advertiser sent the horoscope to the complainant.
2.	Ramansons		Misleading advertisement regarding business investment.	Complaint upheld. Code I. 1.	
3.	Frank & Co.		Failure to hold exams as advertised after collecting the fees.	Complaint upheld Code I. 5.	All four complainants recovered their money. The media was informed.
4.	Autocontrols	Enterprise	Failure to supply free booklet as advertised.	Complaint upheld technically. Code I. 1.	Advertiser sent booklets to ASCI for mailing.
5.	Food Specialities		Results of Maggi Fun World Contest not announced.	Complaint upheld. Code I. 5 (f).	ASCI wrote to ISA suggesting ways of announcing contest results. Advertiser sent copy of results to ASCI.
6.	National Savings Commissioner	Sobhagya	Misleading information for tax deduction under Sec. 80 - C, I.T. Act.	Complaint upheld. Code I. 1.	ASCI informed Ministry of Finance. Advertiser admitted error, but the issue of NSC VI had closed by then.
7.	Cement Corporation of Gujarat	Ambience	Claims about 'Double Strength' in a series of advertisements for cement.	Complaint upheld. Code I.1 & 4	The MRTP had also restrained the advertiser from making misleading claims.
8.	Industrial Stores Co.	Hemant Brothers	ISI seal used for a product for which it was not available.	Complaint upheld. Code I. 1.	Advertiser wrote to say he had rectified the later ads.
9.	Hindustan Petroleum	Clarion Advertising	Advertisement for FINIT infringes Insecticide Rules, 1971.	Complaint upheld. Code III. 5.	Advertiser agreed to make necessary changes.
10.	Ahmed Oomerbhoy	Rediffusion	Series of three ads. 1. 'Cholesterol Friend or Foe', 2. 'Facts on Fats' & 3. 'Nutrition in a Nutshell' found to be misleading by several complainants.	Complaints 2&3 upheld. Code I.4. (Complaint 1 not upheld.)	Advertiser requested to modify the misleading position.
11.	TVS-Suzuki	R.K.Swamy	An advertisement comparing the advantages & disadvantages of advertiser's product and Hero Honda found to be misleading.	Complaint upheld. Code IV. 1 (b & d).	Advertiser appealed to the CCC. CCC reviewed decision and confirmed that the ad. was misleading.

Complaints UPHELD by the Consumer Complaints Council (continued).

Sr. No.	Advertiser	Agency	Nature of Complaint	Decision of C.C.C.	Outcome
12.	Butterfly Home Appliances	Advtg. Assoc.	An advertisement for Gas burners claimed to be 'unique' found misleading. Complainant had contrary experience.	Complaint upheld. Advertiser unable to provide substantiation. Code I. 1.	Advertiser asked to modify claims.
13.	Human Behaviqr Institute		Failure to supply advertised cassette after payment was made.	Complaint upheld. Code I.5.	Complainant later received the cassette.
14.	Indian Management Develop. Institute		Institute advertised Courses, collected money and then disappeared.	Complaint upheld. Code I.5.	Media, Police informed.
15.	Fusion Polymers		Comparative ad. for plastic tanks found to be misleading.	Complaint upheld. Code IV.1 e.	The MRTP had also restrained the same advertiser.
16.	Educational Consultants		Details of an MBA course advertised not found in brochure.	Complaint upheld. Code I.1&4.	Advertiser agreed to make the necessary changes.
17.	Ahaar Restaurant		Use of religious caricature to promote new restaurant found objectionable.	Complaint upheld. Code II.	Advertiser advised to refrain from using religious themes that may offend.
18.	Uptron		Failure to announce results of TV Stars Of The Year competition.	Complaint upheld. Code I.5(f).	ASCI wrote to ISA members regarding announcing of results in contest.
19.	Happy Home Distributors		Advertisement for an alternate cooking fuel said to be misleading.	Complaint upheld. Code I.4&5.	Experts who were contacted said the advertisers had tried to enter market 3 years earlier and had been warned. Media informed.
20.	Indian Liquid Gas		Same as above.	Same as above.	Same as above.
21.	Cadila Chemicals		An advertisement for sugar substitute said to be misleading.	Complaint upheld. Code I.4&5.	
22.	Handloom House		Advertisement offered discount of 20% + 10% but gave 2% less to the customer.	Complaint upheld. Code I.4.	Advertiser informed ASCI that discount scheme was being changed.
23.	Karnataka Handloom Dev. Corp.		Advertisement offered discount of 20% + 15% but gave 2% less to the customer.	Complaint upheld. Code I.4.	Advertiser changed discount policy.
24.	Usha Rectifier Corporation		A public issue advertisement found misleading.	Complaint upheld. Code I.4.	Decision communicated to Securities & Exchange Board & B.S.E.

Complaints UPHELD by the Consumer Complaints Council (continued).

Sr. No.	Advertiser	Agency	Nature of Complaint	Decision of C.C.C.	Outcome
25.	Oswal Agro Mills		Rights issue advertisement found misleading.	Complaint upheld. Code I.1&4.	Same as above.
26.	Ion Exchange		An ad. stating that Zero B water purifier was the safest said to be misleading.	Complaint upheld. Code I.1&4.	Advertiser requested to spell out the claims.
27.	Sterling Newspapers		A complaint regarding non-receipt of advertised gifts.	Complaint upheld & resolved. Code I.5.	Watches were forwarded to the complainant by ASCI.
28.	Indo-French Time Industries		Two ads for TS Watches found to be indecent.	Complaint upheld for one advertisement, (not upheld for the other). Code II.	Agency disagreed with decision, but no complaints about repeat of same ad.
29.	Camlin India Ltd.	Percept	Non-receipt of fabric painting book which was advertised and paid for by complainant.	Complaint upheld and resolved. Code I. 5.	Advertiser agreed to send book.
30.	All Seasons Food-Health Plan	Implement	Objections to the use of words 'Developed by Sunil Gavaskar'.	Complaints upheld. Code I. 1&4.	Advertiser requested to modify.
31.	All Seasons Food Energy Bank	Implement	Objection to the use of words 'specially developed by Sunil Gavaskar' and also to a chocolate product being recommended for children.	Complaints upheld Code I. 1 & 4.	Advertiser requested to modify "Specially developed by".
32.	Director of Small Savings		An advertisement for rebate under 80 CCA for NS Scheme said to be incorrect.	Complaint upheld. Code I. 1 & 4.	Advertiser agreed to modify.
33.	Roche Products Limited		Medical product mailer for a Vitamin-E product found to be misleading.	Complaint upheld. Code I.4.	Advertiser wrote to say that, due to lack of evidence, material was withdrawn.
34.	Canara Bank		Credit Card facilities not given to complainant.	Complaint upheld. Code I.4.	Bank changed brochure to clarify that the facility was given only by invitation.
35.	Nuclear Power Corporation		Conflicting information in brochure and press advertisements.	Complaint upheld. Code I.1.	Complainant advised to contact advertiser.
36.	Sainik Tree Farming Co-op. Society		Promises advertised by the society were not honoured.	Complaint upheld. Code I.4.	Advertiser asked to advertise present status of the society.

Complaints UPHELD by the Consumer Complaints Council (continued).

Sr. No.	Advertiser	Agency	Nature of Complaint	Decision of C.C.C.	Outcome
37.	M. S. Resorts		An ad for joint ownership of property and facility for renting said to be misleading.	Complaint upheld. Code I.4.	Advertiser informed that scheme had been discontinued and refunds were being given. Complainant obtained refund. MRTP had also restrained advertiser.
38.	Symbiosis Institute of Business Management		Omission to provide vital information in an advertisement on eligibility for admission.	Complaint upheld. Code I.4.	Advertiser agrees to add the information.
39.	Sterling Computers		A pre-budget and post-budget ad. for computers said to be misleading.	Complaint upheld & resolved. Code I.4	Advertiser admitted that there was an error.
40.	Polar Fans		An ad. based on merits of double ball bearing fans said to be misleading.	Complaint upheld. Code I.1.	MRTP had also restrained the advertiser.
41.	Banares Sari House/ B.K.Bhai		Ads. in several papers announcing sari sales said to be misleading.	Complaint upheld. Code I.5.	Media informed about modus operandi of advertiser.
42.	Shiv Shakti Ayurvedic Davakhana		Advertisements for sex cures said to be misleading	Complaint upheld. Code I.5	
43.	All India Business Telephone		A classified ad offering pay, later changed to offer only commission.	Complaint upheld. Code I.1.	Advertiser did not reply to complaint.
44.	United India Insurance Co.	Interpub	Gujarati translation omits to mention vital information.	Complaint upheld. Code I.4	Advertiser agreed to make correction.
45.	Sterling Newspapers		Non-receipt of advertised magazines and free gift.	Complaint upheld & resolved. Code I.5.	
46.	Hyderabad Allwyn Limited	M A A	Refrigerator ad claimed product is a life-long campanion. Ad. offered 7 years' warranty.	Complaint upheld. Code I.6.	Complainant asked to withdraw ad. (The base line "An Allwyn is for always" found acceptable).
47.	20th Century Finance Corp.		Use of the term 'flat' to describe interest rate found misleading.	Complaint upheld. Code I.4.	Advertiser asked to modify brochure.
48.	Apple Leasing & Industries		Use of the term 'flat' to describe interest rate found misleading.	Complaint upheld. Code I.4.	Advertiser asked to modify brochure.
49.	Nirma Chemical Works	Purnima Advertising	A film for detergent said to be copied from a competitor's film.	Complaint upheld. Code IV.3.	Advertiser asked not to exhibit film.
50.	Peico Electronics & Electricals Ltd.	Clarion Advtg.	Advertisement and brochure give different product specifications.	Complaint upheld. Code I.4.	Advertiser intimated having made changes.

Complaints UPHELD by the Consumer Complaints Council (continued).

Sr. No.	Advertiser	Agency	Nature of Complaint	Decision of C.C.C.	Outcome
51.	Bajaj Auto Ltd.		Fuel consumption figures given in brochure at time of booking differ from that in Owners' Manual.	Complaint upheld. Code I.4.	Advertiser asked to mention mileage under standard testing conditions and city conditions.
52.	Competition Review (P) Ltd.		Failure to despatch an advertised offer after receiving the money.	Complaint upheld. Code I.5.	All four complainants later got their books or money back.
53.	Bliss Pharmaceuticals Ltd.	Avenues	Advertisement for Today contraceptive pessaries found to be misleading.	Complaint upheld. Code IV.1.(d).	Advertiser asked to modify claims and comparisons.
54.	Sterling Newspapers		Non-receipt of free gifts in an ad. inviting subscriptions to six magazines.	Complaint upheld. Code I.5.	Complainant received gifts after making complaint.
55.	Rama Enterprises		Brochure offering the prizes of two-in-one on payment said to be a fraud.	Complaint upheld. Code I.5.	File referred to police.
56.	HMM Limited	O & M	An advertisement for pure Silvikrin found misleading on various counts.	Complaint upheld. Code I.4.	Advertiser asked to withdraw ad.
57.	Corn. Products Co. India Ltd.	O & M	A free offer advertisement of Trinka with Glucovita said to be misleading.	Complaint upheld. Code I.4.	Advertiser asked not to repeat such offers.
58.	Dey's Medical	TSA	An advertisement for KeoKarpin Hair Vitalizer said to be misleading.	Complaint upheld. Code I.4.	Advertiser asked to withdraw ad.
59.	Hi Tech Foods	Fusion	Television spot for Catch Pepper & Salt uses Doordarshan logo and signature tune.	Complaint upheld. Code IV.3.	Spot was withdrawn.
60.	Basant Industries		Advertiser said to have used ISI mark when it was not available for the product.	Complaint upheld. Code I.4.	Advertiser rectified ad.
61.	Hindustan Lever Ltd.	Lintas	A television spot for Liril said to resemble a competitor's spot for a similar product.	Complaint upheld. Code IV.3.	Advertiser withdrew spot.
62.	Tabe Treatment Clinic	Chaitra	Advertisements for rheumatic cure found misleading.	Complaint upheld. Code I.3&4.	Advertiser requested not to use misleading testimonials.

Complaints that were NOT UPHELD by the Consumer Complaints Council. **ANNEXURE II**

Sr. No.	Advertiser	Agency	Nature of Complaint	Decision of C.C.C.	Comments
1	V.G.P. Golden Beach Resort		Use of the national flag in an advertisement for an Independence Day Programme found objectionable.	Complaint not upheld.	
2.	Wiltech India		Failure to mail free booklet advertised by the company.	Complaint not upheld.	Complainant received booklet and informed ASCI.
3.	Gramophone Co. Of India		Failure to receive Carnatic Classic Collection as advertised.	Complaint not upheld.	Complainant wrote to say he had received the records.
4.	Pioma Industries	Mudra	Visual of two children sipping from one glass said to be unhygienic.	Complaint not upheld.	
5.	Bombay Dyeing & Mfg. Co.	(Dealer Advertisement)	A Discount offer advertisement said to be misleading.	Complaint not upheld. There was nothing misleading in the offer.	
6.	Food Specialities Ltd.		Complainant said that coloured ingredients shown in a TV spot were not inside the pack of Maggi Noodles.	Complaint not upheld.	
7.	Patsan Hygiene Industries.	Giri Dua	Use of copy "I went against my mother's wishes" said to encourage children going against parents' wishes.	Complaint not upheld.	
8.	Ahmed Oomerbhoy	Rediffusion	Series of three ads. 1. 'Cholesterol Friend or Foe', 2. 'Facts on Fats' & 3. 'Nutrition in a Nutshell' found to be misleading.	Complaint 1 not upheld . (Complaints 2&3 upheld.)	(See Annexure I.)
9.	Food Specialities Ltd.		A sales promotion scheme said to be an unfair trade practice.	Complaint not upheld.	
10.	Colfax Laboratories	Chaitra	An advertisement for Old Spice Musk said to be indecent.	Complaint not upheld.	
11.	Competition Review (P) Ltd.		Delay in mailing issues of Magazines when ad. promised the latest.	Complaint not upheld.	After three months, complainant admitted improvement in mailing.
12.	Glindia		Complainant felt that the claim 'No need to add extra sugar' in a Glucon ad. was misleading.	Complaint not upheld.	
13.	Intex Computers	Percept	A comparative ad. referring to HCL computers found to be misleading.	Complaint not upheld.	

Complaints that were NOT UPHELD by the Consumer Complaints Council (continued).

Sr. No.	Advertiser	Agency	Nature of Complaint	Decision of C.C.C.	Comments
14.	National Dairy Development Board.		Advertisements for sale of oil in litre pack said to be violative of law and misleading.	Complaint not upheld.	Advertiser had received exemption from provisions of Weights & Measures Act.
15.	Ganesh Beedis, Sapan Ghee etc.		General complaint regarding use of religious figures & symbols in advertising.	Complaint not upheld.	CCC. felt that a general ban was not possible , since for many it was part of a trade mark.
16.	Beltek Electronics		An advertisement for TV s using a robot said to be plagiarised.	Complaint not upheld.	
17.	Kailasnath & Associates		A builder's advertisement said to have omitted details.	Complaint not upheld.	
18.	Narmada Nigam		Ads. for Sardar Sarovar said to be dishonest & misleading.	Complaint not upheld. Complainant was against the building of the dam itself.	
19.	Wipro		Advertisement for Vanaspati likely to mislead as being for Sunflower Oil.	Complaint not upheld. Sun-flower was the brand name.	
20.	HDFC Limited		Result of annual prize draw for HDFC clients not advertised.	Complaint not upheld.	HDFC said winners were informed individually. Draw was limited to their clients.
21.	Glindia Ltd.		An advertisement for NYCIL said to be misleading.	Complaint not upheld.	
22.	Spartek		Bad experience with Spartek tiles due to misleading ad.	Complaint not upheld.	
23.	Johnson & Johnson	O & M	Use of the words 'full protection' and 'total protection' to describe sanitary napkins said to be misleading.	Complaint not upheld.	Advertiser asked to examine use of words 'full' and 'total'.
24.	Balsara Hygiene Products	Chaitra	(1) TV spot of people cleaning their teeth with the fingers said to be misleading. (2) Clove oil in the concentration given in Promise toothpaste is of no beneficial value.	Complaints not upheld.	

Complaints that were NOT UPHELD by the Consumer Complaints Council (continued).

Sr. No.	Advertiser	Agency	Nature of Complaint	Decision of C.C.C.	Comments
25.	Eureka Forbes	Interpub	Complainant felt that the claim that the water filter-purifier eliminates bacteria & viruses needs to be substantiated.	Complaint not upheld.	The advertiser provided the substantiation.
26.	Hemant Vidyut Pratisthan		Advertiser's brand name 'Tullu' said to have indecent connotation.	Complaint not upheld.	Advertiser stated that word is obscene only when pronounced in a particular way. Here it was also the name of one of the advertiser's family members.
27.	Wade World Trade		Advertiser refused to provide complainant with details of their export-import programme beneficiaries.	Complaint not upheld.	ASCI advised advertiser to add addresses for testimonial advertisements.
28.	T.V.S. Champ		A spot for mopeds showed a traffic policeman ignoring rules.	Complaint not upheld.	Spot was in the nature of a spoof.
29.	Vishal Travel Corporation		A travel agency advertisement said to be misleading.	Complaint not upheld.	
30.	Efficient Publications		A classified ad. said to be misleading as complainant felt he had not got his money's worth.	Complaint not upheld.	
31.	Life Insurance Corporation		An LIC ad. said to be lacking in several respects.	Complaint not upheld.	
32.	Jay Engi-neering		A discount ad. of Usha fans said to be misleading.	Complaint not upheld.	
33.	Sabolk Clinic		Complaint offering sex and marriage counselling advertisements said to be misleading.	Complaint not upheld.	
34.	H.D.F.C.		Loan not granted to comp-lainant inspite of fulfilling conditions in brochure.	Complaint not upheld.	Brochure mentioned that loan is given under certain conditions.
35.	Liberty Shirts		An ad. for Lingerie does not provide address for contact.	Complaint not upheld.	
36.	Citibank	HTA	Non-receipt of details regarding unfixed deposit scheme.	Complaint not upheld.	

Complaints that were NOT UPHELD by the Consumer Complaints Council (continued).

Sr. No.	Advertiser	Agency	Nature of Complaint	Decision of C.C.C.	Comments
37.	Warner Hindustan	HTA	Words of a radio jingle for Sloans liniment found to be offensive.	Complaint not upheld.	
38.	Tuticorin Alkali Chemicals & Fertilisers	Artig	An advertisement for Chase washing powder claiming that it repels dirt said to be misleading.	Complaint not upheld.	Company stated there was a special additive in the product for this.
39.	Voltas Ltd.		Complainant stated claim in TV spot and label were conflicting.	Complaint not upheld.	
40.	Eureka Forbes (Euroclean)		Moulded bag shown in ad. not supplied with product.	Complaint not upheld.	There was no offer of a free bag.
41.	Bennet Coleman		An advertisement for Filmfare said to be in bad taste.	Complaint not upheld.	
42.	Videocon International		An advertisement titled "The Technology Bond" said to be misleading.	Complaint not upheld. The Word "technology" was used in a wide sense.	
43.	Sundaram Finance		Use of words "Safe Secure" in an advertisement inviting Public deposits found misleading.	Complaint not upheld.	
44.	The Pondich-erry University Salim Ali Sch-ool of Ecology		Complainant felt that the person mentioned asDean was no longer holding office.	Complaint not upheld.	Enquiries revealed he was the Dean at the time.
45.	Bread Bakers Food Specialities		Sales promotion scheme for children using numbered stickers said to be misleading.	Complaint not upheld.	ASCI advised the company to avoid confusion in future.
46.	Ajay Home Products	Speer	An ad. for tooth brushes with four nude children found to be vulgar.	Complaint not upheld.	
47.	Afternoon Despatch & Courier		Complainant felt advertisement issued on 4th anniversary was in bad taste.	Complaint not upheld.	
48.	Indo French Time Ind-ustries.	Percept	Two ads. for TS Watches found to be indecent.	Complaint not upheld for one. (Upheld for the other.)	(See Annexure I.)
49.	MIRC Electronics Ltd.		Onida TV ad. of a Devil said to be frightening.	Complaint not upheld.	Decided earlier by CCC and recorded.

Complaints that were NOT UPHELD by the Consumer Complaints Council (continued).

Sr. No.	Advertiser	Agency	Nature of Complaint	Decision of C.C.C.	Outcome
50.	MIRC Electronics Ltd.		Complaint says reference to ban on Onida TV sets is misleading.	Complaint not upheld.	Decided earlier by CCC on 1988 complaint.
51.	Suja Agencies		A recruitment advertisement for women cultural artistes for Japan said to be dubious.	Complaint not upheld.	Advertiser with - drew ad before recruitment.
52.	New Bhandari Hospital		Complaint pertaining to ad. for sex determination and genetic disorders.	Complaint not upheld.	Ad. referred to selective abortion only by implication.
53.	Lipton India Limited		TV spot for Taaza chai said to be misleading.	Complaint not upheld.	
54.	Customer Service Centre		An advertisement for redressal of grievances said to be misleading.	Complaint not upheld.	Bank had looked into the problem.
55.	Stangen Pharmaceuticals, Cadila Laboratories, Torrent Pharmaceuticals		Complainant felt the statutory warning was not being mentioned for a drug by the advertisers.	Complaint not upheld.	Drug Controller had not specified any warning. Complainant's points noted by the advertiser.
56.	GTC Industries	Govan	Advertisements for Ms cigarettes found to be mis-representing and misleading.	Complaint not upheld in the first instance.	(The case was, however, reviewed by the CCC and the decision reversed.)

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118
35
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Complaints that were NON-ISSUES **ANNEXURE III**

Sr.No.	Advertiser	Agency	Nature of Complaint	Decision of C.C.C.	Comments
1.	Readers Digest Print & Publ.		Complainant objected to direct mail ads.	Non-issue	
2.	Lohia Machine Limited		Complaint regarding non-recovery of interest on a cancelled scooter booking.	Non-issue	
3.	Water Filters		General complaint about advertising of capacity of water filters.	Non-issue Complainant had a valid point, but no ad. was involved.	
4.	Balkrishna Pen (P) Ltd.		Quality complaint about Wilson Jotter refills.	Non-issue	
5.	Citizen Watch Company		Complaint about service ads of Citizen.	Non-issue	Ads. were of a period several years after purchase.
6.	Vakkil Opticals		Complaint about an opticals store using the name 'Vakkil' meaning lawyer.	Non-issue	
7.	G.L.Raheja		Salary advertised not given to complainant.	Non-issue	
8.	V.I.P. Club International		Non-receipt of advertised privileges.	Non-issue	Complainant did not send a copy of ad. till after decision. Fresh complaint filed.
9.	Zen Publications		Complaint suggested change in title of book advertised.	Non-issue	
10.	Teaser Ad.		Complainant sought information on a Teaser Ad.	Non-issue	
11.	VXL India Ltd.		Ad. for OCM suiting omitted address of dealer shop.	Non-issue	
12.	Kayakalpa Chavanprash & general aspects		Complainant felt that products for adults were targeted to children	Non-issue	
13.	Rajnikant Shroff Finance Co.		Complainant said the advertisement shows intent to cheat.	Non-issue	Copy of ad. not sent to ASCI.
14.	General Complaint		Complainant objected to ads of debenture issues.	Non-issue	No ads were sent.
15.	General Complaint		Complainant objected to HMV pop music ad. and other ads.	Non-issue	No ads were sent.
16.	Amitabh Fans Club		Complaint regarding non-receipt of privileges from club.	Non-issue	

Complaints that were NON-ISSUES (continued).

Sr. No.	Advertiser	Agency	Nature of Complaint	Decision of C.C.C.	Comments
17.	Kitply		Advertisement for product said to be misleading.	Non-issue	Complainant did not send in copy of ad. complained about.
18.	Nizam Pan & True Vermicelli		Suggestions for product advertising.	Non-issue	
19.	LML Vespa & others		General complaint on advertising.	Non-issue	
20.	Complaint on ad. quoted in letter to Editor			Non-issue	No method of follow-up as only address-for-the-day given.
21.	Vazir Sultan Tobacco		Complaint regarding lifestyle ads for tobacco products	Non-issue	Complaint referred to Board to initiate discussion.
22.	Manjog Security Plan		Complaint regarding non-receipt of money.	Non-issue	No advertisment involved.
23.	Videocon International		A complaint regarding trade practice.	Non-issue	
24.	Consumer Guidance Society of India		Complaint regarding a box item in Insurance Times asking consumers to approach the CGSI.	Non-issue	No advertisement involved.
25.	Medical Centre Calcutta		Complaint about non-receipt of diplomas.	Non-issue	Complaint with drawn.
26.	Bombay Chemicals P.Ltd.		Product quality complaint about Tortoise mosquito coil.	Non-issue	
27.	Winsome Washing Machine		Power consumption cost stated in ad. said to be misleading.	Non-issue	Complainant did not send in ad.
28.	Associated Electronics		Complaint regarding policy governing acceptance of ads. by the Hindu.	Non-issue	No advertisment was involved
29.	Crompton Greaves Ltd.		Product complaint regarding quality of advertiser's pump.	Non-issue	
30.	Maharashtra Scooters Ltd.		Complaint regarding non-receipt of road worthiness certificates.	Non-issue	

Complaints that were NON-ISSUES (continued).

Sr. No.	Advertiser	Agency	Nature of Complaint	Decision of C.C.C.	Comments
31.	Willingdon Sports Club		Complaint from a frustrated job applicant.	Non-issue	No advertisement was involved
32.	Bata Shoe Co.		Complaint regarding product quality.	Non-issue	
33.	Expo Machinery		Complainant perceived inconsistency in visual and text of advertisement.	Non-issue	
34.	Titan Watches		Complaint condemns blatant use of space for advertising.	Non-issue	
35.	Vysya Bank		Bank brochure does not mention address of the branch.	Non-issue	Bank had no branch in town where complainant resided.

Complaints withdrawn

1. Viswa Bharati Institute.
2. Sansar Industries.

List of Members

as on May 31, 1990

Category A—Advertisers

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

44. Kirloskar Cummins Ltd.
Pune

45. Lakme Ltd.
Bombay

46. Larsen & Toubro Ltd.
Bombay

47. Liberty Group Marketing Division
New Delhi

48. Lipton India Ltd.
Bangalore

49. Lion Pencils Ltd.
Bombay

50. London Rubber Co.India Ltd.
Madras

51. Mahindra Ugine Steel Co.Ltd.
Bombay

52. Mazda Industries & Leasing Co.Ltd.
Bombay

53. Mafatlal Industries Ltd.
Bombay

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

55. Nicholas Laboratories India Ltd.
Bombay

56. Orissa Textile Mills Ltd.
Cuttack

57. Parke-Davis India Ltd.
Bombay

58. Photophone Ltd.
Bombay

59. Ponds India Ltd.
Madras

60. Procter & Gamble India Ltd.
Bombay

61. Ralson India Ltd.
New Delhi

62. Reckitt & Colman of India Ltd.
Calcutta

63. The Ravalgaon Sugar Farm Ltd.
Bombay

64. Roche Products Ltd.
Bombay

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

66. Shalimar Paints
Howrah

67. T.T.Private Ltd.
Bangalore

68. Talbros Automotive Components
Faridabad

69. Tata Oil Mills Co.Ltd.
Bombay

70. Telerama India Ltd.
Calcutta

71. Tata Iron & Steel Company Ltd.
Calcutta

72. T.I.Diamond Chain Ltd.
Madras

73. Titan Watches Ltd.
Bangalore

74. Videocon International
Bombay

75. Voltas Ltd.
Bombay

Category B-Press

1. Bennett Coleman & Co. Ltd.
Bombay

2. Bhavans Journal
Bombay

3. Business India
Bombay

4. Daily Aikya Satara
Satara

5. The Daily Amar Ujala
Agra

6. Dainik Bhaskar
Bhopal

7. Debonair Publications Pvt.Ltd.
Bombay

8. Dolton Publication
Madras

9. Fortune Publications Pvt.Ltd.
Bombay

10. Hindustan Times
New Delhi

11. The Hitavada
Nagpur

12. Indian Express Newspapers Pvt. Ltd.
Bombay

13. Jaihind-Daily
Rajkot

14. Janmat
Dhanbad

15. Kasturi & Sons Ltd.
Madras

16. Lokmat Newspapers Pvt.Ltd.
Nagpur

17. Malayala Manorama
Kottayam

18. Mid-Day Publications Ltd.
Bombay

19. Nava Samaj Ltd.
Nagpur

20. Parsiana Publications
Bombay

21. The Printers (Mysore) Ltd.
Bangalore

22. Rajasthan Patrika Pvt.Ltd.
Jaipur

23. Ranchi Express
Ranchi

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

25. Ross Murarka Finance Ltd.
Bombay

26. Shakti Publications(P)Ltd.
Bombay

Category C-Advertising Agencies

1. Admas Advertising & Mass Communication Services
Nagpur

2. Admeet
Bombay

3. Advertising Avenues
Bombay

4. Advertising & Marketing Associates
Bombay

5. Alpha Media
Coimbatore

6. Ambience Advertising P.Ltd.
Bombay

7. Amol Bose Advertising
Bombay

8. Art Advertising Agencies
Bombay

9. The Associated Advertisers
Hyderabad

10. Axis Advertising & Consultants
Bombay

11. B.D.Khanna Publicity
Delhi

12. Bidhan Advertising & Marketing
Ahmedabad

13. CANCO Advertising P.Ltd.
Bombay

14. Chaitra Advertising P.Ltd.
Bombay

15. Clarion Advertising Services Ltd.
Bombay

16. CLEA Advertising
Bombay

17. Contract Advertising India Ltd.
Bombay

18. Cosmos Publicity & Display
Bombay

19. Creative Consultants Pvt.Ltd.
Bhubaneshwar

20. Creative Unit P.Ltd.
Bombay

21. Dattaram Advertising Pvt.Ltd.
Bombay

22. Dynamic Advertising & Research Team Pvt.Ltd.
Bombay

23. Darling Advertisers
Ranchi

24. Enterprise Advertising P.Ltd.
Bombay

25. Everest Advertising Pvt.Ltd.
Bombay

26. F.S.Advertising Ltd.
New Delhi

27. Frank Simoes Advertising Pvt.Ltd.
Bombay

28. Graphic Arts Industries
Bangalore

29. Hindustan Thompson Associates Ltd.
Bombay

30. Hira Advertising Agencies
Meerut

31. Impact Advertising P.Ltd.
New Delhi

32. Interads Advertising Pvt.Ltd.
New Delhi

33. Inter Publicity Pvt.Ltd.
Bombay

34. Jaya Advertising Agency
Bombay

35. Lintas India Ltd.
Bombay

36. MAA Communications (P) Ltd.
Bangalore

37. Madison Advertising
Bombay

38. Marketing Consultants & Agencies Ltd.
Bangalore

39. Mass Marketing & Advertising Services Pvt.Ltd.
Bangalore

40. Motivation Advertising & Marketing
Bombay

41. Mudra Communications Pvt.Ltd.
Ahmedabad

42. N A C Advertising Corporation
Bombay

43. N D D Works Pvt.Ltd.
New Delhi

44. Nexus Advertising Pvt.Ltd.
Bombay

45. Ogilvy & Mather Pvt.Ltd.
Bombay

46. Padukone Advertising
Bombay

47. Percept Advertising
Bombay

48. Pratibha Advertising
Pune

49. Pratap Advertising Agency
New Delhi

50. Prem Associates Advertising & Marketing
Bombay

51. Radeus Advertising Pvt.Ltd.
Bombay

52. Raka Advertising & Marketing Pvt.Ltd.
Bombay

53. Ratan Batra Pvt.Ltd.
Bombay

54. Rediffusion Advertising Ltd.
Bombay

55. Rhizic Communication P.Ltd.
Bombay

56. R.K.Swamy Advertising Associates Pvt. Ltd.
Bombay

57. Seasons Advertising Associates,
Bombay

58. Sista's Pvt. Ltd., Bombay

59. Speer Communications Pvt. Ltd.
Bombay

60. Stuad Marketing Consultants
Bombay

61. Swastika Advertising & Marketing
Bombay

62. 3 Brothers & Fils
Bombay

63. Tara Sinha Associates Pvt. Ltd.
New Delhi

64. 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. Cogent
Ludhiana

5. Famous Communications Pvt. Ltd., Bombay

6. Homi D.Productions
Bombay

7. Kingsley Press
Bombay

8. Marketing & Media Concessionaires
Bangalore

9. Metal Printers, Bombay

10. Neo Nite Corporation
Lucknow

11. Provideo, Bombay

12. Roger Pereira Communications Pvt. Ltd.
Bombay

13. Sachin Enterprises
Bombay

14. Sahyadri Films
Bombay

15. Saphire Information Technologies, Ghaziabad

16. Sayani Video Promotions, Bombay

17. Selvel Publicity & Communications Pvt. Ltd.
Bombay

18. Tata Press Limited, Bombay

19. Unique Blocks,
Bombay

काही जाहिराती तुम्हाला फसव्या नि खोट्या वाटतात का?

बहुसंख्य जाहिराती खोटे दावे करत नसतात. परंतु काही मात्र अतिशयोक्तिपूर्ण असतात, काही दिशाभूल करतात तर काही असभ्य वाटतात. अशाप्रकारच्या अनिष्ट जाहिरातींबद्दल आतापर्यंत तुम्ही फारसं काही करू शकत नव्हता. पण आता मात्र ज़रूर करू शकता:

बस, ॲडव्हर्टायझिंग स्टँडर्ड्स कौन्सिल ऑफ इंडिया, या संस्थेशी संपर्क साधा.

दि ॲडव्हर्टायझिंग स्टँडर्ड्स कौन्सिल ऑफ इंडिया
दुसरा मजला, बख्तावर, नरीमन पॉइंट, मुंबई ४०० ०२१

जाहिरात असेल फसवी-खोटी, तर लढू तिच्या दुरुस्तीसाठी.

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.

શું કેટલીક જાહેરખબરો તમને છેતરતી હોય એવું લાગે છે?

ધિ ઍડવર્ટાઇઝિંગ સ્ટૅન્ડર્ડ્સ કાઉન્સિલ ઑફ ઇન્ડિયા

ખોટી હોય કોઈ જાહેરખબર, તો એને સુધારવા અમે કસીએ કમર.

কখনও কোন বিজ্ঞাপনের মাধ্যমে আপনি কি প্রতারিত হয়েছেন?

দি অ্যাডভার্টাইজিং স্ট্যাণ্ডার্ডস কাউন্সিল অফ ইণ্ডিয়া

ভুল বিজ্ঞাপনকে ঠিক করতে—আসুন, আমরা একসাথে কাজ করি।

சில விளம்பரங்களால் ஏமாற்றப்படுவதுபோல் உணர்கிறீர்களா?

பொதுவாக விளம்பரங்கள் பொய்யுரைப்பதில்லை. ஒரு சில அப்படியும் இருக்கக்கூடும்.

அப்படிப்பட்ட விளம்பரங்களை பார்த்து விட்டு இனிமேலும் நீங்கள் சும்மாயிருக்க வேண்டியதில்லை.

அட்வர்டைஸிங் ஸ்டாண்டர்ட்ஸ் கவுன்சில் ஆஃப் இந்தியாவுடன் தொடர்பு கொள்ளுங்கள்.

தி அட்வர்டைஸிங் ஸ்டாண்டர்ட்ஸ் கவுன்சில் ஆஃப் இந்தியா
2-வது மாடி, பக்தாவர், நரிமன் பாயிண்ட், பம்பாய் 400 021.

தவறான விளம்பரங்களைச் சீராக்க இனி நாம் போராடுவோம்

కొన్ని ప్రకటనలు మోసపోయామనే అభిప్రాయం మీకు కలిగిస్తున్నాయా?

ది అడ్వర్టైజింగ్ స్టాండర్డ్స్ కౌన్సిల్ ఆఫ్ ఇండియా

ఒక ప్రకటన తప్పుగా ఉంటే, దాని సరియైన విధంగా ఉంచడానికి మేము పోరాడుతాము.

ചില പരസ്യങ്ങൾ നിങ്ങളെ വഞ്ചിക്കുന്നുവെന്നു തോന്നുന്നുവോ?

ദി അഡ്വർടൈസിങ് സ്റ്റാൻഡേർഡ്സ് കൗൺസിൽ ഓഫ് ഇന്ത്യ

ഒരു പരസ്യം തെറ്റാണെങ്കിൽ, അതു ശരിയാക്കാൻ ഞങ്ങൾ പോരാടും.

ಕೆಲವು ಜಾಹಿರಾತುಗಳನ್ನು ಓದಿದಾಗ, ನಿಮಗೆ ಮೋಸ ಎಂಬ ಭಾವನೆ ಉಂಟಾಗಿದೆಯೇ?

ದಿ ಅಡ್ವರ್ಟೈಸಿಂಗ್ ಸ್ಟ್ಯಾಂಡರ್ಡ್ಸ್ ಕೌನ್ಸಿಲ್ ಆಫ್ ಇಂಡಿಯಾ

ಜಾಹಿರಾತು ತಪ್ಪಾಗಿದ್ದರೆ, ಅದನ್ನು ಸರಿಪಡಿಸಲು ನಾವು ಹೋರಾಡುತ್ತೇವೆ.

These ads (and the Hindi ad on the back cover) are awaiting release.

क्या कुछ विज्ञापन आपको धोखा देते नज़र आते हैं?

अधिकतर विज्ञापन झूठे दावे नहीं करते.
लेकिन कुछ ज़रूर बढ़े-चढ़े होते हैं;
कुछ विज्ञापन भ्रामक होते हैं और कुछ कुरुचिपूर्ण.

अब तक तो आप ऐसे झूठे-ग़लत विज्ञापनों के बारे में ज़्यादा कुछ नहीं कर पाते थे.
लेकिन अब ज़रूर कर सकते हैं:

बस, एडवर्टाइज़िंग स्टैंडर्ड्स काउंसिल ऑफ़ इंडिया से संपर्क करें.

एडवर्टाइज़िंग स्टैंडर्ड्स काउंसिल एक ऐसी संस्था है जिसकी स्थापना विज्ञापनकर्ताओं, विज्ञापन एजेंसियों, समाचारपत्रों, पत्र-पत्रिकाओं तथा विज्ञापन-व्यवसाय से जुड़े अन्य लोगों द्वारा की गई है.

काउंसिल ने एक आचार-संहिता बनाई है जिसके द्वारा विज्ञापनकर्ता स्वयं को अनुशासित करते हैं. काउंसिल का मानना है कि सभी विज्ञापनकार्य ज़िम्मेदारीपूर्ण ढंग से किए जाएं और सभी संबंधित लोगों के हित में हों — ख़ासकर आपके, यानी उपभोक्तावर्ग के हित में.

यह संहिता विज्ञापनों में कही गई बातों और किए गए दावों की सचाई व ईमानदारी सुनिश्चित करने तथा भ्रामक विज्ञापनों के प्रति सुरक्षा प्रदान करने के लिए बनी है. यह इस बात का ध्यान भी रखेगी कि विज्ञापन, जनता की शालीनता और संस्कारों के सर्वमान्य मापदंडों के विरुद्ध न जाएं.

यह संहिता, केवल समाचारपत्रों और पत्र-पत्रिकाओं में छपनेवाले विज्ञापनों पर ही नहीं बल्कि हर माध्यम के ज़रिए होनेवाले विज्ञापनों पर लागू होती है — जैसे टीवी व रेडियो पर, सिनेमा में, होर्डिंग्स व पोस्टर्स पर तथा दुकानों में प्रदर्शित विज्ञापनों पर. यूं कहिए कि हर कहीं, हर तरह के विज्ञापनों पर.

यह देखिए, विज्ञापनों को सच-सही और सुरुचिपूर्ण बनाने में कैसे आप मदद कर सकते हैं:

१. अगर आपको लगता है कि कोई विज्ञापन भ्रामक, झूठ से भरा या घटिया स्तर का है तो हमें उसके बारे में लिखें.

२. आपकी शिकायत एक स्वतंत्र कंज़्यूमर कम्प्लेंट्स काउंसिल (उपभोक्ता शिकायत समिति) को सौंप दी जाएगी जिसमें १४ सदस्य हैं. इनमें से ६ सदस्य तो विज्ञापन-व्यवसाय से जुड़े हुए गणमान्य व्यक्ति हैं. बाकी ८ सदस्य विज्ञापन-व्यवसाय से हटकर अन्य पेशों से जुड़े प्रतिष्ठित व्यक्ति हैं जो पत्रकारिता, इंजीनियरिंग, चिकित्सा, एकाउंटिंग, शिक्षा, विज्ञान व उपभोक्ता-जागृति जैसे क्षेत्रों से संबंधित हैं.

३. यह समिति आपकी शिकायत की पूरी छानबीन करेगी. उसके सही साबित होने पर हम विज्ञापन को हटा लेने या उसे सुधारने के लिए संबंधित विज्ञापनकर्ता को सूचित करेंगे.

यदि किसी विज्ञापन से आपकी भावनाओं को ठेस पहुंचती है तो उस विज्ञापन की कटिंग, फ़ोटो या उसके पूरे विवरण के साथ अपनी शिकायत हमें तुरंत लिख भेजें.

यदि आप विज्ञापन-व्यवसाय से जुड़े किसी क्षेत्र में हैं और अभी तक एडवर्टाइज़िंग स्टैंडर्ड्स काउंसिल ऑफ़ इंडिया के सदस्य नहीं बने हैं तो अपने और समाज के हित के लिए इसका सदस्य बनने के बारे में सोचें. अधिक जानकारी के लिए अपने लेटरहेड पर हमें लिखें.

✓

दि एडवर्टाइज़िंग स्टैंडर्ड्स काउंसिल ऑफ़ इंडिया

दूसरी मंज़िल, बख़्तावर, नरीमन पॉइंट, बंबई ४०० ०२१

**झूठा-ग़लत हो कोई विज्ञापन,
तो सुधारने को उसे लड़ेंगे हम.**