The Advertising Standards Council of India



Fifth Report and Accounts for the year 1990-91

The Advertising Standards Council of India

Fifth Report and Accounts of 1990-91

Board of Governors

Mukul Upadhyaya
(Chairman)
Pheroza Bilimoria
(Vice Chairperson)
Mohini Bhullar.
Amol Kumar Bose
J.C. Chopra
Gul M. Engineer
F.T. Khorakiwala
Jacob Mathew
Ashok Nerker
Roger C.B. Pereira
Ameen Sayani
R.C. Sheopuri
Tara Sinha
S.V. Sista
R.K. Swamy
Brahm Vasudeva

Consumer Complaints Council

Rajiv Agarwal
U.A. Athvankar
Pheroza Bilimoria
P.K. Jhawer
M.V. Kamath
Swaran Kohli
Ravi Kulkarni
K. Kurian
Justice B. Lentin (retd.)
Akhil Marfatia
Bansi S. Mehta
Pushpa Motwani
Bal Mundkur
Nargis 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 Fifth Annual Report of the Advertising Standards Council of India, together with the statement of accounts for the period April 1, 1990 to March 31, 1991.

15 firms have joined the ASCI during the period under report. The number of firms and companies who are members of the ASCI as on date is 196. Hindustan Teleprinters, Madras have expressed their wish to discountinue their membership.

During the period of 12 months ended March 31, 1991 the Council received an amount of Rs. 3,71,124 as subscription from members as compared to Rs. 3,63,568 received in the previous accounting period ending March 31, 1990. The surplus of the current period is Rs. 35,690. The surplus for the previous accounting period was Rs. 1,62,692.

Mr. Anil Goré and Mr. Munawar Syed, Members of the Board of Governors resigned in September, 1990 and January, 1991. The Board appointed Ms. Mohini Bhullar and Mr. S.V. Sista to fill these two vacancies.

A report of the work done by the Consumer Complaints Council (CCC) appears separately in this report. The Board records its appreciation and gratitude to all the members of the CCC for their excellent and dedicated work. The current CCC will continue in office till the completion of their two year term in 1992.

During the year under review, efforts were continued to spread the concept of self-regulation in advertising. The ASCI's first Seminar which took place on the eve of the last Annual Meeting was well attended. During the year, members of the Board of Governors addressed meetings and seminars in different parts of the country; they have been able to generate much interest in the movement and the work of the Council. It is with pride that we record that the International Chamber of Commerce has found the ASCI's approach to achieving self-regulation in advertising, a workable model for the European Community.

The ASCI has received encouraging response from advertisers who have been approached to modify or withdraw their advertisements. The Council has informed Doordarshan that advertisers who comply with the ASCI's request to modify their spots should be permitted to re-submit them in the spirit of self-regulation and without further reference to the ASCI.

The Committees of the Council have been active during the year. The Public Information Committee organised the Council's first Press Conference earlier this year. Reports of the work of the CCC were carried in more than 20 publications all over the country. This committee now proposes to hold presentations in association with the Ad Club, FICCI, ASSOCHAM and such other bodies.

The Secretariat & Premises Committee is just finalising the purchase of two rooms at Bombay Market, Tardeo, to house the ASCI Secretariat. The Council has taken a loan of Rs. 10.00 lakhs from the HDFC to finance the purchase. We hope that in a few weeks from now, the Secretariat will be housed in the new premises. We record our gratitude to Mr. Ramkrishna Bajaj who during the year under report had continued to allow us the use of the present premises. But for this gracious gesture, the Council would not have been able to move ahead.

The Board of Governors has revised the scale of membership fees in all the categories. The new scale as you may have noticed provides more choice in the selection of the slab and rationalises the payment structure.

In the new economic structure and business environment, self-regulation in advertising is slated to play a very vital role. We have seen that statutory controls have often worked to the detriment of both business and the consumer. The returns of honest, legal and decent advertising assure a sure dividend for both advertisers and consumers. We hope that more and more members join in our efforts to promote clean advertising for good business.

The date for the Fifth Annual General Meeting has been fixed for September 6, 1991. The Governors retiring from the Board are as follows:

Category A	: Mr. F.T. Khorakiwala
	Mr. Brahm Vasudeva
Category B	: Ms. Pheroza Bilimoria
	Ms. Mohini Bhullar*
Category C	: Mr. Amol Kumar Bose
	Ms. Tara Sinha
Category D	: Mr. Roger C.B. Pereira
	Mr. Ameen Sayani.

* co-opted.

The Board would like to record its appreciation of Mr. Lalit Khanna for having continued to act as Auditor for the year

On behalf of the Board of Governors,

Mukul Upadhyaya.
Chairman.
Bombay, August 1, 1991.

NOTICE

A meeting of the Board of Governors shall take place immediately after the Annual General Meeting on September 6, 1991 at the same venue. The Agenda for this meeting 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 Fifth 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 31st March, 1991 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 explanations given to us, the said accounts, 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, 1991 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, 11th July, 1991 *Partner*

The Advertising Standards Council of India

Balance Sheet
as at March 31, 1991

	Schedule	Rupees	As at March 31, 1991 Rupees	As at March 31, 1990 Rupees
I. SOURCES OF FUNDS:				
1. Council's Corpus	A		3,39,609	2,07,500
2. Reserves and Surplus	B		2,49,931	3,38,850
3. TOTAL			5,89,540	5,46,350
II. APPLICATION OF FUNDS				
4. Fixed Assets	C			
(a) Gross Block		6,534		6,534
(b) Less Depreciation		1,813		980
(c) Net Block			4,721	5,554
5. Investments	D		3,00,000	3,00,000
6. Current Assets, Loans and Advances				
(a) Interest accrued on Investments		—		13,973
(b) Sundry Debtors	E	65,937		35,064
(c) Cash & Bank Balances	F	1,02,850		2,15,115
(d) Loans and Advances	G	1,38,645		2,875
		3,07,432		2,67,027
7. *Less*: Current Liabilities and Provisions				
(a) Current Liabilities	H	22,613		26,231
(b) Proisions		—		—
		22,613		26,231
			2,84,819	2,40,796
8. TOTAL			5,89,540	5,46,350

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

Partner

Bombay, 11th July, 1991

For and on behalf of the Board of Governors,

Chairman

Members

The Advertising Standards Council of India

Income and Expenditure Account
for the year ended March 31, 1991

Sl. No.	Particulars	Schedule	As at Rupees	As at Rupees	Rupees
	INCOME				
1.	Membership Subscription and Other income	I		**4,19,325**	3,93,304
	EXPENDITURE				
2.	Salaries & Wages		**1,29,347**		90,125
3.	Printing & Stationery		**1,41,466**		79,007
4.	Seminar Expenses (net)	J	**48,779**		—
5.	Other Expenses	K	**63,210**		60,500
6.	Depreciation		**833**		980
7.	Total Expenditure			**3,83,635**	2,30,612
8.	Surplus for the year			**35,690**	1,62,692
9.	Balance at the beginning of the year			**14,985**	1,76,158
				50,675	3,38,850
10.	Amount transferred to Accumulations under Section 11 (2) of the Income-tax Act, 1961			—	3,23,865
11.	Balance carried to Balance Sheet			**50,675**	14,985

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

Partner

Bombay, 11th July, 1991

For and on behalf of the Board of Governors,

Chairman

Members

The Advertising Standards Council of India

Schedules Annexed to and forming part of the Balance Sheet

as at March 31, 1991 and the Income and Expenditure Account for the year ended on that date

	Rupees	As at March 31, 1991 Rupees	As at March 31, 1990 Rupees
SCHEDULE A			
COUNCIL'S CORPUS			
Balance as at the beginning of the year		**2,07,500**	1,82,000
Additions and adjustments during the year			
(a) Entrance fees received during the year	**7,500**		25,500
(b) Amount transferred from Accumulations Under Section 11(2) of the Income-tax Act Account	**1,24,609**		—
		1,32,109	25,500
		3,39,609	2,07,500
SCHEDULE B			
RESERVES AND SURPLUS			
(i) Accumulations under Section 11(2) of the Income tax Act, 1961 Account			
Balance as at the beginning of the year	**3,23,865**		—
Add: Transfer from Income and Expenditure Account	**—**		3,23,865
	3,23,865		3,23,865
Less: Transfer to Council's Corpus	**1,24,609**		—
		1,99,256	3,23,865
(ii) Surplus as per Income and Expenditure Account		**50,675**	14,985
		2,49,931	3,38,850

Schedules to Accounts (Continued)

	Rupees	As at March 31, 1991 Rupees	As at March 31, 1990 Rupees
SCHEDULE C			
FIXED ASSETS			
TYPEWRITER			
Cost as at the beginning of the year		6,534	—
Add: Cost of additions during the year		—	6,534
Cost as at the end of the year		6,534	6,534
*Less:*Depreciation:			
Upto the Beginning of the year	980		—
For the year	833		980
Upto the end of the year		1,813	980
Net Book Value as at the end of the Year		4,721	5,554
SCHEDULE D			
INVESTMENTS			
Unquoted:			
300 10% HDFC Trust Bonds of Rs. 1,000 each at cost		3,00,000	3,00,000
SCHEDULE E			
SUNDRY DEBTORS			
Subscriptions due but not received Unsecured considered good			
(i) Outstanding for a period exceeding six months		65,312	34,250
(ii) Other debts		625	814
		65,937	35,064

The Advertising Standards Council of India

Schedules to Accounts (Continued)

	Rupees	As at March 31, 1991 Rupees	As at March 31, 1990 Rupees
SCHEDULE F			
CASH AND BANK BALANCES			
(i) In Savings Account with Scheduled Bank		1,00,875	2,13,620
(ii) Cash in hand		1,975	1,495
		1,02,850	2,15,115
SCHEDULE G			
LOANS AND ADVANCES			
Unsecured Considered Good			
(i) Earnest money and deposit for premises		1,36,500	—
(ii) Other Advances recoverable in cash or in kind or for value to be received		2,145	2,875
		1,38,645	2,875
SCHEDULE H			
CURRENT LIABILITIES			
(a) Subscriptions received in advance		17,375	21,937
(b) Sundry Creditors		5,238	4,294
		22,613	26,231

Schedules to Accounts (Continued)

	Rupees	As at March 31, 1991 Rupees	As at March 31, 1990 Rupees
SCHEDULE I			
Membership Subscription and Other Income			
(i) Membership Subscription		**3,71,124**	3,63,568
(ii) Interest on Bank Account		**15,574**	15,763
(iii) Interest on Investments		**30,002**	13,973
(iv) Miscellaneous Income		**2,625**	—
		4,19,325	3,93,304
SCHEDULE J			
SEMINAR EXPENSES (Net)			
(Seminar on Risk or Responsibility)			
1. Expenses:			
(i) Hotel expenses	**35,534**		—
(ii) Seminar kits	**30,938**		—
(iii) Printing and Stationery	**50,427**		—
(iv) Postage	**7,904**		—
(v) Salaries and Wages	**2,523**		—
(vi) Other Expenses	**13,053**		—
		1,40,379	—
2. Less Delegate fees	**2. Less Delegate fees**	**91,600**	—
		48,779	—

The Advertising Standards Council of India

Schedules to Accounts (Continued)

	Rupees	As at March 31, 1991 Rupees	As at March 31, 1990 Rupees
SCHEDULE K			
OTHER EXPENSES			
(i) Staff Welfare		**4,944**	2,806
(ii) Accountancy Charges		**6,300**	5,250
(iii) Xeroxing Charges		**17,520**	18,937
(iv) Conveyance		**5,928**	3,861
(v) Postage and telegrams		**7,395**	7,549
(vi) Auditors' Remuneration			
Audit Fees	**3,500**		3,000
Taxation services	**2,400**		2,400
Other services	**—**		1,000
		5,900	6,400
(vii) Miscellaneous Expenses		**15,223**	15,697
		63,210	60,500

SCHEDULE L

NOTES

1. Particulars as per Paras 4, 4A, 4C and 4D of Schedule VI to the Companies Act, 1956 — Nil

2. Previous years figures have been regrouped and rearranged wherever necessary.

Signature to Schedule A to L

For LALIT KHANNA & CO.
Chartered Accountants

Partner

Bombay, 11th July, 1991

For and on behalf of the Board of Governors,

Chairman

Members

REPORT OF THE CONSUMER COMPLAINTS COUNCIL

on its working from April 1, 1990 to March 31, 1991.

1. The Consumer Complaints Council has had 14 Meetings in the period under report, incorporating proceedings from the 41st Meeting on April 5, 1990 to the 54th Meeting on March 5, 1991. The CCC had one joint meeting with the Board of Governors on December 20, 1990.

2. Following the election of Mr. Mukul Upadhyaya as Chairman, ASCI, Ms. Pheroza Bilimoria took his place as the coordinating member representing the Board of Governors on the CCC.

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 283 complaint letters. Complaints against 104 advertisements have been upheld. These were found to have violated the Code for Self-Regulation in Advertising. 89 complaints have not been upheld. 61 Complaints were found to be non-issues. Anonymous complaints have not been considered. A brief summary of the complaints is provided in the Annexure I, II and III. A total of 254 decisions were taken.

5. The method of pre-vetting complaints was continued during the year. Recommendations on pre-vetting were ratified by the CCC.

6. 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

Ms. Pheroza Bilimoria : 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 the 33rd Meeting held on June 12, 1990 to the 42nd Meeting held on March 7, 1991.

Name	Meetings Held	Meetings Applicable	Meetings Attended
Mukul Upadhyaya *(Chairman)*	10	10	10
Pheroza Bilimoria *(Vice Chairperson)*	10	10	9
Mohini Bhullar*	10	5	2
Amol Kumar Bose	10	10	8
J.C. Chopra	10	10	5
Gul M. Engineer	10	10	7
F.T. Khorakiwala	10	10	9
Jacob Mathew	10	10	4
Ashok Nerker	10	10	5
Roger C.B. Pereira	10	10	8
Ameen Sayani	10	10	10
R.C. Sheopuri	10	7	6
Tara Sinha	10	10	3
S.V. Sista **	10	1	1
R.K. Swamy	10	10	5
Brahm Vasudeva	10	10	9

* w.e.f. December, 1990
** w.e.f. March, 1991

Attendance of the Members of the Consumer Complaints Council from April, 1990 to March, 1991.

Name	Meetings Held	Meetings Applicable	Meetings Attended
Rajiv Agarwal	14	7	5
U.V. Athvankar	14	14	5
Pheroza Bilimoria	14	8	7
P.K. Jhawer	14	14	5
M.V. Kamath	14	14	11
Swaran Kohli	14	14	6
Ravi Kulkarni	14	14	8
K. Kurian	14	14	12
Justice B. Lentin (retd.)	14	14	10
Akhil Marfatia	14	14	6
Bansi Mehta	14	14	5
Pushpa Motwani	14	14	7
Bal Mundkur	14	7	2
Nargis Wadia	14	14	12

Complaints UPHELD by the Consumer Complaints Council

ANNEXURE I

Sr. No.	Advertiser	Agency	Nature of Complaint	CCC Decision	Outcome
1.	A. Sirkar	Cache	A jewellery advertisement said to resemble another in theme and content.	Complaint upheld. Code IV.3.	Advertiser agreed to withdraw the advertisement pending decision.
2.	Ajanta Pharma Ltd.		Claim that Thirty Plus had aphrodisiacal properties said to be misleading.	Complaint upheld. Code I.4 & III.4	Advertisement was modified.
3.	Apollo Hospitals	HTA	Bold copy in an advertisement for a heart check said to be misleading.	Complaint upheld. Code I.4	Advertiser modified the headline claim.
4.	Atash Industries		Results of 'Win-a-Yamaha' competition not announced	Complaint upheld. Code I.5	Advertiser did not confirm compliance.
5.	BPL Television and Consumer Rights Protection Society	R.K. Swamy/ BBDO. Clea	An advertisement quoting sales figures for BPL TVs and counter advertisements with Videocon figures said to be misleading.	Complaints upheld Code I.1	Advertisements were not repeated. Media requested to be careful while accepting such advertisements.
6.	Bayer India	Trikaya Grey	TV Spot for Baygon said to show wrong application of product.	Complaint upheld. Code I.1 & 4.	Decision reviewed and confirmed.
7.	Birla Yamaha		Advertisement for portable generators claiming they were the largest selling said to be misleading.	Complaint upheld. Code I.1 & 4.	Advertiser did not confirm compliance.
8.	Citibank	HTA	An advertisement for tax-free bonds omits to include vital information	Complaint upheld. Code I.4	Advertiser did not offer comments.
9.	Champagne India		Direct mailers and banners for a new brand of Champagne found to be in contravention of the Code.	Complaint upheld. Code III.4 & Standards of Conduct.	Advertiser agreed not to repeat the advertisement.
10.	Colgate Palmolive	Rediffusion	TV spot for Halo Shampoo said to be similar to a spot for Sunsilk.	Complaint upheld. Code IV.3.	Advertiser modified the spot.
11.	Corporation Bank		Bank brochure omits to mention vital details.	Complaint upheld. Code I.4.	Advertiser agreed to add details.
12.	Cruickshank & Co. Ltd.	Rediffusion	An advertisement mentioning a brand of liquor in a salute to Waqar Yunus said to be offensive.	Complaint upheld Code I.4 & Standards of Conduct	Advertisement was a single insertion.

Complaints UPHELD by the Consumer Complaints Council (continued).

Sr. No.	Advertiser	Agency	Nature of Complaint	CCC Decision	Outcome
13.	Dr. Writers Food Products.		Results of Win-a-Maruti contest said to have been conducted in a haphazard fashion.	Complaint upheld Code I.5.f.	Advertiser did not offer comments.
14.	Equity Appliances.		Advertisement for home appliances claiming unique properties said to be misleading.	Complaint upheld Code I.4	Advertiser did not offer comments on the complaint.
15.	Eureka Forbes	Inter-publicity	Advertisement for water purifier showing comparitive chart said to be misleading.	Complaint upheld Code I.4.	Decision reviewed and confirmed. Compliance not confirmed.
16.	Expo Machinery Ltd.		TV spot for Kelvinator Refrigerator said to show a dangerous practice.	Complaint upheld Code III.3.	Decision was reviewed and confirmed. Advertiser did not confirm compliance.
17.	Fair Imports & Exports.		Advertisement for an Ayurvedic product, Krithanjali said to be misleading.	Complaint upheld Code I.4.	Advertiser agreed to comply with the provisions of the Code.
18.	Fair Imports & Exports.		Advertisement for an Ayurvedic product Kamilari said to be misleading.	Complaint upheld Code I.1.	Advertiser agreed to comply with the provisions of the Code.
19.	Forbes Forbes, Campbell, Cruickshank & Co., Herbertsons.		Direct mail advertisements for liquor products said to be for the trade, received by many not in the trade.	Complaint upheld Code III.4 & Standards of Conduct	First and second advertiser agreed to comply.
20.	Glaxo India Limited		TV spot for Complan claiming that milk protein is the best protein said to be misleading.	Complaint upheld Code I.1.	Compliance awaited.
21.	Golden Tobacco Co.	Govan	a) Statutory warning for Burton Cigarettes reversed out on dark colour said to be illegible. b) Advertising copy said to be misleading.	Complaint upheld Code III.4.	Advertiser asked to ensure visibility notwithstanding poor reproduction. Agency confirmed compliance.
22.	Golden Tobacco Co.	Govan	Health warning on electronic display board not visible.	Complaint upheld Code III.4.	Advertiser asked to display it for minimum time needed to register.
23.	Grasim Industries Ltd.		Financial advertisement claiming growth of 310% every year for 30 years said to be misleading.	Complaint upheld Code I.1 & 4.	Advertiser agreed to observe Code in future advertisements.

Complaints UPHELD by the Consumer Complaints Council (continued).

Sr. No.	Advertiser	Agency	Nature of Complaint	CCC Decision	Outcome
24.	Greater Bombay Milk Scheme.	3 Brothers and Fils	An advertisement for Aarey Ghee claimed that (a) cow's milk ghee cools and revitalises and (b) has less calories of cholesterol than buffalo milk ghee.	Complaint upheld. Code I.4.	Claim (a) was not misleading. (b) misleading. Agency agreed to modify.
25.	Halonix.		Advertisement for Halogen Headlamps claiming to be "the brighter alternative" found misleading.	Complaint upheld. Code I.4.	Advertiser agreed to modify the advertisement.
26.	Haryana Urban Development Authority		Advertisement for residential plots omits to provide vital details.	Complaint upheld. Code I.4.	The advertiser did not respond to notice.
27.	Hindustan Ciba-Geigy		TV spot for toothpaste said to have attacked an identifiable chocolate brand as the cause for tooth decay.	Complaint upheld. Code IV.2.	The advertiser agreed to modify.
28.	Hindustan Lever Ltd	Lintas	TV spot and press advertisement for Rin with the claim 'zara sa Rin' said to be misleading.	Complaint upheld. Code I.4. Claim 'Zara sa Rin' found acceptable.	Advertiser modified the spot and press advertisement showing soap on the forefinger.
29.	Hindustan Lever Ltd.	Lintas	TV spot for Wheel said to be misleading.	Complaint upheld. Code I.4.	Decision reviewed and confirmed. Compliance awaited.
30.	Hongkong Bank.	TSA	Advertisement offering loan facility omits to name cities where offer was available.	Complaint upheld Code I.4.	Advertiser agreed to modify.
31.	IBH Publishers		Outdoor hoarding for Movie Magazine found to be offensive.	Complaint upheld. Code II.	Advertiser removed the message.
32.	Ion Exchange		Advertisement for water filter claiming 100% safety said to be incorrect.	Complaint upheld. Code I.4.	Decision based on earlier complaint. Advertisement not being used.
33.	Jabbar Travels		A bus tour operator fails to provide what he promised in the brochure.	Complaint upheld. Code I.5.	Advertiser did not respond to notice of complaint.
34.	Jagatjit Industries	MAA	Advertisement for Binnies' Aristocrat Cocktail Snacks and Aqua Absolut said to circumvent ban on advertisement for liquor products.	Complaints upheld. Code III & Standards of Conduct. (2 complaints)	Compliance suggested by advertiser was found unacceptable.

Complaints UPHELD by the Consumer Complaints Council (continued).

Sr. No.	Advertiser	Agency	Nature of Complaint	CCC Decision	Outcome
35.	Jayanti Rubber		Advertisement for spinning industry products said to have been copied	Complaint upheld. Code IV.3.	Advertiser did not respond to notice.
36.	Joint Publicity Committee — Public Sector Banks	Chaitra	An advertisement by 28 participating Banks offering housing loans found misleading.	Complaint upheld. Code I.4.	Advertisers agreed to be more explicit.
37.	Kopran Dermacare	Montage Graphics	Advertisement for a Minoxidil based hair preparation omits to give required information.	Complaint upheld. Code I.4.	Advertiser agreed to provide information in the advertisements.
38.	Kovai Apsara, Kovai Maruti		Cinema advertisement for (a) Love Crazy Love and (b) Lady from US found objectionable.	Complaint upheld. for (b), Code II, Complaint not upheld for (a).	Media agreed to be more careful.
39.	Lakhanpal National	Sistas	A TV spot for Novino Batteries claimed that a pack of two packs in the power of four.	Complaint upheld. Code I.4.	Decision reviewed and reversed Complaint not upheld.
40.	Lakadwala Vaidya		Testimonial advertisement for cancer cure said to be bogus.	Complaint upheld. Code I.3.	Advertiser agreed not to repeat such testimonials.
41.	Latham India		Complaint regarding non-delivery of prize in a competition.	Complaint upheld. Code I.5(f).	Complaint resolved.
42.	Living Media India		An advertisement for the special Newstrack offer said to be misleading.	Complaint upheld. Code I.4.	Advertisement not repeated.
43.	Maegabyte Business & Communication Centre	Mudra	Advertisement referring to physical handicaps used to promote business centre found offensive.	Complaint upheld. Code II.	Advertisement withdrawn after first insert.
44.	Mahanand Dairy		Use of term to describe whole milk said to be misleading.	Complaint upheld. Code I.4.	Advertiser agreed to modify copy.
45.	Mandani Motors.		Advertisement showing graphic of Mother Teresa said to violate the Code.	Complaint upheld. Code I.3 & II	Advertisement withdrawn.
46.	Maxwell Industries	Avenues	An advertisement for VIP Brando underwear said to be indecent.	Complaint upheld. Code III.	Advertiser agreed to modify.
47.	Maxwell Industries	Avenues	Two complaints against an advertisement for VIP Frenchie brand of Men's underwear said to be offensive.	Complaint upheld. Code II.	Advertiser agreed to modify the advertisement.

Complaints UPHELD by the Consumer Complaints Council (continued).

Sr. No.	Advertiser	Agency	Nature of Complaint	CCC Decision	Outcome
48.	Mcdowells		Advertisement for Diplomat Cologne said to circumvent ban on advertisements for Liquor products.	Complaint upheld. Code II & Standards of Conduct.	Complaint upheld first in 1988 — Compilation I.
49.	Minerva Diesel		Advertiser said to have used ISI mark for a product not having the same.	Complaint upheld. Code I.4.	Advertisement modified.
50.	Mitra Mandal Scheme		A pamphlet offering a chain scheme said to be fradulent.	Complaint upheld. Code I.4.	Advertiser untraceable.
51.	Mycomp		Advertisement for PC's claiming that Bank finance will be assured found misleading.	Complaint upheld. Code I.4.	Advertisement was rectified.
52.	Narmada Cement	Sankalp	Advertisement describing the product as the perfect cement for the monsoon found to be misleading.	Complaint upheld. Code I.4.	Advertiser withdrew advertisement after one insertion.
53.	National Egg Coordination Committee	Enterprise	An advertisement for eggs describing it as a vegetable said to be misleading.	Complaint upheld. Code I.4.	Advertisers agreed to modify the advertisement.
54.	National Insurance Co. Ltd.	Clarion	Householder's Insurance. Policy mentioned hospitalisation cover which was not available.	Complaint upheld. Code I.4.	Advertisement withdrawn.
55.	National Savings Commissioner.	DAVP	Advertisement for National Savings Scheme gives misleading impression of interest calculation.	Complaint upheld. Code I.1.	Advertiser agreed to rectify the advertisement.
56.	The New India Assurance Co. Ltd.	Contour	The general claim "You name the risk — we cover it" found misleading.	Complaint upheld. Code I.4.	Advertiser agreed to modify the advertisement.
57.	The New India Assurance Co. Ltd.	Contour	TV spot for Mediclaim offering to meet expenses upto a maximum of Rs. one lac said to be misleading.	Complaint upheld. Code I.5.	Advertiser agreed to modify spot.
58.	The New India Assurance Co. Ltd.	Contour	TV spot offering cover for all risks said to be misleading.	Complaint upheld. Code I.4.	Advertiser agreed to modify spot.
59.	The New India Assurance Co. Ltd.	Contour	TV spot for Mediclaim claiming to meet all expenses said to be misleading.	Complaint upheld. Code I.5.	Advertiser agreed to modify spot.
60.	Nikhil Footwear		TV spot for Action Shoes said to show a dangerous practice.	Complaint upheld. Code III.3.	Compliance not received.

Complaints UPHELD by the Consumer Complaints Council (continued).

Sr. No.	Advertiser	Agency	Nature of Complaint	CCC Decision	Outcome
61.	Popular Agencies	Ansari & Mohite Advertising	Advertisement for lotteries conducted in Andhra Pradesh omitted to mention licence number.	Complaint upheld. Code III.4.	Licensing authority for Lotteries, Andhra Pradesh, informed.
62.	Premier Automobiles	Rhizic	Advertisement for Premier Padmini said to be misleading.	Complaint upheld. Code I.4.	Advertiser modified the advertisement.
63.	Private Health Plan		A health scheme advertisement offering monthly and annual payment facilities found misleading as one offer was withdrawn.	Complaint upheld. Code I.1.	Advertiser agreed to modify form.
64.	Raj Oil Mills.	Apex	TV spot, press and outdoor advertisement for Cocoraj Coconut Oil said to denigrate advertisements for Parachute Coconut Oil.	Complaint upheld. Code IV.1 (e).	Compliance awaited.
65.	Rajni Trading Co.		Advertisement for 3 Band Transistor tape recorder for Rs. 60/- said to abuse trust of the consumer.	Complaint upheld. Code I.5.	Advertisers did not reply to the ASCI.
66.	Ranbaxy Laboratories		Promotional literature for Revital said to be misleading.	Complaint upheld. Code I.1.	Advertiser made the necessary modification.
67.	Royapettah Benefit Fund	Elegant	Advertisement for a non-banking company omits to provide statutory information.	Complaint upheld. Code III.4.	Compliance not received.
68.	S.R. Hariram	Poush	An advertisement for H-Jon socks said to be indecent	Complaint upheld. Code II.	Advertiser agreed to be careful.
69.	SSD Oil Mills Co.	Artig	Advertisement claiming that oil had cholesterol lowering properties said to be misleading.	Complaint upheld. Code I.4.	CCC advises Board to develop guide-lines for edible oil advertisements. Advertiser agreed to modify.
70.	Saini Hair Centre (AD.2072)	Delta	Advertisement for herbal restorative found misleading.	Complaint upheld. Code I.1.	Advertiser amended copy.
71.	Sakthi Finance Ltd.	Interpublicity.	Investment advertisement said to have featured misleading comparisons on returns.	Complaint upheld. Code I.4.	Advertiser agreed to modify.
72.	Sanghvi Swiss Refills.		Product replacement claims on pack not honoured.	Complaint upheld. Code I.4.	Advertiser modified claims on pack.
73.	Sanskrut Comfort Systems.	Interact	Advertisement for Air Cooler used the ISI mark without specification number.	Complaint upheld. Code III.4.	Advertisement was modified.

Complaints UPHELD by the Consumer Complaints Council (continued).

Sr. No.	Advertiser	Agency	Nature of Complaint	CCC Decision	Outcome
74.	Silk Museum	Skylark	An advertisement announcing sales said to be misleading as no discounts were offered at the time.	Complaint upheld. Code I.1.	CCC requested Board to inform media to carry the dates when a discount offer was available. Advertiser agreed to modify.
75.	Speciality Publication		Failure to receive refund of money as advertised.	Complaint upheld. Code I.1.	Resolved after ASCI intervention.
76.	State Bank of India	Chaitra	Advertisement for travellers cheques promised security but application form required purchaser to take responsibility for loss.	Complaint upheld. Code I.4.	Advertiser agreed to revise form or advertisement.
77.	Surya Theatre & Others:		Advertisement for film Sea Devils said to be offensive.	Complaint upheld. Code II.	Media agreed to be more careful.
78.	Swastik Fragrances	Fusion	TV spot for Paan Masala said to show anti-social behaviour.	Complaint upheld. Code II & III.1(a)	Advertiser asked to delete offending frame. Doordarshan stopped telecast of Paan Masala spots.
79.	TLV Estates		An advertisement for sale of plots assuring loan from the provident fund said to be incorrect.	Complaint upheld. Code I.5.	Advertiser intimated having made changes in the advertisement.
80.	Theatre Group		Advertisement for the play 'Othello' said to be misleading.	Complaint upheld. Code I.4.	Advertisement withdrawn.
81.	Tide Pharmaceuticals (Hindustan Gum.)		An advertisement for Guar gum claimed it was a triple action remedy.	Complaint upheld. Code I.4.	Use of the word 'remedy' found misleading. Advertisers agreed to modify.
82.	Usha Rectifier		Hindi and English advertisement preceeding corporate issue said to be misleading.	Complaint upheld. Code I.4.	Decision taken exparte.
83.	VIP Club International		Failure to receive Club benefits as advertised.	Complaint upheld. Code I.4 & 5.	Advertiser untraceable.
84.	VST Industries Ltd.		Press advertisement for Gold Fine Cut does not conform to statutory requirement.	Complaint upheld. Code III.4.	Warning not conspicous as to size and colour. Advertisement rectified.
85.	Vaidya Balbir Singh		Handbill for sex clinic saying thousands cured found to be misleading.	Complaint upheld. Code I.5.	Advertiser agreed to observe provisions of the Code.

Complaints UPHELD by the Consumer Complaints Council (continued).

Sr. No.	Advertiser	Agency	Nature of Complaint	CCC Decision	Outcome
86.	Vam Organic Chemicals Limited	Trikaya Grey.	TV spot claiming that Vamicol protects furniture from termites said to be misleading.	Complaint upheld. Code I.4.	Advertiser agreed to modify spot.
87.	Venus Technical Training Centre.		Advertisement in Andhra Prabha for educational institute said to be fraudulent.	Complaint upheld. Code I.5.	Media agreed not to publish the same advertisement.
88.	Videocon International	Poush	A corporate advertisement quoting sales figures for colour TV's said to be misleading as it included figures for kits and assemblies.	Complaint upheld. Code I.4.	Advertisement not repeated.
89.	Videocon International	Poush	Use of the term 'Hightec Stereo Styling' said to be misleading.	Complaint upheld. Code I.4.	Advertisement was discontinued.
90.	Voltas Limited	Ulka	Advertisement for Veeline Mixer claimed that its 600 Watt motor does jobs in half the time as a 400 Watt motor.	Complaint upheld. Code I.4.	Advertisers asked to be careful in making claims even if productline was discontinued.
91.	Weston Electronics		An advertisement for Crown TV using the Taj Mahal said to resemble another in same product category.	Complaint upheld. Code IV.3	Advertiser advised not to use the same advertisement.
92.	Wockhardt Limited		Promotional literature and advertisement for Winofit said to be misleading.	Complaint upheld. Code I.1.	Advertiser did not confirm compliance.
93.	Zelan	Alliance	Advertisement claiming that product was available at all leading stationaries said to be misleading.	Complaint upheld. Code I.4.	Advertiser confirmed compliance.

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

Sr. No.	Advertiser	Agency	Nature of Complaint	Decision of CCC	Outcome
1.	A.K. Saxena Software	Sky Writers	An advertisement for a software named Ganeshji saiiid to be offensive.	Complaint not upheld.	
2.	ANZ Grindlays		Non-receipt of a reply from the Bank on a coupon in the advertisement.	Complaint not upheld.	
3.	Ainavolu Devastanam		Complaint regarding irregularities in the affairs of the advertiser.	Complaint not upheld.	There was nothing misleading in the advertisement.
4.	Ajay Home Products		Advertisement for tooth-brushes said to be offensive.	Complaint not upheld.	Covered by earlier decision.
5.	All India Congress Committee	Rediffusion	Congress (I) election advertisement said to be misleading.	Complaint not upheld.	
6.	Anand Bazar Patrika		A TV spot for Sunday magazine said to depict cruelty to animals.	Complaint not upheld.	
7.	Anand Hosieries	Madhu Ads.	Advertisement for Men's underwear said to be offensive.	Complaint not upheld.	
8.	Apple Computers Education		A visual of Bruce Lee symbolishing a typical Apple student said to be discriminatory.	Complaint not upheld.	The series also used female models.
9.	Aristocrat Marketing		An advertisement offering discount said to have been dishonoured.	Complaint not upheld.	
10.	Ashish Engineers		A brochure for a non-electrical oven said to be misleading.	Complaint not upheld.	
11.	Ashok Iron and Steel Fabricator		Advertisement claiming 30% fuel saving for a stove with ISI mark said to be a false claim.	Complaint not upheld.	Claim was substantiated.
12.	Auto Controls		Advertisement claims for electronic Typewriters said to be incorrect.	Complaint not upheld.	
13.	Bennet Coleman		Advertisement for Nav Bharat Times saying it would contain pages from the Economics Times found misleading.	Complaint not upheld.	
14.	Bennet Coleman		Complainant objected to confidentiality given to box numbers.	Complaint not upheld.	Covered by earlier decision of CCC.

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

Sr. No.	Advertiser	Agency	Nature of Complaint	Decision of CCC	Outcome
15.	Bindal Agro Chemical Ltd.	Pressman	A public issue advertisement said to be misleading.	Complaint not upheld.	
16.	Bombay Oil Industries	FSA	An advertisement for Saffola claiming that heart disease was linked to the level of Cholesterol in blood found misleading.	Complaint not upheld.	The advertisement had visuals of the freezer test which CCC had decided earlier.
17.	Brilliant Tutorials		The use of the word 'Brilliant' to describe courses offered said to be misleading.	Complaint not upheld.	Brilliant was the name of the advertiser's College.
18.	Bullworker		An advertisement for a programme to increase height said to be misleading.	Complaint not upheld.	
19.	Canadian Industry Information Service		An advertisement offering employment opportunities in Canada said to abuse trust of consumers.	Complaint not upheld.	
20.	Charag Din	Amol Bose Advertising	Two complaints against advertisements for shirts and trousers said to be indecent.	Complaint not upheld.	CCC requested Board to examine the issue of portrayal of women in advertisements.
21.	Charag Din, Singer, Indo-French Time Industries & others		Nine advertisements said to be indecent.	Complaint not upheld.	None of the advertisements were found offensive.
22.	College of Continuing Education		An advertisement announcing P.G. Diploma programme found misleading.	Complaint not upheld.	
23.	Cruickshank & Co.		A first anniversary corporate advertisement said to contravene Code.	Complaint not upheld.	There was no mention of any brand of liquor in the advertisement.
24.	Dabur India		TV Spot for Pudina Hara said to advertise a product bad for children.	Complaint not upheld.	
25.	Dabur India		TV Spot showing a family using the fingers to clean the teeth said to be misleading.	Complaint not upheld.	CCC had earlier decided a similar case. The toothbrush was too distant an ideal to be realised.
26.	Dukes Bottling-Parle Products		TV Spot showing a girl twirling a hula hoop said to be a dangerous practice.	Complaint not upheld.	

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

Sr. No.	Advertiser	Agency	Nature of Complaint	Decision of CCC	Outcome
27.	Expo Machinery		Headline for Kelvinator Refrigerator advertisements found misleading.	Complaint not upheld.	
28.	Fashion International	Alliance	Advertisement for Zapata Trousers said to have been copied from another brand.	Complaint not upheld.	
29.	GTC Industries	Govan	A Video spot for Flair Cigarettes showing a telephone hanging off the hook said to encourage misuse.	Complaint not upheld.	
30.	General Insurance Corporation of India	Shilpi	Complaint against an advertisement of 1983.	Complaint not upheld.	
31.	General Insurance Corporation of India		An advertisement for Solatium Fund Scheme found misleading.	Complaint not upheld.	Complainant took objection to the baseline "We are behind you all the way"
32.	General Insurance Corporation of India		An advertisement announcing availability of Mediclaim at two hospitals found misleading.	Complaint not upheld.	
33.	Godfrey Philips		An advertisement for Four Square Cigarettes found misleading.	Complaint not upheld.	
34.	Godrej Soaps	Madison	An advertisement for Cinthol Lime said to be offensive.	Complaint not upheld.	
35.	Godrej Soaps	Madison	Advertisement for Cinthol Soap said to have omitted vital information.	Complaint not upheld.	ASCI was not the body to decide whether product was a cosmetic or a germicide.
36.	Greater Bombay Milk Scheme		The term used to describe standarised milk said to be misleading.	Complaint not upheld.	The chart in the advertisement was very clear.
37.	Gujarat Cooperative Milk Marketing Federation	daCunha	Advertisement for reduction in price of Amul Milk said to be misleading.	Complaint not upheld.	
38.	HCL Ltd.		An HCL advertisement for product franchise said to be in bad taste.	Complaint not upheld.	

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

Sr. No.	Advertiser	Agency	Nature of Complaint	Decision of CCC	Outcome
39.	HDFC	Mudra	Advertisement in Samakalin for Home Savings Plan said to be misleading.	Complaint not upheld.	
40.	Hamdard Laboratories		A TV Spot for Cinkara said to convey impression that the product gives "Superman" strength.	Complaint not upheld.	
41.	Hawkins Cookers	RKS/BBDO	Three complaints regarding TV spot for the Cash Back offer said to denigrate another brand.	Complaint not upheld.	
42.	Hawkins Cookers	RKS/BBDO	Claim that advertiser had sold 1 million pressure cookers questioned by complainant.	Complaint not upheld.	The claim was substantiated to the satisfaction of the CCC.
43.	Hilton School of Management		An advertisement for a management programme said to be misleading.	Complaint not upheld.	
44.	Hindustan Alloys		A rights issue advertisement said to be misleading.	Complaint not upheld.	
45.	ITC		Corporate TV spots said to promote tobacco habit among viewers.	Complaint not upheld.	
46.	Indian Cancer Society	daCunha	An advertisement offering Cancer Insurance said to be misleading.	Complaint not upheld.	
47.	Indian Communic-ations Network		Failure to provide after sales service said to contravene the claim in the advertisement.	Complaint not upheld.	There were no such promises made in the advertisement.
48.	Indian Railways		TV Spot for Nehru Yatri Ticket said to have given wrong information.	Complaint not upheld.	
49.	Jaykay Electricals.		Advertisement for ceiling fans using the word 'Durable' found misleading.	Complaint not upheld.	
50.	Johnson & Johnson	O&M	TV spot for cotton buds said to show a dangerous practice.	Complaint not upheld.	
51.	LML Scooters		Advertisement for an LML sales promotion quiz said to be unethical since company had not repaid booking deposits.	Complaint not upheld.	Advertisement enclosed with complaint was unrelated to the grievance.
52.	Larsen & Toubro		The use of the divine time wheel in a TV spot for a public issue said to be offensive and likely to misguide investors.	Complaint not upheld.	

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

Sr. No.	Advertiser	Agency	Nature of Complaint	Decision of CCC	Outcome
53.	Life Insurance Corporation	RKS/BBDO	Complainant alleged that there was a discrepancy between the English advertisement and the Hindi brochure for Dhanashree.	Complaint not upheld.	The brochure was a working translation of the advertisement.
54.	Life Insurance Corporation		Advertisement offering to solve problems of policy holders said to be misleading.	Complaint not upheld.	
55.	Lipton India Ltd.		TV spot for Ruby Tea said to make claim that product provides "Sakthi". (strength)	Complaint not upheld.	Sakthi referred to the strength of the Tea — "Ruby Tea Ki Sakthi"
56.	M.C. Trading Co.		A dealer's advertisement for Beltek VCR said to be in bad taste.	Complaint not upheld.	
57.	MIRC Electronics	Avenues	TV spot for ONIDA said to be repulsive.	Complaint not upheld.	Advertiser requested to consider the sentiments of those who found the spot offensive.
58.	MRF Tyres	Goldwire	An advertisement which announced the telecast of the French open finals said to be misleading.	Complaint not upheld.	
59.	M.T.N.L.		Advertisement announcing allocation of phones said to be misleading.	Complaint not upheld.	Advertisement mentioned telephone could be on its way.
60.	M.T.N.L.		Notice of appointment of only one official publisher for the Yellow Pages found misleading.	Complaint not upheld.	
61.	Manju Home Needs		Complaint based on handbill of an alleged Con man who fled the place	Complaint not upheld.	There was nothing misleading in the handbill. Matter was a police complaint.
62.	Mohinani Fashion Factory (P) Ltd.		Advertisement announcing sale of shirts at half prices said to be misleading.	Complaint not upheld.	
63.	Nagarjuna Investment	Ulka	A claim by Field Marshal Maneckshaw that he will protect investor's money said to be an attempt to fraud investors.	Complaint not upheld.	CCC noted that Maneckshaw was the Chairman of the Company.
64.	National Egg Coordination Committee	Enterprise	An advertisement for eggs in Gujarati saying they are as pure as gold found incorrect.	Complaint not upheld.	

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

Sr. No.	Advertiser	Agency	Nature of Complaint	Decision of CCC	Outcome
65.	National Housing Bank		Advertiser's motto "small man first" said to be misleading.	Complaint not upheld.	
66.	Photophone Ltd.	Sistas	TV spot for Hot Shot camera said to be offensive.	Complaint not upheld.	
67.	Pioma Industries	Mudra	Advertisement for Rasna soft drink said to be discriminatory.	Complaint not upheld.	
68.	Polar International		An advertisement for fans said to resemble a competitor's advertisement.	Complaint not upheld.	
69.	Postmaster General		Advertisement for Postal Insurance omits to provide information.	Complaint not upheld.	
70.	Raj Sudha Towers		Real Estate advertisement said to be made with intend to defraud.	Complaint not upheld.	
71.	Saini Hair Centre Advt.2092	Delta	Advertisement for herbal hair resorative said to have made false claims.	Complaint not upheld.	
72.	Saptapati & Leo International		Complaint regarding presentation of women in advertisements for films.	Complaint not upheld on three advertisements.	
73.	Sarda Plywood		Advertisement quoting a Pamella Bordes joke from the Khuswant Singh column said to be offensive.	Complaint not upheld.	
74.	Sathe Biscuits		TV spot for Biscuits said to be offensive.	Complaint not upheld.	
75.	Shri Mahila Griha Udyog		TV spot for Sasa detergent said to carry misinformation.	Complaint not upheld.	
76.	Sita World Travel India	MCS	Travel advertisements for different destinations which said "Do it with Sita" said to be offensive.	Complaint not upheld.	
77.	Skypack		Advertiser's claim "We'll deliver wherever on earth" said to be misleading.	Complaint not upheld.	Complainant unable to prove that the advertiser was unwilling to honour the claim.
78.	Solidare India		Radio spot for TV sets which mentioned LTTE* said to be unlawful.	Complaint not upheld.	Reference was to LPT (Low Power Transmitter) not LTTE *(Liberation Tigers of Tamil Eelam)

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

Sr. No.	Advertiser	Agency	Nature of Complaint	Decision of CCC	Outcome
79.	T.T. Industries & Textiles	HTA	Advertisement for men's under wear said to be indecent.	Complaint not upheld.	
80.	TTK Pharma		TV spot for Woodwards Gripe water said to give a wrong impression.	Complaint not upheld.	
81.	Unit Trust of India	Sistas	Advertisement announcing telecast of a documentary said to be at variance with what was shown.	Complaint not upheld.	Advertisement was in the nature of an announcement.
82.	VXL India Ltd.		TV spot for Digjam suiting showing a telephone hanging off the hook said to encourage negligence.	Complaint not upheld.	
83.	Vandana		Advertisement for desert coolers using the word 'Durable' found misleading.	Complaint not upheld.	
84.	Vicco Laboratories		TV spot describing toothpaste and face cream as Ayurvedic products found misleading.	Complaint not upheld.	
85.	Videocon International		TV spot for washing machine said to give wrong impression.	Complaint not upheld.	
86.	Videocon International		An advertisement for the FST picture tube said to be misleading.	Complaint not upheld.	

Complaints that were NON ISSUES. **ANNEXURE III**

Sr. No.	Advertiser	Agency	Nature of Complaint	CCC Decision	Outcome
1.	AICC		Complaint against Congress (I) election advertisements.	Non-issue.	Complaint withdrawn.
2.	All Seasons Foods		Complaint regarding non-availability of free offer.	Non-issue.	
3.	Andhra Pradesh Electricity Board.		A departmental notification said to be misleading.	Non-issue.	
4.	Besant Theosophical College.		An appeal from a college teacher regarding an appointment case.	Non-issue.	
5.	Competition Review (P) Limited.		Failure to receive copies of the magazine and books as advertised.	Non-issue.	No advertisement.
6.	Dhanalakshmi Consoli-dated Funds Limited.		Complaint for recovery of money invested in the finance company.	Non-issue.	No advertisement.
7.	Director, Small Savings.		TV Spot for Indira Vikas Patra said to have given wrong information.	Non-issue.	Complainant was not interested in the outcome.
8.	Dunlop India Ltd.		TV spot for Spectrawide tyres said to be misleading.	Non-issue.	Complaint withdrawn.
9.	Dunlop India Ltd.		Product complaint.	Non-issue.	Complaint withdrawn.
10.	Dyanora Television.		Seven complaints in similar format objected to an advertisement for Dyanora television.	Non-issue.	No advertisement enclosed. One complainant who was contacted denied making such a complaint. Other six did not reply to the ASCI.
11.	Food Specialities Limited.		Non-receipt of free Maggi Recipe folder.	Non-issue.	Advertiser said folders were despatched to all but they had no control over postal loss.
12.	G.I. Joe Toys.		Toy advertising said to incite children to violence.	Non-issue.	No advertisements were sent.
13.	General Complaint		Film posters found offensive.	Non-issue.	No advertisement enclosed.

Complaints that were NON ISSUES (continued).

Sr. No.	Advertiser	Agency	Nature of Complaint	CCC Decision	Outcome
14.	General Complaint.		Complaint regarding Pan Masala advertisement on Television.	Non-issue.	
15.	General Gomplaint		General complaint regarding advertisements on Television	Non-issue.	No specific advertisement was referred to.
16.	General Complaint		Complaint regarding performance claims of Two Wheelers.	Non-issue.	Complaint did not refer to any advertisement.
17.	General Complaint		Manufacturers of Fruit Juice beverages should stop publishing pictures of various fruits on the tetrapack.	Non-issue.	
18.	General Complaint		Complaint referred to practice of advertising guarantees and giving only warantees.	Non-issue.	No advertisements were sent.
19.	General Complaint		Complainant said TV spot for pressure cookers was derogatory.	Non-issue.	No brands were mentioned in the advertisement.
20.	General Complaint		Complainant found editorial pages of Debonair offensive	Non-issue.	No advertisement was referred to.
21.	General Complaint		Film posters and lingerie advertisements said to be offensive.	Non-issue.	Complainant did not sent any advertisements.
22.	General Complaint		Advertisement for toothpaste	Non-issue.	No particular brand was referred to.
23.	Godrej & Boyce Mfg. Co.		Product complaint.	Non-issue.	
24.	India Book House.		Failure to receive books as advertised in Hindu and ordered with Mercard.	Non-issue.	Advertisement was not sent.
25.	Indian Consumer Sources		Non-receipt of periodicals.	Non-issue.	Complaint withdrawn
26.	Investigation Bureau		Complaint against advertisement of a firm of detectives.	Non-issue.	Complainant was not able to produce advertisement.
27.	Karamchand Industries.		Product claim for Mosquito repellant not borne out by experience.	Non-issue.	
28.	Khaitan India Ltd.		An advertisement regarding product replacement said to be misleading.	Non-issue.	No advertisement was sent. Complaint was however resolved after ASCI intervention.

Complaints that were NON ISSUES (continued).

Sr. No.	Advertiser	Agency	Nature of Complaint	CCC Decision	Outcome
29.	LIC		TV spot for Janraksha said to be unclear.	Non-issue.	
30.	Lana Publishing Co.		Complaint for Parade in the magazine Show Time.	Non-issue.	
31.	Latham India Ltd.		Complaint regarding quiz advertised by the company.	Non-issue.	No advertisement enclosed. Members noted that advertisers had taken steps to notify results as required in the Code.
32.	Lohia Machines Ltd.		Failure to receive refund of deposit for booking Vespa-XE.	Non-issue.	No advertisement enclosed.
33.	Lohia Machines Ltd.		Complaint regarding non-receipt of deposit.	Non-issue.	No advertisement sent.
34.	M.S. Mohanraj		Failure to receive publications after making payments.	Non-issue.	No advertisements were sent.
35.	Manju Home needs		Fradulent collection of money without delivery of goods.	Non-issue.	No contact address. Complainant said advertiser had left without address.
36.	Maxwell Industries		Advertisement for underwear said to be indecent.	Non-issue.	No advertisement enclosed.
37.	Modi Xerox Limited		Complaint relating to brochure of advertiser.	Non-issue.	Complainant did not send in the brochure.
38.	Montana Diesel		Product complaint.	Non-issue.	No advertisement enclosed.
39.	N.E.H.M. of India		Complaint regarding advertisement for correspondence course in Electro-Homeo Medicine.	Non-issue.	
40.	Nestlé India		Complaint against non-receipt of prizes in a sales promotion contest.	Non-issue.	No advertisement.
41.	Oriental Insurance Co.		Insurance Policy does not contain what is mentioned in the advertisement.	Non-issue.	Advertisement of 1984. Policy referred to had been discontinued.
42.	Paro Salto Biscuits		Complaint regarding price on wrapper and that at retail outlets.	Non-issue.	
43.	Peico Electronics		Complaint regarding after sales service.	Non-issue.	

Complaints that were NON ISSUES (continued).

Sr. No.	Advertiser	Agency	Nature of Complaint	CCC Decision	Outcome
44.	Pioma Industries		Complaint directed at Doordarshan for showing a Rasna advertisement when the Government had imposed a ban on drinks with BVO.	Non-issue.	
45.	Pioma Industries		Complainant felt advertisement for Rasna enticed children to consume a product unfit for humans.	Non-issue.	
46.	Pradeep H. Mehta, Bajaj Dealer.		Failure to deliver Scooter as advertised.	Non-issue.	Advertisement was not sent.
47.	Racold Appliances		Product complaint.	Non-issue.	
48.	Real Estate News.		Complaint regarding brochure of a real estate agent.	Non-issue.	
49.	Sellaids Publications		Complaint regarding failure to receive discount benefits.	Non-issue.	Advertiser said they had made several attempts to request the complainant to go with them to outlets refusing discounts.
50.	Senior Supt. of Post Offices.		Complaint regarding harassment to customers at a post office.	Non-issue.	The complaint did not relate to any advertisement.
51.	Shakti Publications		A free offer for Painjong palm in Abhiyan magazine said to be misleading.	Non-issue.	Complainant did not provide the advertisement or his address.
52.	Sonic Electrochem		Complaint regarding performance claims of mosquito mats.	Non-issue.	
53.	Sonico Sales Corporation		Complaint regarding non-receipt of prizes in a competition.	Non-issue.	No advertisement.
54.	Spectrum Communicat-ions		Complaint regarding non-receipt of books.	Non-issue.	Complaint withdrawn.
55.	Success Systems Incorporated		Complaint regarding a book offered for sale.	Non-issue.	Complainant wanted ASCI to examine contents.
56.	Sunrise Senior Publications		Failure to receive publications after making payment.	Non-issue.	No advertisements were sent.

Complaints that were NON ISSUES (continued).

Sr. No.	Advertiser	Agency	Nature of Complaint	CCC Decision	Outcome
57.	Times of India, Indian Express, Malayala Manorama.		Circulation claims of publications on masthead said to be misleading.	Non-issue.	
58.	Tribeni Tissues		Complaint regarding non-receipt of samples.	Non-issue.	Complainant was writing to an old address.
59.	Udayam		Complaint against a news report in Udayam.	Non-issue.	

A detailed report of these complaints may be obtained from the ASCI's Third Compilation of Cases.

List of Members

as on March 31, 1991

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. Bajaj Hindustan Ltd.
    Bombay
12. Bata India Ltd.
    Calcutta
13. Blue Star Ltd.
    Bombay
14. Bombay Dyeing & Mfg. Co. Ltd.
    Bombay
15. Brilliant Tutorials
    Madras
16. Brooke Bond India Ltd.
    Bangalore
17. Bush Boake Allen India Ltd.
    Madras
18. Cadbury India Ltd.
    Bombay
19. Cadila Laboratories Ltd.
    Ahmedabad
20. Camlin Ltd.
    Bombay
21. Caprihans India Ltd.
    Bombay
22. Colour Chem Ltd.
    Bombay
23. Colgate-Palmolive India Ltd.
    Bombay
24. Crompton Greaves Ltd.
    Bombay
25. Dalmia Dairy Industries Ltd.
    Bharatpur.
26. Eureka Forbes Ltd.
    Bombay
27. Finolex Cables Ltd.
    Pune
28. Geoffrey Manners & Co. Ltd.
    Bombay
29. Glaxo Ltd.
    Bombay
30. Godrej Soaps P. Ltd.
    Bombay
31. Godfrey Phillips India Ltd.
    Bombay
32. Gujarat Ambuja Cements Ltd.
    Bombay
33. H.M.M. Ltd.
    New Delhi
34. Hardcastle & Waud Mfg. Co. Ltd.
    Bombay
35. Hawkins Cookers Ltd.
    Bombay
36. Hindustan Petroleum Corporation Ltd.
    Bombay
37. Hindustan Lever Ltd.
    Bombay
38. ITC Ltd.
    Bombay
39. Infar India Ltd.
    Calcutta
40. ION Exchange India Ltd.
    Bombay
41. J.L. Morison India Ltd.
    Bombay
42. Jagatjit Cotton Textile Mills Ltd.
    New Delhi
43. Janak Intermediates P. Ltd.
    Indore

12. The Hitavada
Nagpur

13. Indian Express Newspapers P. Ltd.
Bombay

14. Jaihind-Daily
Rajkot

15. Jam-e-Jamshed P. Ltd.
Bombay

16. Janmat
Dhanbad

17. Kasturi & Sons Ltd.
Madras

18. Living Media India Ltd.
Bombay

19. Lokmat Newspapers P. Ltd.
Nagpur

20. Malayala Manorama
Kottayam

21. Mid-Day Publications Ltd.
Bombay

22. Nava Samaj Ltd.
Nagpur

23. Parsiana Publications
Bombay

24. The Printers (Mysore) Ltd.
Bangalore

25. Rajasthan Patrika P. Ltd.
Jaipur

26. Ranchi Express
Ranchi

27. RDI Print & Publishing P. Ltd.
Bombay

28. Ross Murarka Finance Ltd.
Bombay

29. Shakti Publications (P) Ltd.
Bombay

Category C—Advertising Agencies

1. ADMAS
Nagpur

2. ADMEET
Bombay

3. Advertising Avenues
Bombay

4. Advertising & Marketing Associates
Bombay

5. Alpha Media
Coimbatore

6. Ambience Advertising
Bombay

7. Amol Bose Advertising
Bombay

8. Art Advertising
Bombay

9. The Associated Advertisers
Hyderabad

10. Axis Advertising P. Ltd.
Bombay

11. B.D. Khanna Publicity
New 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 P. Ltd.
Bhubaneshwar

20. Creative Unit P. Ltd.
Bombay

21. Darling Advertisers
Ranchi

22. Dattaram Advertising P. Ltd.
Bombay

23. Dyanamic Advertising & Research Team P. Ltd.
Bombay

24. Enterprise Advertising P. Ltd.
Bombay

25. Everest Advertising P. Ltd.
Bombay

26. F.S. Advertising Ltd.
New Delhi

27. Frank Simoes Advertising P. Ltd.
Bombay

28. Graphic Arts Industries
Bangalore

44. Khoday Distilleries Ltd.
Bangalore

45. Kirloskar Cummins Ltd.
Pune

46. Lakme Ltd.
Bombay

47. Larsen & Toubro Ltd.
Bombay

48. Liberty Group Marketing Division
New Delhi

49. Lion Pencils Ltd.
Bombay

50. Lipton India Ltd.
Bangalore

51. London Rubber Co. India Ltd.
Madras

52. Mafatlal Industries Ltd.
Bombay

53. Mahindra Ugine Steel Co. Ltd.
Bombay

54. Mazda Industries & Leasing Co. Ltd.
Bombay

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

56. Nestle' India Ltd.
Bombay

57. Nicholas Laboratories India Ltd.
Bombay

58. Orissa Textile Mills Ltd.
Cuttack

59. Parke-Davis India Ltd.
Bombay

60. Photophone Ltd.
Bombay

61. Ponds India Ltd.
Madras

62. Procter & Gamble India Ltd.
Bombay

63. Ralson India Ltd.
New Delhi

64. The Ravalgaon Sugar Farm Ltd.
Bombay

65. Reckitt & Colman of India Ltd.
Calcutta

66. Roche Products Ltd.
Bombay

67. S. Kumar Research & Development P. Ltd.
Bombay

68. Shalimar Paints Ltd.
Howrah

69. Shriram Foods & Fertiliser Industries
New Delhi

70. T.T. Private Ltd.
Bangalore

71. Talbros Automotive Components
Faridabad

72. Tata Iron & Steel Co. Ltd.
Calcutta

73. Tata Oil Mills Co. Ltd.
Bombay

74. Telerama India Ltd.
Calcutta

75. T.I. Diamond Chain Ltd.
Madras

76. Titan Watches Ltd.
Bangalore

77. Videocon International Ltd.
Bombay

78. 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 P. Ltd.
Bombay

8. Delhi Press Patra Prakashan Ltd.
Bombay

9. Dolton Publications P. Ltd.
Madras

10. Fortune Publications P. Ltd.
Bombay

11. Hindustan Times
New Delhi

29. Hindustan Thompson Associates P. Ltd.
Bombay

30. Hira Advertising Agency
Meerut

31. Impact Advertising P. Ltd.
New Delhi

32. Interads Advertising P. Ltd.
New Delhi

33. Inter Publicity P. 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 P. Ltd.
Bangalore

40. Motivation Advertising & Marketing.
Bombay

41. Mudra Communications P. Ltd.
Ahmedabad

42. NAC Advertising Corporation
Bombay

43. NDD Works P. Ltd.
New Delhi

44. Nexus Advertising P. Ltd.
Bombay

45. Ogilvy & Mather P. Ltd.
Bombay

46. Padukone Advertising P. Ltd.
Bombay

47. Pratap Advertising & Marketing
Bombay

48. Pratiba Advertising
Pune

49. Perfect Advertising
Bombay

50. Prem Associates Advertising & Marketing
Bombay

51. R.K. Swamy/BBDO Advertising P. Ltd.
Bombay

52. Radeus Advertising P. Ltd.
Bombay

53. Raka Advertising & Marketing
Bombay

54. Ratan Batra P. Ltd.
Bombay

55. Rediffusion Advertising Ltd.
Bombay

56. Rhizic Communication P. Ltd.
Bombay

57. Sarvottam Advertising
Allahabad

58. Seasons Advertising Associates
Bombay

59. Sista's P. Ltd.
Bombay

60. Speer Communications P. Ltd.
Bombay

61. Stuad Marketing Consultants
Bombay

62. Swastika Advertising & Marketing
Bombay

63. Swift Advertising
Indore

64. 3 Brothers & Fils
Bombay

65. Tara Sinha McCann Erickson P. Ltd.
New Delhi

66. Trikaya Grey
Bombay

67. Triton Communications P. Ltd.
Bombay

68. Ulka Advertising P. Ltd.
Bombay

Category D—Allied Professions.

1. Aaren Advertising P. Ltd.
Bombay

2. Blaze Advertising P. Ltd.
Bombay

3. Captions Outdoor Advertising
Pune

4. Cogent
Ludhiana

5. Famous Communications P. Ltd.
Bombay

6. Homi D. Productions
Bombay

7. Kingsley Press
Bombay

8. Marketing & Media Concessionaries
Bangalore

9. Metal Printers
Bombay

10. Neonite Corporation
Lucknow

11. Provideo
Bombay

12. Roger Pereira Communications P. Ltd.
Bombay

13. Sachin Enterprises
Bombay

14. Sahyadri Films
Bombay

15. Saphire Information Technologies
Ghaziabad

16. Sayani Video Promotions
Bombay

17. Selvel Publicity & Consultants P. Ltd.
Bombay

18. Tata Press Ltd.
Bombay

19. Unique Blocks
Bombay

20. Wonderlinks Publicity P. Ltd.
Hubli.

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.

૨૮૩ ફરિયાદ મળી

...या जाहिरातदारांच्या ...री अशी ही जाहिरात

...४ शिकायतें...

ASCI'S ...-RELEASE AD ...FICATION

ADVERTISEMENTS
Maximum complaints in finance, health sectors

By A Staff Reporter

BOMBAY April 30. Financial and health-related advertisements attracted the largest number of complaints received by the Advertising Standards Council of India (ASCI) during 1990.

Citibank, for example, was pulled up for failing to provide vital information in its advertisement for tax-free bonds. Grasim Industries' advertisement claiming a growth rate of '10 per cent every year for 30 years' was found to be misleading.

A large number of complaints were directed at cigarette and liquor advertisements.

1990 saw a marked increase in the number of complaints received for television advertisemenet — 46 against 20, the previous year.

The council received a total of 283 complaints against 254 advertisements during the period. Of the cases upheld (104), 90 advertisers either withdrew their ads or modified them. Of the remaining complaints, 61 were considered non-issues.

The ASCI is actively considering a proposal under which it could be used as a pre-clearance body by advertisers.

This would enable the ASCI to review advertisements and take necessary action prior to their actual release.

Complaints against advertisements on the rise

By OUR CORRESPONDENT

BOMBAY, MAY 18: The Advertising Standards Council of India (ASCI) received a total of 283 complaints against 254 advertisements during 1990. Some advertisements attracted more than one complaint. Of these, 104 cases were upheld, 89 were not upheld and 61 were considered non-issues.

ASCI is a body set up by advertisers, advertising agencies, the media and others connected with advertising, to safeguard public interests against misleading, illegal and indecent advertisements.

ASCI has adopted a code for self-regulation in advertising. Complaints pertaining to the advertisement are received and judged by an independent Consumer Complaints Council (CCC) consisting of 14 eminent people.

This year, there was a marked increase in the number...

Since its inception in November 1985, the ASCI has examined over 750 complaints. In the fifteen month period, January 1988 to March 1989, 69 advertisements was reviewed. Of these, 35 were upheld, 26 were not upheld and eight were non-issues. In the financial year April 1989 to March 1990, 213 complaints were reviewed relating to ... advertisements. Of these ... were upheld, ...

Call to observe advtg norms

A Staff Reporter

BOMBAY 29 APRIL

THE Advertising Standards Council of India (ASCI) has gone all out to put to right the wrongs, as encapsulated by its code for self-regulation in advertising, by asking the media to highlight cases where the advertiser has not complied with the council's ruling.

As against a total of 283 complaints received by ASCI in 1990, 104 cases were upheld. And amazingly, 90 per cent of those complained against, either withdrew or amended the advertisement.

At its first press conference held here on Monday, the chairman of ASCI, Mr Mukul Upadhyaya asked the fourth estate to help in upholding the guidelines set for advertisers.

The idea is simple and ingenious, "most advertisers don't like their image tranished by the press," said Mr Amol Kumar Bose of Amol Bose Advertising and member of the board of governors of the ASCI. "So if the press makes public those cases which do not comply with our rulings, it will be an embarrassment to the advertisers involved," he added.

... month. The council as a policy does not accept any donations but totally depends on the membership fees of its 194 members. ASCI has approached IDBI for financial assistance of Rs. 16 lakhs through formal application for which it has recieved a negative reply for the present. The council has also approached the Standing Committee of Advertising (STACA) for funds (Rs. 10-15 lakhs).

According to Ms.Pheroza Bilimor-...

May 15, 1991

... a marked increase in the number of complaints required for television advertisements – 46 as compared to 20 previous year. A sizeable number of complaints were directed at financial advertisements, liquor cigarette, medicine and drug advertisements. One in four complaints was found to be non-issue and seven are complaints from competitors.

Some of the major companies involved in these complaints ... Colgate Pamolive, regarding ... Halo Shampoo said to be ... spot for Sunsilk, wherein ... plaint was upheld and the ... modified the spot, Hind... Ltd. regarding TV spot ... soap said to be mislead... the complaint was upheld ... pliance is still awaited ... panies involved are ... Grasim Industries ... Automobiles, Video... al and Voltas Ltd. ... cases where the com... upheld and 59 com... declared non-issue...

... camp queries the security ... pre-release viewing would afford. ... secrecy is the key, and where pre-empting and plagiarisation is a constant fear.

For the ASCI themselves, this move is expected to largely reduce their mounting backlog of complaints, with the ASCI currently recording as many as in unsolved cases. During ... the ASCI received 283 complaints against 254 ads. Of ... the council upheld 104 ...

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 विज्ञापनकर्त्ताओं, 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 विज्ञापनकर्त्ता 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. बाक़ी 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 विज्ञापनकर्त्ता 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.**