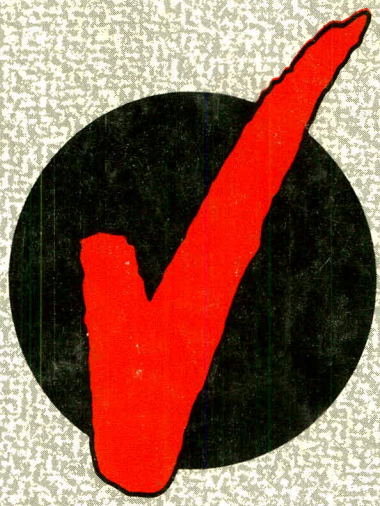


ASCI

SIXTH REPORT AND ACCOUNTS FOR THE YEAR 1991-92

The Advertising Standards Council of India

Sixth Report and Accounts of 1991-92

Board of Governors

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

Consumer Complaints Council

Rajiv Agarwal
U. A. Athavankar
Amol Kumar Bose
N. Jayaraman
P. K. Jhawer
M. V. Kamath
Swaran Kohli
Ravi Kulkarni
K. Kurian
Justice B. Lentin (Retd.)
A. K. Marfatia
Bansi S. Mehta
Pushpa Motwani
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 & Secretariat

205, Bombay Market
Tardeo Road
Bombay 400 034.

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REPORT OF THE BOARD OF GOVERNORS

We are pleased to present the sixth Annual Report of The Advertising Standards Council of India, together with the statement of accounts for the period April 1, 1991 to March 31, 1992.

During this period 8 firms have joined the ASCI and 2 members have expressed their wish to discontinue their membership. The number of firms and companies who are members of the ASCI as on 31 March 1992 is 199.

During the period of 12 months ended March 31, 1992, the Council received an amount of Rs.6,73,625 as subscription from members as compared to Rs.3,71,124 received in the previous accounting period ending March 31, 1991. The surplus of the current period is Rs.2,48,627. The surplus for the previous accounting period was Rs.35,690. This financial year the Council has transferred to its corpus Rs.2,99,302.

The revision in the Scale of Fees that the Council introduced in April 1991, has been the main contributing factor in the increase in subscription collections. In addition, a Life Membership Scheme, which was introduced in March 1992, has also partially contributed to the growth in subscription receipts. However, the real effect of this Life Membership Scheme will be reflected in the April 1992 to March 1993 Balance Sheet.

During the period of this report, the Council received a donation of Rs.50,000/- from the Federation of Advertising Clubs of India (FACI). The Council places on record its appreciation and gratitude to FACI for this magnanimous gesture on its part.

Though not reflected in this year's Balance Sheet, as the payments came in after March 31, 1992, two other sister organisations have donated Rs.50,000 each to the Council — they are the IAA — India Chapter and The Advertising Club, Bombay. We place on record our deep gratitude to both these organisations.

The Board of Governors has been very clear that being a standards body, the Council cannot accept sponsorships or donations from companies and firms. Like Caesar's wife, it has to be seen to be above reproach. Therefore, the Council will only accept donations from sister associations which share a common objective — that of uplifting the standards of advertising. For this reason, we are even more grateful to the Managing Committees of FACI, The Advertising Club, Bombay and the IAA — India Chapter for their financial assistance and generosity.

A report of the work done by the Consumer Complaints Council (CCC) appears separately in this report. One new member, Mr. Jayaraman, Director — Body Care Marketing and Market Research of Colgate Palmolive (India) Ltd, was appointed on the CCC during the period under report.

The Consumer Complaints Council met 14 times from April 1991 to March 1992. During this period it reviewed a total of 360 complaints, of which 118 were upheld, 108 not upheld and 134 were considered non-issues.

It is a tribute to the CCC's objectivity and commitment that its decisions are, each year, gaining wider acceptance and greater respect both by the consumer and by advertising and related industries. Furthermore, these decisions are forming invaluable case studies on fair, decent, truthful advertising. The Board records its appreciation and gratitude to all the members of the Consumer Complaints Council for their dedication and hard work.

In September 1991, the Council was invited by The Advertising Club, Bombay, to make a presentation to its members on the work carried out by the CCC. The encouraging response to this presentation has prompted the Board to regularly make available to the Council's members, the decisions of the CCC.

The Public Information Committee of the Board has published attractive and informative Quarterly Reports on the CCC's decisions. These reports now carry the visuals of those advertisements which have been complained against and which have been upheld by the CCC. The reports are mailed to all members of the Council and also to the press. Press Coverage has, in fact, been most positive and fairly regular. It has helped spread a greater awareness of The Advertising Standards Council of India, its objectives and achievements, and in doing so, has helped further fuel the movement for Self Regulation in Advertising.

It is this Board's privilege that the Council's ambition to house its Secretariat in premises of its own has been realised. The formalities to purchase two rooms at 205, Bombay Market, Tardeo, Bombay 400 034 were completed towards the end of 1991 and the interiors were furnished by end March 1992. The new premises were inaugurated by Mr. Ramkrishna Bajaj on April 6, 1992.

We place on record our gratitude to Mr. Ramakrishna Bajaj who so generously permitted us the use of his prem-

ises for the last five years. We also record our gratitude to past Boards and this year's Secretariat and Premises Committee for their indefatigable efforts to locate, arrange the finances and furnish these premises.

The liberalisation of the Indian economy has brought in its wake a new, more competitive, environment. Today, more than ever before, those of us involved in advertising find ourselves confronted with serious responsibilities. A responsibility to the profits of our organisations on the one hand, and more importantly, a responsibility to the consumer. It is in such a competitive environment that the movement for Self Regulation in Advertising assumes even greater significance. The Board is, therefore, committed to increase the membership to the Council in order to bring many more responsible corporations to its fold, in particular the members of sister associations such as the Indian Newspaper Society, the Indian Society of Advertisers and the Advertising Agencies Association of India.

This increased membership will, as a consequence, help augment the funds of the Council, so essential to the growth of the ASCI and the movement. The Board records its appreciation of the efforts of both the Finance and Membership Committees for laying down the foundation for the task ahead.

The Board is sorry to inform its members of the passing away of Mr. Yusuf Fazalbhoy, one of the pioneers of the ASCI and Mr. Rajendra Jain, a founder member. In their demise, we have lost two of the stalwarts of self regulation in advertising in this country.

The date for the sixth Annual General Meeting has been fixed for September 22, 1992. The Governors retiring from the Board are as follows :

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

Category B : Mr. Jacob Mathew
Mr. R.C. Sheopuri

Category C : Mr. S.V. Sista
Mr. R.K. Swamy

Category D : Ms. Gul Engineer
Mr. Ashok Nerker

The Board would like to record its appreciation of Mr. Lalit Khanna for having continued to act as Auditor for the year and for his valuable advice and counsel at all times.

On behalf of the Board of Governors,

Pheroza Bilimoria
Chairperson

Bombay, July 20, 1992

NOTICE

A meeting of the Board of Governors shall take place immediately after the Annual General Meeting on September 22, 1992, 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 sixth Annual General Meeting are requested to attend this meeting.

Pheroza Bilimoria
Chairperson

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, 1992 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 (Auditor's 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, 1992 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, 9th July, 1992

Lalit Khanna
Partner

The Advertising Standards Council of India

Balance Sheet as at 31st March, 1992

	Schedule	Rupees	This year Rupees	Previous Year Rupees
I. SOURCES OF FUNDS:				
1. Corpus and Reserves				
(a) Council's Corpus	A	**8,99,667**		3,39,609
(b) Reserves and Surplus	B	**—**		2,49,931
			8,99,667	5,89,540
2. Loan Funds				
(a) Secured Loans	C	**9,71,793**		—
(b) Unsecured Loans	D	**40,000**		—
			10,11,793	—
TOTAL RUPEES			**19,11,460**	5,89,540
II. APPLICATION OF FUNDS				
1. Fixed Assets	E			
(a) Gross Block		**17,21,802**		6,534
(b) Less: Depreciation		**35,162**		1,813
(c) Net Block			**16,86,640**	4,721
2. Investments	F		**—**	3,00,000
3. Current Assets, Loans and Advances				
(a) Sundry Debtors	G	**68,437**		65,937
(b) Cash & Bank Balances	H	**1,89,964**		1,02,850
(c) Loans & Advances	I	**10,225**		1,38,645
		2,68,626		3,07,432
4. *Less:* Current Liabilities & Provisions				
(a) Current Liabilities	J	**43,806**		22,613
(b) Provisions		**—**		—
Net Current Assets			**2,24,820**	2,84,819
TOTAL RUPEES			**19,11,460**	5,89,540

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

Lalit Khanna
Partner
Bombay, 9th July, 1992

For and on behalf of the Board of Governors

Pheroza Bilimoria	*Chairperson*
Amol K. Bose	*Vice-chairman*
Ameen Sayani	*Members*
Mohini Bhullar	
Mukul Upadhyaya	
Roger C.B. Pereira	
F.T. Khorakiwalla	
Ashok Nerker	

The Advertising Standards Council of India

Income and Expenditure Account for the year ended 31st March, 1992

Sl. No.	Particulars	Schedule	Rupees	This year Rupees	Previous Year Rupees
	INCOME				
1.	Membership Subscription and Other Income	K		**7,63,586**	4,19,325
	EXPENDITURE				
2.	Salaries & Wages		**1,46,200**		1,23,647
3.	Printing & Stationery		**1,35,012**		1,41,466
4.	Interest on Secured Loan		**75,500**		—
5.	Financial & Commitment Charges		**15,945**		—
6.	Seminar Expenses (Net)	L	—		48,779
7.	Other Expenses	M	**1,08,953**		68,910
8.	Depreciation		**33,349**		833
9.	Total Expenditure			**5,14,959**	3,83,635
10.	Surplus for the year			**2,48,627**	35,690
11.	Balance at the beginning of the year			**50,675**	14,985
12.	*Less:* Transferred to Council's Corpus			**2,99,302**	50,675
13.	Balance carried to Balance Sheet			**2,99,302**	—
				NIL	50,675

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

Lalit Khanna
Partner
Bombay, 9th July, 1992

For and on behalf of the Board of Governors

Pheroza Bilimoria — *Chairperson*
Amol K. Bose — *Vice-chairman*
Ameen Sayani
Mohini Bhullar
Mukul Upadhyaya
Roger C.B. Pereira
F.T. Khorakiwalla
Ashok Nerker
— *Members*

The Advertising Standards Council of India

Schedules annexed to and forming part of the Balance Sheet as at 31st March, 1992 and the Income and Expenditure Account for the year ended on that date

		This year Rupees	Previous Year Rupees
SCHEDULE A			
COUNCIL'S CORPUS			
Balance as at the beginning of the year		**3,39,609**	2,07,500
Additions and adjustments during the year			
(a) Entrance fees received during the year	**9,000**		7,500
(b) Life Membership fee received during the year	**52,500**		—
(c) Amount transferred from Accumulations Under Section 11(2) of the Income-tax Act	**1,99,256**		1,24,609
(d) Amount transferred from Income and expenditure account	**2,99,302**		
		5,60,058	1,32,109
		8,99,667	3,39,609
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	**1,99,256**		3,23,865
Less: Transfer to Council's Corpus	**1,99,256**		1,24,609
		—	1,99,256
(ii) Surplus as per Income and Expenditure Account		—	50,675
		—	2,49,931

The Advertising Standards Council of India

Schedules to the Balance Sheet as at 31st March, 1992 and the Income and Expenditure Account for the year ended on that date *(Continued)*

	This year Rupees	Previous Year Rupees
SCHEDULE C		
SECURED LOANS		
Loan from Housing Development Finance Corporation Ltd Secured by the mortgage of the office premises by deposit of the title documents	**9,71,793**	—
SCHEDULE D		
UNSECURED LOANS		
Deposits from members	**40,000**	—

SCHEDULE E

FIXED ASSETS

Description of the Assets	COST			DEPRECIATION			NET BOOK VALUE	
	As at the beginning of the year Rs.	Additions during the year Rs.	As at the end of the year Rs.	Upto beginning of the year Rs.	For the year Rs.	Upto the end of the year Rs.	As at 31st March, 1992 Rs.	As at 31st March, 1991 Rs.
1. Office Premises	—	17,06,758	17,06,758	—	32,570	32,570	16,74,188	—
2. Office Furniture	—	8,510	8,510	—	71	71	8,439	—
3. Typewriter	6,534	—	6,534	1,813	708	2,521	4,013	4,721
Total Rupees	6,534	17,15,268	17,21,802	1,813	33,349	35,162	16,86,640	4,721
Previous Year Rupees	6,534	—	6,534	980	833	1,813	4,721	5,554

Schedules to the Balance Sheet as at 31st March, 1992 and the Income and Expenditure Account for the year ended on that date *(Continued)*

	This year Rupees	Previous Year Rupees
SCHEDULE F		
INVESTMENTS		
Unquoted:		
300 10% HDFC Trust Bonds of Rs.1000 each at cost	—	3,00,000
SCHEDULE G		
Sundry Debtors		
Subscriptions due but not received		
Unsecured considered good		
(i) Outstanding for a period exceeding six months	**67,937**	65,312
(ii) Other debts	**500**	625
	68,437	65,937

Schedules to the Balance Sheet as at 31st March, 1992 and the Income and Expenditure Account for the year ended on that date *(Continued)*

	This year Rupees	Previous Year Rupees
SCHEDULE H		
CASH AND BANK BALANCES		
(i) In Saving Accounts with Scheduled Bank	**1,87,929**	1,00,875
(ii) Cash in hand	**2,035**	1,975
	1,89,964	1,02,850
SCHEDULE I		
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	**10,225**	2,145
	10,225	1,38,645
SCHEDULE J		
CURRENT LIABILITIES		
(a) Subscriptions received in advance	**24,625**	17,375
(b) Sundry Creditors	**19,181**	5,238
	43,806	22,613

Schedules to the Balance Sheet as at 31st March, 1992 and the Income and Expenditure Account for the year ended on that date *(Continued)*

	This year Rupees	Previous Year Rupees
SCHEDULE K		
Membership Subscription and other income		
i) Membership subscription	**6,73,625**	3,71,124
ii) Interest on Bank Account	**14,223**	15,574
iii) Interest on Investments	**20,963**	30,002
iv) Donation	**50,000**	—
v) Miscellaneous Income	**4,775**	2,625
	7,63,586	4,19,325
SCHEDULE L		
SEMINAR EXPENSES (NET)		
(Seminar on Risk or Responsibility)		
1. Expenses:		
i) Hotel Expenses	—	35,534
ii) Seminar Kits	—	30,938
iii) Printing & Stationery	—	50,427
iv) Postage	—	7,904
v) Salaries & Wages	—	2,523
vi) Other Expenses	—	13,053
	—	1,40,379
2. Less:		
Delegate fees	—	91,600
	—	48,779

The Advertising Standards Council of India

Schedules to the Balance Sheet as at 31st March, 1992 and the Income and Expenditure Account for the year ended on that date *(Continued)*

		This year Rupees	Previous Year Rupees
SCHEDULE M			
OTHER EXPENSES			
i) Staff Welfare		**7,262**	4,944
ii) Xeroxing Charges		**20,249**	17,520
iii) Conveyance		**19,595**	17,928
iv) Postage & Telegram		**10,769**	7,395
v) Meeting Expenses		**26,387**	11,535
vi) Auditor's Remuneration			
Audit Fees	4,500		3,500
Taxation Services	1,800		2,400
Other Services	1,500		—
		7,800	5,900
vii) Miscellaneous Expenses		**16,891**	3,688
		1,08,953	68,910

SCHEDULE N: 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 Schedules A to N
For LALIT KHANNA & CO.
Chartered Accountants

Lalit Khanna
Partner
Bombay, 9th July, 1992

For and on behalf of the Board of Governors

Pheroza Bilimoria	*Chairperson*
Amol K. Bose	*Vice-chairman*
Ameen Sayani	*Members*
Mohini Bhullar	
Mukul Upadhyaya	
Roger C.B. Pereira	
F.T. Khorakiwalla	
Ashok Nerkar	

The Advertising Standard Council of India

Attendance of the members of the Board of Governors of The Advertising Standards Council of India for Board Meetings from the 43rd Meeting held on April 4, 1991 to the 54th Meeting held on March 18, 1992

Name	Meetings Held	Meetings Applicable	Meetings Attended
Pheroza Bilimoria *(Chairperson)*	12	12	12
Amol K. Bose *(Vice Chairman)*	12	12	10
Jayant Bakshi**	12	7	4
Mohini Bhullar	12	12	5
J.C. Chopra	12	12	5
Gul M. Engineer	12	12	9
F.T. Khorakiwala	12	12	9
Jacob Mathew	12	12	4
Ashok Nerker	12	12	5
Roger C.B. Pereira	12	12	8
Ameen Sayani	12	12	10
R.C. Sheopuri	12	12	8
S.V. Sista	12	12	8
R.K. Swamy	12	12	2
Mukul Upadhyaya	12	12	9
Brahm Vasudeva	12	12	7

*** w.e.f. September 1991*

Attendance of the Members of the Consumer Complaints Council from the 55th meeting held on April 12, 1991 to the 68th meeting held on March 20, 1992.

Name	Meetings Held	Meetings Applicable	Meetings Attended
Rajiv Agarwal	14	14	9
U.A. Athvankar	14	14	5
Amol K. Bose*	14	7	7
N. Jayaraman**	14	4	2
P.K. Jhawer	14	14	11
M.V. Kamath	14	14	11
Swaran Kohli	14	14	7
Ravi Kulkarni	14	14	3
K. Kurian	14	14	12
Justice B. Lentin *(retd)*	14	14	5
Akhil Marfatia	14	14	3
Bansi Mehta	14	14	2
Pushpa Motwani	14	14	11
Nargis Wadia	14	14	10

* *w.e.f. October 1991*
** *w.e.f. January 1992*

Complaints that were UPHELD by the Consumer Complaints Council

ANNEXURE I

Sr. No.	Advertiser	Agency	Nature of Complaint	ASCI Code	Comment
1.	Air Asiatic C.414-4/91. C 59th CCC 12/7/91)		An advertisement offering free baggage allowance said to have been dishonoured.	Chapter I.5	The decision was taken ex-parte. The advertiser later offered to examine the passenger's grievance.
2.	Asha Enterprises C.494-9/91 CCC 67th.		Press advertisements for the film "The Search" in the Telugu Daily Udayam said to have given a misleading synopsis.	Chapter I.4	The advertiser was adviced to comply with the Code.
3.	B.K. Khurana C 59th CCC 12/7/91)	Jaisons Blue Bird Adimpact	Advertisements in the Times of India on August 13, 1991, on September 1, 3 and 7, 1990 and the Hindustan Times on September 11, 1990 announcing the sale of sarees said to be misleading.	Chapter I.4	Complaint upheld for all except the advertisement placed by Adimpact on August 13, 1990.
4.	Bajaj Auto Ltd. CC.479-8/91 C 68th CC meeting	Pratibha	A claim that 1,02,216 customers had become owners of Bajaj Vehicles in a particular month said to be misleading.	Chapter I.4	This was a single insertion. The advertisers were asked not to repeat misleading claims.
5.	Balsara Hygiene	Chaitra	A TV spot for Sanifresh said to denigrate a competitive product	Chapter IV. 1(e).	Advertiser agreed to withdraw the spot.
6.	Bennet Coleman & Co. C 58th CCC 21-6/91)		An advertisement for the Economic Times offering taxation and finance pages on Thursday said to be misleading as they did not appear on all Thursdays.	Chapter I.4	The advertiser agreed to modify the advertisement.
7.	Bharat Margarine	Trikaya Grey	Two complaints for an advertisement for margarine claiming that sunflower oil actually controls cholesterol said to be misleading.	Chapters I.1 & I.4	The advertiser was asked to modify the claims.
8.	Birla Yamaha (57th CCC 17-5/91)	Rediffussion	An advertisement for portable generators with a claim that the product is the market leader said to be incorrect.	Chapter I. 1	
9.	Blue Dart Express P. Ltd.	Clarion	An advertisement in the Times of India claiming that on three days when roads in Bombay were flooded and airports and trains were not functioning, the advertiser's courier services were operating while others were shut, said to be misleading and denigratory.	Chapters I.4 & IV.1(e)	The advertiser informed that the advertisement was a one time insertion.
10.	Bon Voyage Luggage C 61st CCC 30/8/91)	Reach	The visual and copy of an advertisement for luggagewear said to be indecent.	Chapter II	The advertiser was adviced to withdraw the advertisement.

Complaints that were UPHELD by the Consumer Complaints Council (continued)

Sr. No.	Advertiser	Agency	Nature of Complaint	ASCI Code	Comment
11.	Booster Traders (55th CCC 12/4/91)		A complaint regarding a free contest where the winners were asked to pay a part of the cost of the prize.	Chapter I	The advertiser was in traceable.
12.	Boots Pharmaceuticals (57th CCC 17-5-91)		A TV spot for Icy Chota Strepsils showing a sadhu intoning 'Om' and thereafter the name of the product, said to hurt the sentiments of a section of the public.	Chapter II	Advertisers confirmed that the spot was modified.
13.	Box No.7593 Naidunia, Indore. Box No.132 Free Press, Indore. 56th CCC 25/4/91		Two box reply advertisements with identical copy offering jobs to workers of National Steel and Ruchi Steel said to contravene the Code.	Chapter I. 3	The Free Press did not comment. Naidunia said they had withheld the replies. The advertiser could not be traced.
14.	Cauvery Diagnostic		An advertisement in the Deccan Chronicle for a Health Scheme said to be misleading.	Chapter I. 4	The advertisement was later modified.
15.	Cochin Consultancy Centre (55th CCC 12-4-91)		An advertisement in the Mathrubhumi offering services for self-employment schemes said to be an attempt to fraud readers.	Chapter I. 5	The advertiser did not confirm compliance. Media was informed about the complaint.
16.	Cruickshank & Co. Ltd.	Lintas	A surrogate advertisement for Officer's Choice Aqua Pura said to be in contravention of the Code.	Standards of Conduct.	The advertiser was adviced to refrain from advertising liquor in the guise of other products.
17.	Crystal Marketing Service (60th CCC 2/8/91)		An advertisement for Samurai mosquito repellent claiming that the product has extra concentrated chemicals and is the only one that works all night said to be misleading.	Chapter I.4	Decision taken ex-parte. Advertiser informed the ASCI that the advertisement was not being used again.
18.	Dabur India Ltd. (59th CCC 12/7/91)		The results of a Quiz contest for Hajmola not announced as per MRTP rules.	Chapter I.5(f)	
19.	Dalal Street Investment Journal (61st CCC 30/8/91)		A complaint regarding the non-receipt of a magazine subscription for which the complainant had paid for 3 years.	Chapter I.4	The complaint was resolved thereafter.
20.	Dey's Medical Stores (Mfg.) Ltd. (2)		Two complaints regarding a pamphlet for Mala-D,, the low dose birth control pills with the picture of Mary and Christ said to offend the sensibilities of the Christian community.	Chapter II	Advertisers informed ASCI that the pamphlet had been withdrawn on receipt of the complaint.

Complaints that were UPHELD by the Consumer Complaints Council (continued)

Sr. No.	Advertiser	Agency	Nature of Complaint	ASCI Code	Comment
21.	Dharendra Icecream	Sobhagya	An advertisement claiming that ten crore people enjoyed Go Cool Icecream; that the advertiser offered 117 flavours and that the company had a market share of 55% and 1000% capital appreciation said to be misleading.	Chapter I. 1&4	
	(57th CCC 17-5/91)				
22.	Dharmapal Satyapal		Advertisements for Tulsi Zarda did not carry the statutory warning.	Chapter III.4	The advertiser agreed to add the warning.
	(58th CCC 21-6/91)				
23.	Gangotri Minerals P. Ltd.	Clarion	Three complaints pertaining to advertisements in Marathi and in English for Ganga Jal claiming that it had amazing medical powers and provided great relief from chronic diseases, said to be misleading.	Chapter I.1 & I.4	The advertiser was adviced to modify the claim.
24.	General Insurance Corporation of India	R.K. Swamy/ BBDO	An advertisement issued on behalf of the four insurance companies for Mediclaim said to be misleading as they omitted to mention that a security deposit was required to avail of the policy.	Chapter I.4	Advertisers were adviced to modify the advertisement.
25.	Godrej & Boyce Mfg Co.		A complaint regarding the failure to announce the Godrej PUF soccer contest results.	Chapter I.5(f)	The advertiser later confirmed advertising the results. Complainant was sent a copy of the advertisement announcing the results.
	(59th CCC 12/7/91)				
26.	Golden Tobacco Industries	Govan	An advertisement for Chancellor cigarettes showing a teenage Channel swimmer said to be offensive.	Chapter III. 2(e)	The advertisement was not repeated.
	(55th CCC 12-4/91)				
27.	Golden Tobacco Industries	Govan	The statutory warning said to be illegible.	Chapter III. 4	The advertiser confirmed making the changes.
	55th CCC 12-4/91)				
28.	Harshvardhan Chemicals	Vision	Press advertisements for Harsh detergents offering more active washing ingredient and superior manufacturing technology said to be misleading.	Chapter I. 1	
	(54th CCC				
29.	Hawkins Cooker	RKS/BBDO	An advertisement for Hawkins Masala quoting customer testimonials said to discredit another product.	Chapter IV. 1(e)	The advertisers confirmed that the advertisements would not be appearing again.
	(56th CCC 25/4/91)				
30.	HCL	Lintas	Two complaints regarding an advertisement for the advertiser's EPABX system quoting the price said to have omitted various details.	Chapter I.4	The advertiser agreed to modify future advertisements.
	(59th CCC 12/7/91)				

Complaints that were UPHELD by the Consumer Complaints Council (continued)

Sr. No.	Advertiser	Agency	Nature of Complaint	ASCI Code	Comment
31.	Hindustan Lever Ltd.	Lintas	A TV spot for Surf Ultra with the claim that the product lasts a month said to be misleading.	Chapter I.4	Advertiser was adviced to modify the claim.
32.	Hindustan Lever Ltd.	Lintas	A TV spot for Rin Concentrate said to be similar to a TV spot for Ariel.	Chapter I.4	The advertiser was asked to modify the frames considered likely to confuse the consumer.
33.	HUDCO		A claim indicating "zero tax on interest" for Capgain debentures said to be misleading.	Chapter I.4	The advertiser modified the advertisement.
34.	Hyderabad Allwyn Ltd.	Mudra	An advertisement for Allwyn refrigerators in a Marathi publication which claimed that the product worked without noise said to be misleading.	Chapter 1.4.	The advertiser agreed to modify the claims.
35.	Indian Motor Parts & Accessories Ltd.	RKS/BBDO	The description of Ranchi as a seat of royal dynasties said to be incorrect since the city was established by the British.	Chapter I. 1	Advertisement was a single insertion.
36.	Indian Sewing Machine Co. Ltd.	Speer	An advertisement comparing the ten year guarantee of a sewing machine with the one year warranty for a Maruti Car said to be misleading and denigratory.	Chapters I.4 & IV.1(e)	
37.	Indian Vegetarian Congress		A claim that eggs are harmful said to be misleading.	Chapter I.4	The advertiser informed the ASCI that the advertisement was not being repeated.
38.	J.K. Chemicals Ltd.	Lintas	Nine complaints pertaining to three advertisements for Kama Sutra condoms in English and other languages said to be offensive. Two of the nine complainants also objected to a 15 page campaign for the same product in the October 1991 issue of Debonair.	Chapter II.	The advertiser was adviced to modify the campaign so as not to contravene Chapter II
39.	Jagajit Industries		Advertisements for Binnies Aristocrat Cocktail Snacks said to indirectly promote a brand of liquor.	Chapter I. 5 and Standards of Conduct.	The advertiser's suggestion for modifications were found unacceptable.
40.	Jagatjit Industries Ltd.	MAA	An advertisement for Binnies Aristocrat Pure Malt Whisky which appeared in the Debonair magazine said to be in violation of the law.	Chapter III.4 & Standards of Conduct.	
41.	Jagatjit Industries Ltd.		A surrogate advertisement for Executive Club Cut Glass Collection said to be in contravention of the Code.	Standards of Conduct.	The advertiser to be requested to refrain from advertising liquor in the guise of other products.

Complaints that were UPHELD by the Consumer Complaints Council (continued)

Sr. No.	Advertiser	Agency	Nature of Complaint	ASCI Code	Comment
42.	Johnson & Johnson	O&M	A TV spot for cotton buds featuring Nitish Bharadwaj said to refer to a dangerous practice.	Chapter III.3	
	(59th ccc 12/7/91)				
43.	Joint Publicity Committee — Public Sector Banks	Imageads	Claims regarding services offered by 28 Public sector banks said to be incorrect and exaggerated.	Chapter I.4	The advertiser was asked to withdraw the advertisement. All participating banks were informed of the decision.
44.	Kids Kemp.	HTA	An advertisement for a department store claiming to be the World's largest kids wear shop said to be incorrect.	Chapter I.4	The advertiser was asked to modify the claim.
45.	Kinetic Honda	WAMS	Two comparitive advertisements quoting findings of a survey conducted by the Indian Auto Journal said to give unfair advantage to the advertiser.	Chapter I. 1&2	The advertisers did not agree with the decision but confirmed that the two advertisements were not being repeated.
	(56th ccc 25/4/91)				
46.	K.M.C. Garments	Venart	An advertisement for Moody Blue Jeans said to be indecent.	Chapter II	Compliance was received from the advertiser.
	(55th ccc 12-4/91)				
47.	Kokate Publications		Complaint pertaining to advertisements in Samna and Maharashtra Times for an English learning programme where it was claimed that a person new to the language would be able to speak English within an hour.	Chapter I.5	The advertiser did not confirm compliance. The publications were adviced to refrain from carrying the advertisement unless suitably modified.
48.	Liberty (Quartz) Sales Division		An advertisement in Mangalam, a Malayalam weekly, for a competition said to be misleading.	Chapter I. 5(f)	
	(57th ccc 17-5/91)				
49.	Luna Tyres	Bright Services	The advertiser's claim to have introduced for the first time in India, nylon tyres for bicycles and rickshaws said to be incorrect.	Chapter I.1	The advertiser did not offer any comment on the complaint. The advertiser was adviced to modify the claim.
	(61st ccc 30/8/91)				
50.	Madhya Pradesh Congress Committee.	Atul Publicity	A comparative advertisement of the Congress (I) issued on the eve of elections in Bhopal, said to unfairly denigrate the other candidates.	Chapter IV.1(e)	The advertisement was a single insertion. The advertiser was asked to conform to the code in future advertisements.
51.	Maharaja International Ltd.	R.K. Swamy/ BBDO.	A public issue advertisement claiming that the company will launch India's first dishwasher said to be incorrect. The complainant said he had made, advertised and sold the dishwasher before the advertiser.	Chapter I.4	

Complaints that were UPHELD by the Consumer Complaints Council (continued)

Sr. No.	Advertiser	Agency	Nature of Complaint	ASCI Code	Comment
52.	MSEB	NAC Advtg. Corp.	Advertisements offering consumers a cheque payment facility for electricity bills omits to mention vital information.	Chapter I. 4	The advertiser agreed to consider the suggestions when releasing new advertisements.
	(57th CCC 17-5/91)				
53.	Marico	Lintas	An advertisement for Hair & Care in English and in Hindi claiming to have a special vitaminised formation said to be misleading.	Chapter I.4	The advertiser was requested to modify the copy.
	(61st CCC 30/8/91)				
54.	Mid-Day		An advertisement regarding the price of the tabloid on a particular day found to be incorrect	Chapter I. 1	The advertiser admitted that the error had been noticed after the initial print run and had then been rectified for the remaining print run.
	(57th CCC 17-5/91)				
55.	Milton		An advertisement in Femina for Milton serviettes claiming a) that the family will get more nutrition, more protein more carbohydrates and more vitamins when food is stored in Milton and b) that Salem Steel is the only steel which never rusts or corrodes said to be incorrect.	Upheld I.4	
	(59th CCC 12/7/91)				
56.	Mishra Ashram		An advertisement in a Telugu daily, Janata, for a charm with magical properties said to be framed to attract gullible consumers	Chapters I.4 and III.4	The advertiser was not traceable. Media agreed to be more careful in future.
	(58th CCC 21-6/91)				
57.	Model Institute of Education & Research		An advertisement in the Times of India claiming that the Institute was recognised by the Ministry of Science & Technology said to be misleading as the courses were not recognised by the Ministry.	Chapter I.4	The advertiser was asked to make clear in future advertisements that the courses offered were not recognised.
58.	Modi Olivetti		Advertisement for Olicad systems referring to Mr.Correa (Charles Correa) said to be unethical.	Chapter I.3	The advertiser confirmed that the advertisement was withdrawn.
	C. 58th CCC 21-6/91)				
59.	Nagripracharini Sabha		Delay in receipt of an annual magazine by two years.	Chapter I.1	The advertiser was asked to specify the anticipated delay in their future advertisements.
	(61st CCC 30/8/91)				
60.	National Egg Coordination Committee	Enterprise	An advertisement for eggs claiming that the high quality protein of an egg increases the low protein value in vegetables and gives good powers of concentration said to be misleading.	Chapter I.4	The agency informed ASCI that this campaign had been withdrawn.

Complaints that were UPHELD by the Consumer Complaints Council (continued)

Sr. No.	Advertiser	Agency	Nature of Complaint	ASCI Code	Comment
61.	National Employment Corporation		An advertisement in Sunday Mail offering free training in Electronics Technology, free boarding and lodging and subsequent employment said to be vague and misleading.	Chapter I.4	The advertiser was not traceable.
	(59th CCC 12/7/91)				
62.	National Syndicate Corporation		An advertisement in the Eenadu offering loans said to be misleading as it failed to mention vital conditions.	Chapter I. 5(e)	The advertiser did not confirm compliance. Media was informed.
63.	Nikhil Footwear P. Ltd.		Press advertisements for Action Shoes with the picture of a boy and a girl seated on a bench embracing each other with the copy "Bench Press" and "For a different kind of playing" said to be offensive.	Chapter II.	The advertiser was asked to withdraw the advertisement. Advertisers confirmed compliance.
64.	NOCIL	Enterprise	Two press advertisements for six-to-six mosquito destroyer which described the product as electronic said to be misleading.	Chapter I.4	The advertiser was asked to modify the claim. The advertiser did not agree with the decision but informed that the product was not being marketed anymore.
65.	Parul Clinic	TV Ads.	An advertisement in Gujarat Samachar and Sandesh offering chorion biopsy for sex determination as part of advertisements for medical termination of pregnancy said to be offensive.	Chapter II	The matter is now sub judice as the advertiser has filed a writ in the Gujarat High Court.
	(57th CCC 17-5/91)				
66.	Patwardhan Astrological Institute		Advertisement in Mahanagar for Bolka Pathar, stones which had the power to help users overcome nervousness, personal problems, etc said to be misleading.	Chapters I.1 & I.4	The advertiser was asked to modify the advertisement. No assurance received. The publication was requested not to carry the same advertisement unless suitably modified.
67.	PCS Data General (India) Ltd.	React	A press advertisement for computers comparing the advertiser's product and services with what was available in India said to be misleading.	Chapters I.4 & IV.1(d)	Advertisers confirmed that their future advertisement would be modified in line with the decision.
68.	Pepsi Foods P. Ltd.	HTA	An advertisement for a promotion offer saying that the gifts in exchange for bottle crowns were freely available said to be misleading.	Chapter I.5	The advertiser was asked to take steps to ensure that in future promotions the consumer would not be disappointed.

Complaints that were UPHELD by the Consumer Complaints Council (continued)

Sr. No.	Advertiser	Agency	Nature of Complaint	ASCI Code	Comment
69.	Petrosil Oil Co. Ltd.	Adfactors	An advertisement for Petsil Motor Oil with the claim "World's first choice" said to be misleading and incorrect.	Chapter I.4	The advertiser was requested to withdraw the claim from their advertisement.
70.	Piles Clinic	Space Age Advtg.	An advertisement for the clinic offering a guaranteed cure said to be misleading.	Chapter I.4 & I.5	Pending decision, the advertiser modified the advertisement.
71.	Procter & Gamble India Ltd	Chaitra	Four complaints pertaining to a TV spot in Telugu for Ariel Microsystem detergents claiming that at one spoonful a wash, a pack of 500 gms. lasts a month and costs around Rs.30 said to be misleading and in contravention of Section 39(b) of the Standards of Weights and Measures Act, 1976.	Chapters I.4 & III.4	The advertiser informed ASCI that the communication of price had been taken out of the spot. The advertiser was asked to modify the claim regarding the product lasting a month. Three of the four complainants were untraceable.
72.	Procter & Gamble		Two complaints regarding press advertisements for Oil of Olay claiming unique properties said to be misleading	Chapter I.4	
	(58th CCC 21-6/91)				
73.	Refco & Wessamat		An advertisement for air conditioners saying that other brands can rust in peace said to be misleading and denigratory.	Chapter I. 4	The advertiser informed the ASCI that the advertisement was not being repeated.
	(58th CCC 21-6/91)				
74.	Shakti Publications P. Ltd.		Circulation claims for Abhiyaan made in a direct mailer addressed to prospective advertisers said to be incorrect and misleading.	Chapter I.4	The advertiser was asked to ensure that future mailers conform to the Code. No assurance was received.
75.	Shaw Wallace & Co. Ltd.	R.K. Swamy/ BBDO	An advertisement for Tara, a mosquito destroyer referring to the product as electronic said to be misleading.	Chapter I.1 & I.4	The advertiser agreed to modify the claim.
76.	Shiv Shakti Ayurvedic Dhawakhana		An advertisement in the Marathi tabloid Mahanagar, offering a permanent solution for sexual problems said to be misleading.	Chapter I.5	The advertiser did not offer his comments. The publication was requested to refrain from carrying the advertisement unless suitable modified.

Complaints that were UPHELD by the Consumer Complaints Council (continued)

Sr. No.	Advertiser	Agency	Nature of Complaint	ASCI Code	Comment
77.	Shree Baidyanath Ayurved Bhavan Ltd.		An advertisement in the Times of India for Shankhapushpi Syrup claiming that it helped children to concentrate more on their studies and get a higher rank said to be misleading.	Chapter I.5	The advertiser did not confirm compliance. Media was requested not to carry the advertisement unless it was suitably modified. Thereafter the advertiser agreed to modify the advertisement.
78.	Shree Baidyanath Ayurved Bhavan Ltd.	Shells	Three complaints pertaining to an advertisement in the Times of India for Vita-Ex-Gold claiming that the product was more powerful than Ginsing, or any other herb known to man and that it acts as a rejuvenator said to be incorrect and misleading.	Chapter I.1 & I.4	The advertiser was asked to modify the claim. No assurance received. The publication was requested to refrain from carrying the advertisement unless suitably modified.
79.	Shriram Refrigeration	Everest	An advertisement for Usha water coolers claiming that their product is easily the best in the country said to be misleading.	Chapter I. 1&4(e)	The advertiser confirmed that the advertisement had been withdrawn.
	(57th CCC 17-5/91)				
80.	Sonotex (India)		A complaint regarding prize schemes for a TV where the winner was asked to pay for packing and forwarding.	Chapter I.5	The advertiser was untraceable.
	(59th CCC 12/7/91)				
81.	Spectrum Communications	Nexus	Two complaints regarding three advertisements for A&M Magazine using Bibilical figures and episodes said to be irreverent	Chapter II	Complaint upheld for the advertisements featuring Moses and the Last Supper. Advertisement featuring Adam and Eve not upheld. Advertisers said the campaign had been discontinued.
	(59th CCC 12/7/91)				
82.	Spectrum Communications P. Ltd.		Two advertisements for a prize competition promoting subscriptions for A&M magazine with different closing dates said to be objectionable.	Chapter I.5(f)	The advertiser was adviced to ensure that future advertisement complied with the Code. The assurance was received.
83.	Sumeet Enterprises		An advertisement for a mathematical contest offering a TV set as a prize said to be a fraud.	Chapter I.5	The advertiser was untraceable.
	(59th CCC 12/7/91)				
84.	Tapoban Housing Finance Ltd.		An advertisement offering interest free housing loan said to be misleading and ambiguous.	Chapter I.5(e)	The advertiser did not respond to the notice of complaint.

Complaints that were UPHELD by the Consumer Complaints Council (continued)

Sr. No.	Advertiser	Agency	Nature of Complaint	ASCI Code	Comment
85.	Tips and Toes Cosmetics (India) Ltd.		Complaint pertaining to non-publication of the results of the Shilpa Bindi Contest, advertisements for which appeared in the Mangalam, a Malayalam publication.	Chapter I.5(f)	The advertisers gave an assurance that they would comply with the Code if organising a contest in future.
86.	Transasia Carpets	Horizon	An advertisement for Transasia carpets said to resemble an advertisement for Unitex Carpets.	Chapter IV. 3	The advertiser did not offer his comments on the complaint.
	(57th CCC 17-5/91)				
87.	Transelektra Domestic Products	daCunha	An advertisement for HIT said to be incorrect as it described the product as 'harmless on humans' in contravention of rules on the labelling of the insecticide.	Chapter I.4	The advertiser was adviced to modify the advertisement suitably.
88.	Transelektra Domestic Products	daCunha	Two complaints regarding a TV spot for HIT flying insect repellent said to unfairly denigrate Baygon.	Chapter IV.1(e)	The advertiser's agency informed ASCI that the spot had been modified.
	(61st CCC 30/8/91)				
89.	Transelektra Domestic Products Ltd.	Zen Communi-cation	A TV spot for HIT, insect repellent showing free spraying in the air said to sideline the safety requirement for use of an insecticide.	Chapter III	The advertiser was asked to modify the claim.
90.	UB Group	Sistas	An advertisement for Kingfisher Mineral Water in Stardust magazine said to be misleading.	Standards of Conduct.	The advertiser was adviced to discontinue surrogate advertising.
	(61st CCC 30/8/91)				
91.	UB Group (McDowells)	Sistas	An advertisement for Diplomat Ice Cube bags with the copy "The new smooth choice" said to be an indirect way of advertising liquor products.	Standards of Conduct	The advertiser was advised to discontinue surrogate advertising.
92.	Uptron India Ltd.		A complaint pertaining to the non-publication of results of the Uptron Award competition held in 1990.	Chapter 1.5(f)	The advertisers did not respond to the notice of complaint.
93.	Wall Street Finance	Interpublicity	The claim in the advertisement "safe as a bank" said to be misleading.	Chapter I. 5(e)	The advertiser confirmed having made changes in the advertisement.
	(55th CCC 12-4/91)				
94.	Wearhouse		An advertisement for garments said to be indecent.	Chapter II	The advertiser agreed to modify the spot.
	(55th CCC 12-4/91)				

Complaints that were NOT UPHELD by the Consumer Complaints Council

ANNEXURE II

Sr. No.	Advertiser	Agency	Nature of Complaint	Comment
1.	A.V. Thomas & Co.	Sasi Advtg. Consultants	The complainant alleged that the results of the Sollin Selvam contest were not published.	The advertiser had published the results before the complaint was received.
2.	Aarthi Detergents		An advertisement offering a discount for PET detergent cake on returning the wrapper of any cake said to be an unfair trade practice	The CCC did not find the advertisement misleading.
	(58th CCC 21-6/91)			
3.	Ad in Yugantar		An advertisement in Bengali demanding 100% employment for Bengalis urging formation of Bengal regiments and stating that a Bangalistan would be created within India said to offensive.	CCC did not think the advertisement derided caste or nationality.
	(59th CCC 12/7/91)			
4.	Al Arabia Travels.		A complaint pertaining to an advertisement for job opportunities in Oman.	There was nothing misleading in the advertisement.
	(61st CCC 30/8/91)			
5.	Andhra Pradesh Dairy Development Cooperative Federation Ltd.		An advertisement giving details of quality and price of milk said to be different from claims made on the pack.	There was nothing misleading in the advertisement.
6.	ANZ Grindlays Bank		An outdoor hoarding message offering 13.8% interest on deposits said to be flouting RBI directives.	Advertisers explained that the rate offered was 12.38% — the result of quarterly compounding of interest.
	(57th CCC 17-5/91)			
7.	Apeego Marketing		A press advertisement for Smash T-shirts said to be indecent.	CCC did not agree with the complainant.
	(59th CCC 12/7/91)			
8.	Bennett Coleman & Co. Ltd.		An advertisement in the Times of India for Editors Choice tea using the masthead claim "Let truth prevail" said to be misleading.	There was nothing misleading in the advertisements.
	(59th CCC 12/7/91)			
9.	Bennett Coleman & Co Ltd		An advertisement inviting readers to make use of the "Personally Yours" column in the Times of India said to be misleading as the actual column was not of the same size as in the advertised offer.	Advertiser had not mentioned that the advertisements would be of the same size or of any particular size.
10.	Bennett Coleman & Co.Ltd.		An outdoor message claiming that the price of the Illustrated Weekly had been rolled back to that prevailing in 1986, said to be misleading because the product was different.	The CCC did not find the message misleading.
11.	Bhagwandas Shobhalal Jain		An advertisement in the Swatantra Bharat said to be unethical as the word 'Balak' was used to promote bidis.	Advertisers explained that the word 'Balak' was their registered trade mark since the last 40 years.
12.	Bijlee House of Electricals		An advertisement with the offer of a free Eveready torch light on the purchase of every ceiling fan said to be an unfair trade practice.	The CCC did not find anything objectionable in the advertisement.
13.	Blow Plast Ltd.		A TV spot showing a girl going away from her parents home after marriage with a VIP suitcase said to be an indirect hint at giving dowry.	The CCC did not think that the spot created the impression of giving dowry.
14.	Bombay Dyeing		Quality claims in an advertisement for the Vivaldi range of products said to be misleading as the products were not made by the advertiser.	The advertisers explained that the products were made to their specification and under their supervision.
	(58th CCC 21-6/91)			

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

Sr. No.	Advertiser	Agency	Nature of Complaint	Comment
15.	Bombay Dyeing & Mfg. Co. Ltd.		An advertisement for Vivaldi shirts featuring a female model said to be misleading.	Advertiser informed ASCI that the shirts were being popularised among women as well.
16.	Brooke Bond India Ltd.	O&M	A complaint regarding 3 advertisements for Bru instant coffee and one for Brufantasy contest all using the claim "closest in taste to filter coffee".	There was nothing misleading in any of the advertisements.
	(59th CCC 12/7/91)			
17.	Brooke Bond India Ltd.		The complainant was of the view that advertisements for masalas on TV should not feature child models.	The complainant had not found the advertisement misleading.
18.	Burlington's Home Shopping		Non-receipt of advertiser's mail order catalogue and refund of money.	Complainant withdrew the complaint.
19.	Cadbury India Ltd.	O&M	A TV spot for Crackle showing a graduation group photography session said to trivialise the seriousness of the event.	The CCC did not agree with the complainant. The TV spot showed the post ceremony photography session.
20.	Canbank Mutual Fund		Two complaints regarding an advertisement for Canstar showing a bride and a boy at study said to be degrading and discriminatory.	The CCC did not agree with the complainant.
	(C. 58th CCC 21/6/91)			
21.	Canbank Mutual Fund	Concept	A suo moto complaint pertaining to an advertisement for Canstar which claimed that investors would receive 50% or more return per year on initial investment after ten years.	The advertiser provided the CCC with an explanation as to how the scheme worked.
22.	Chase Showroom	Vandana	An advertisement offering one free Chase shirt on purchases made by the first 1000 shoppers at the advertisers showroom said to be an unfair trade practice.	The CCC did not find anything objectionable in the advertisement.
23.	Colgate Palmolive India Ltd.	Rediffusion	An advertisement offering one Palmolive soap free with the purchase of 500 ml of Halo shampoo said to be an unfair trade practice.	The CCC did not find anything objectionable in the advertisement.
24.	Colgate Palmolive India Ltd.	Rediffusion	A TV spot for Colgate Gel showing toothpaste spread over the entire brush said to mislead the public regarding the quantity of paste to get the desired effect.	The spot did not make any reference to the quantity of the paste to be used.
25.	Colgate Palmolive India Ltd.	Rediffusion	Press & TV advertisements for Palmolive soap said to have been copied from those for Lux International.	The CCC did not see any similarities between the two TV spots.
26.	Cruickshank & Co.		A sales promotion scheme brochure for dealers said to have been dishonoured.	The terms were clear in the brochure.
	(C 56th CCC 25/4/91)			
27.	Crystal Marketing Services.	3 Brothers	An advertisement offering a free Crystal kitchen knife with the purchase of every Crystal serving set said to be an unfair trade practice.	The CCC did not find anything objectionable in the advertisement.
28.	Dabur India Ltd.		A complaint pertaining to non-receipt of information offered by the advertiser through a reply coupon.	There was nothing misleading in the offer. Complaint pertained to non-performance.

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

Sr. No.	Advertiser	Agency	Nature of Complaint	Comment
29.	Deepa Publications		The non-receipt of advertised material for which payment had been made.	The complainant received the material. There was nothing misleading in the advertisement.
	(615t ccc 30/8/91)			
30.	DHL World Wide Express	Raka	A series of advertisements with the claim "You are in safe hands all the way" said to be a tall claim.	The CCC did not agree with the complainant. Advertisers of their own accord deleted the claim "We deliver on time. Every time."
	(56th ccc 25/4/91)			
31.	Dynasty Culture		An advertisement inviting Club membership said to be misleading.	The advertisement was not misleading.
32.	Eagle Flask Industries Ltd.	Clarion	A TV spot for Squeezee Thermosoft water bottle said to mislead the consumer about the product.	The CCC did not find the claims misleading.
33.	Essel's Amusement Park (India) Ltd.	Enterprise	A TV spot for Essel World showing a horror figure in the final frame said to be likely to frighten children.	The CCC did not think that the animated creation was likely to scare children.
34.	Eternit Everest Ltd.	Enterprise	An advertisement announcing a change in the name of the company and claiming that the company had pioneered fibre cement products said to be incorrect as the advertiser was making asbestos cement products.	The CCC did not think the advertisement was misleading.
	(615t ccc 30/8/91)			
35.	Eureka Forbes	Everest	An advertisement for Tornado Vacuum Cleaner with the copy "One simple aid to establish yourself as Bahurani" said to be derogatory.	The CCC did not think the advertisement was derogatory.
	(60thccc 2/8/55)			
36.	Expo Machinery		A complaint regarding performance claims of two wheelers with special reference to an advertisement of Avanthi.	The advertisement clearly mentioned that mileage figures mentioned were under test conditions and subject to road surface driving habits and vehicle maintenance.
	(59thccc 12/7/91)			
37.	Festive Fair		An advertisement offering a free gift coupon on every purchase of a ceiling fan said to be an unfair trade practice.	The CCC did not find anything objectionable in the advertisement.
38.	Godfrey Phillips India Ltd.	O&M	A three section advertisement for Four Square cigarettes said to have contravened statutory requirements under the Excise Act.	The CCC found that there was no such contravention.
	(60th ccc 2/8/91)			
39.	Godfrey Philips India Ltd.	Rediffusion	The statutory warning said to be illegible in an advertisement for Jaisalmer cigarettes.	The warning was clear and legible.
40.	Godrej & Boyce Mfg. Co. Ltd.	HTA	Three advertisements for Godrej refrigerators stating that glasswool insulation was outdated said to unfairly denigrate the product, glasswool.	The CCC did not agree with the complainant.
41.	Gott Plastic Industry		An advertisement in the Yellow Pages said to be indecent.	The CCC did not find the advertisement indecent.
	(55th ccc 12-4/91)			
42.	Gratex Decorative Industries P. Ltd. & Ameeta Wall Paper Co.		Claims made in an advertisement for Krest-21 wall paper said to be exaggerated.	There was no overclaim in the advertisement.

(61st ccc 30/8/91)

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

Sr. No.	Advertiser	Agency	Nature of Complaint	Comment
43.	Groversons		An advertisement for bras in a magazine for women said to be indecent.	The CCC did not find the advertisement indecent.
	(58th CCC 21-6/91)			
44.	Hawkins Cookers India Ltd.	R.K. Swamy/ BBDO	An advertisement with the visual of Hawkins Universal pressure cooker and the head line "Can you tell which pressure cooker will give the least trouble?" said to be denigratory.	There was nothing denigratory or incorrect in the body copy of the advertisement.
45.	Herbertsons Ltd.		A direct mailer for Royal Treasure White Rum using the visual of Michael Angelo's painting of Creation said to be offensive.	The CCC did not think that the visual used in the advertisement contravened the Code.
46.	Hindustan Ciba-Geigy Ltd		TV spot in Telugu for Cibaca toothpaste said to be misleading as the product was presented not as a toothpaste but as an energiser.	The CCC did not think there was any reason for viewers to think that the product was anything other than a toothpaste.
47.	Hindustan Computers Ltd.	Trikaya Grey	An advertisement in the Times of India claiming that no company in India offered their customers the full range of products said to be misleading.	The CCC did not think that there was anything misleading in the advertisement.
48.	Hindustan Lever Ltd.	Lintas/HTA	A complaint regarding TV spots for several Lever's products said to have been plagiarised from TV spots of Procter & Gamble shown for their products abroad.	The CCC noticed distressing similarities in the spots but the advertisements did not fall within the purview of the Code because these advertisements were not exhibited in India.
49.	Hindustan Lever Ltd.	Lintas	TV spot and press advertisements Rin detergent powder stating that a post wash blue is not required said to unfairly denigrate another product.	The advertiser explained that due to the new product formulation which included an optical brightener there was no need for a post wash blue.
50.	Hindustan Lever Ltd.	Lintas	A TV spot for Pepsodent toothpaste showing a Colgate and Colgate Plus brush in one frame said to be an attempt by the advertiser to get a positive rub off for Pepsodent from these products.	The CCC did not think that there was any contravention of the Code.
51.	Hindustan Lever Ltd.	Lintas	A TV spot for Surf Ultra with Lalitaji found offensive.	The CCC did not agree with the complainant.
52.	Hoechst India Ltd.		An advertisement for the drug Trental 400 in the Indian Medical Journal said to be incorrect as the indications specified conflicted with those for which the product was advertised abroad.	Advertiser informed ASCI that the drug was in use in 48 other countries including Japan and Germany and had also been cleared by the Drug Controller, India.
53.	Hyderabad Marketing Association		An advertisement offering three free servettes on the purchase of every ceiling fan said to be an unfair trade practice.	The CCC did not find anything objectionable in the advertisement.
54.	Indian Institute of Ecology & Environment.		An advertisement in Gujarat Samachar announcing admission to a post graduate Diploma in Ecology & Environment said to be misleading.	The advertisement was not found misleading. The advertiser later, of their own accord, modified the copy in the advertisement.

(61st CCC 30/8/91)

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

Sr. No.	Advertiser	Agency	Nature of Complaint	Comment
55.	Indian Plywood Manufacturing Co.Ltd.	Ratan Batra	Two complaints regarding an advertisement for Anchor range of teak particle boards claiming that termites attack boards made from ordinary timbers and avoid teak particle board said to be misleading.	The substantiation provided and the expert opinion which was obtained showed that the claims made were acceptable.
56.	Indian Railway Finance Corp.		An advertisement promoting national integrity with the visual of the group playing cards inside the compartment said to be promoting anti-social behaviour.	The advertiser-agency were informed about the sentiments expressed by the complainant.
	(60th CCC 2/8/91)			
57.	Jagatjit Industries Ltd.		An outdoor advertisement for Executive Club Cutglass Collection said to be similar to that for Officer's Choice, Aqua Pura.	The CCC did not notice any similarity.
58.	Jagatjit Industries Ltd.		An advertisement offering a free Yera glass on every purchase of Maltova 500 gms said to be an unfair trade practice.	The CCC did not find anything objectionable in the advertisement.
59.	Jyothi Laboratories		Two complaints pertaining to an advertisement in Malayalam for Ujala, a fabric whitener said to be misleading.	There was nothing misleading in the advertisement.
60.	Juliet Products		An advertisement for lingerie in the Grihalakshmi, a Malayalam weekly said to be offensive.	The CCC did not find the advertisement offensive.
61.	Kaveri Enterprises		Complainant claimed that the building developed by the advertiser was different from the plans provided in the promotional brochure.	The complaint was vague and the information provided was inadequate.
62.	Khaitan		The claim that all Khaitan fans were made in the advertiser's factories said to be incorrect.	The advertiser substantiated the claims made.
63.	Lan Eseda	Interpublicity	An advertisement for a seminar for unemployed engineering graduates said to be misleading.	There was nothing misleading in the advertisement.
	(55th CCC 12/4/91)			
64.	Ludhiana Improvement Trust.		An advertisement announcing registration for M.I.G. flats said to be misleading as the advertisement did not provide adequate information regarding eligibility.	
65.	Mail Order Marketing		An advertisement in the Daily Thanthi inviting business participation said to be misleading as the advertiser did not respond after collecting a sum of Rs.105 for brochures, etc. from the complainant.	There was nothing misleading in the advertisement. The complaint pertained to non-performance. The complainant was advised to initiate suitable action to recover his money. The publication was informed about the complaint.
C.516 66.	National Dairy Development Board.	Mudra	A TV spot for Dhara refined vegetable oil said to have deliberately attempted to mislead consumers by omitting to mention that it is mustard oil.	The CCC did not find the TV spot misleading.
	68th CCC 20-02/92			
67.	National Egg Coordination Committee	Enterprise Advtg.	An advertisement recommending consumption of egg in summer said to be misleading.	CCC obtained medical opinion and found that there was nothing misleading in the claims.
	(57th CCC 17-5/91)			

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

Sr. No.	Advertiser	Agency	Nature of Complaint	Comment
68.	National Housing Bank	Fortune	An advertisement for Capital Bonds giving details of tax exemptions said to have omitted relevant information.	Relevant sections of the different Acts were mentioned in the advertisement. More details were added in subsequent advertisements.
	(57th CCC 17-5/91)			
69.	NIIT		An advertisement offering a surprise gift on the purchase of a prospectus and application form said to be an unfair trade practice.	The CCC did not find anything objectionable in the advertisement.
70.	NEC Corporation		Two complaints regarding the results of Bush Crown NEC contest not announced.	Results had been announced. Complainant was given a copy of the results.
	(59th CCC 12/7/91)			
71.	Nuclear Power Corp. of India	Contour	Two of a series of ten advertisements issued by the Nuclear Power Corporation of India said to contain incorrect facts.	Prime facie there was nothing misleading in the claim.
	(59th CCC 12/7/91)			
72.	P.N. Murthy Cloth Stores.	Murugan	A sales promotion advertisement offering gifts of two wheelers, refrigerators etc said to constitute an offence under the MRTP Act.	Advertisers informed ASCI that pursuant to a writ filed by them in the Andhra Pradesh High Court they had received an order entitling them to run this scheme.
73.	Parle Exports Limited	Radeus	An advertisement claiming that the product Limca did not contain BVO said to be misleading.	The claim was made after testing the product in approved laboratories.
74.	Parle Products Ltd.	Clarion	Complaint regarding "Prudent Calcium— - Good for you - Contest" results of which the complainant said were not published.	The advertiser had published the results as specified in the invitation to participate.
75.	Polar Latex Ltd.	Contour	Three complaints pertaining to press and outdoor advertisements for Adam condoms with the copy "Show her who is the boss - Adam" said to be offensive and discriminatory.	The CCC did not find the advertisements offensive.
76.	Ponoore Agency, Star Brand PVC Pipes	TOMYAS	An advertisement referring to the Gulf War said to be offensive.	The advertisement was in the nature of a spoof and the CCC did not find it offensive.
	(55th CCC 12-4/91)			
77.	Poonam Chander		An advertisement offering a free coupon on every purchase of Rs.125 entitling the buyer to participate in a lucky draw with prizes of a Fiat Car etc said to be an unfair trade practice.	The CCC did not find the advertisement objectionable.
78.	Procter & Gamble India Ltd.	Chaitra	A TV spot in Kannada for Vicks Action 500 using the word 'Nivarane' said to be misleading as the word meant 'cure' in Kannada.	The CCC did not agree with the complainant.
79.	Profile Personnel Search		An advertisement for appointments said to resemble that of another advertiser.	The CCC did not find any resemblance.
80.	Raj Oil Mills	Renaissance	A press advertisement for coconut oil in the Deccan Chronicle said to have omitted to carry the name of the manufacturer.	There was no law that required the advertiser to do this.

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

Sr. No.	Advertiser	Agency	Nature of Complaint	Comment
81.	Rajasthan Breweries Ltd	Concept	A public issue advertisement inviting equity participation said to be an advertisement for the promotion of a beer.	No brand of beer was referred to in the advertisement.
82.	Ranbaxy Labs Ltd.	Mudra	An advertisement for Olesan Oil said to unfairly denigrate another product by implication.	The CCC found no reason to agree with the complainant.
83.	Saraswat Cooperative Bank		An advertisement for Dhanadhara said to resemble advertisements for the LIC Mutual Fund Scheme.	The CCC did not find any similarities between the advertisements.
	(56th CCC 25/4/91)			
84.	State Bank of India		An advertisement for Cash Key said to be offensive.	The CCC did not find the advertisement offensive.
	(55th CCC 12-4/91)			
85.	Sterling Newspapers Ltd.		Complaint pertaining to the non-receipt of a coupon for cassettes offered in an advertisement for subscription to TV & Video World magazine.	There was nothing misleading in the advertisement. The complainant confirmed receipt later on.
86.	Supreme Hosiery		An advertisement for lingerie in a magazine for women said to be indecent.	The CCC did not find the advertisement indecent.
	(58th CCC 21-6/91)			
87.	T.T. Krishnamachari	MAA	An advertisement for Prestige Pressure Pan said to refer to a dangerous practice and show a disregard for safety.	The CCC examined the complaint but found no prima facie case to corroborate the complaint.
88.	Tabe Treatment Clinic	Albatross	The complainant questioned the correctness of the claims made by satisfied patients of the clinic in a series of testimonial advertisements.	
89.	Tainwala Chemicals	Edge	An advertisement for Casper Mats said to be in poor taste.	The advertisement did not contravene the Code.
	(55th CCC 12-4/91)			
90.	Tata Tea Ltd.	Rediffusion	An advertisement for Assam Dust tea which appeared in Andhra Jyoti said to be indecent.	The picture used showed only the face of the model.
91.	The Asbestos Cement Product Manufacturers' Association	Enterprise	An advertisement for Asbestos Cement Sheets with the claim "safe to use" said to be unethical and misleading.	Though the complaint was not upheld, the advertiser was, however, requested to refrain from using the word 'safe' as it has wide connotations.
92.	Titan Watches Ltd.		Complaint regarding failure to announce the results for a slogan contest organised every month by the advertiser.	The advertiser stated that this was not an advertised contest and entry was restricted only to purchasers of Titan watches who by virtue of their purchase were entitled to participate in the contest.

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

Sr. No.	Advertiser	Agency	Nature of Complaint	Comment
93.	Triton Communications C.427-5/91 (2nd meeting Oct 25, 1991		An advertisement placed by a new advertising agency in A&M claiming that they were just 30 days old and already had 70 clients said to be misleading.	The CCC was of the view that the advertisement was not misleading since it was not directed to consumers at large but appeared in a trade magazine. In their view it was in the nature of an exaggeration intended to catch the eye of the professionals it was aimed at.
94.	Triveni Commerce (1968) Group (60th CCC 2/8/91)		An advertisement offering finance on easy terms at reasonable rate of interest against security said to be misleading.	There was nothing misleading in the advertisement. The complaint pertained to non-performance.
95.	United Finance Corporation (61st CCC 30/8/91)		An advertisement in Eenadu of 1985 announcing the availability of long-term loans said to be misleading as the complainant did not get a refund of the initial fees paid to the advertiser.	The complainant had alleged fraud but there was nothing misleading in the advertisement and no method of ascertaining whether the allegation was correct. The complainant was advised to initiate suitable action to recover his money.
96.	United Nations Youth Organisation		An advertisement in Dainik Jagran inviting applications for membership of the organisation followed by a request for payment of Rs.100 said to be an attempt to dupe the public.	There was nothing misleading in the advertisement.
97.	Unit Trust of India	Sistas	An advertisement for UGS 5000 said to be confusing.	There was nothing misleading in the advertisement.
98.	Vadilal Enterprises (59th CCC 12/7/91)	Nexus	An advertisement for Dairy Fresh Ice Cream claiming that the chocolate used in other brands of ice creams were factory made while the advertiser's came from cocoa beans said to be incorrect.	Advertiser explained that till the day their advertisement appeared no other branded ice cream was using chocolate flavour of natural orgin.
99.	Venthan All Pass Tutorial		An advertisement for tutorial classes said to be misleading as the complainant did not receive the course material for which money was remitted.	There was nothing misleading in the advertisement. The complaint pertained to non-performance.
100.	Vijay Kumar Mills Ltd. (61st CCC 30/8/91)		An advertisement for Colts vest and briefs said to be indecent.	The CCC did not find the advertisement indecent or offensive.
101.	Vivek Brothers & Others (58th CCC 25/4/91)		A notice advertisement of builders under the provisions of the Maharashtra Ownership of Flats (Regulation of the Promotion of Construction, Sale, Management & Transfer) Act 1963 said to be misleading.	The CCC advised the Council to inform the Government about the experience of the complainant.
102.	Wipro (57th CCC 17/5/91	Everest	A TV spot for the Wipro Shikakai Soap stating that soap used for the body is not recommended for the hair said to be misleading	The CCC did not find the claims made in the advertisement to contravene the Code.

Complaints that were NON ISSUES

ANNEXURE III

Sr. No.	Advertiser	Agency	Nature of Complaint	Comment
1.	Anandkar Karyalaya.		The pronunciation of words in a radio spot said to be incorrect.	Advertiser was informed about the views of the complainant.
2.	(55th CCC 12-4/91) Andhra Jyoti Sachitra Varapatrika.		A complaint pertaining to the serialisation of a story in the Andhra Jyoti.	The complaint pertained to editorial matter.
3.	Bata India.		An advertisement for Adidas shoes said to be indecent and offensive.	No advertisement was enclosed.
4.	55th CCC 12-4/91) Bhavani House Building Co-operative Society.		An advertisement in the Eenadu in 1983 said to have induced consumers to part with money to an advertiser who was now untraceable.	No advertisement was enclosed. The publication was not able to provide the present address of the advertiser.
5.	(61st CCC 30/8/91) Boots India.		A letter requesting details about the product attributes of Sweetex.	The complainant was directed to approach the advertiser.
6.	(58th CCC 21-6/91) Butterfly Pressure Cookers.		A product complaint regarding the guarantee offered on Butterfly pressure cookers.	The complaint did not pertain to an advertisement.
7.	Cleartone.		A product complaint regarding Cleartone.	No advertisement was under complaint.
8.	Crompton Greaves.		The complainant felt that the claim "Something for always" was misleading.	The complainant did not send a copy of the advertisement.
9.	(57th CCC 17-5/91) Dalton Fashions India P. Limited.		The complainant objected to editorial coverage in the Afternoon Despatch & Courier which reproduced an international advertisement for Benetton showing a priest kissing a nun.	No advertisement was under complaint.
10.	Dalton Fashions (I) P. Ltd.		Complaint pertaining to an editorial comment in the Afternoon Despatch & Courier on two advertisements for Benetton.	No advertisement was under complaint.
11.	Dasari Narayan Rao.		An advertisement inviting the public to participate in the shooting of a Telugu film said to be misleading.	The complainant was not able to provide a copy of the advertisement.
12.	Dharendra Icecream Ltd.		Advertisement for ice-cream said to be misleading.	The complainant was unable to provide a copy of the advertisement.
13.	Employment Guidance Services.		The complainant took objection to an advertisement which appeared in 1989 for the jobs of Accounts Assistant, Accountant etc.	The Complainant was not able to provide a copy of the advertisement.
14.	Enpak Motors.		A complaint regarding an advertisement for free 1 kg gold, Maruti 1000 offered as a prize in a lucky draw.	The complainant failed to provide a copy of the advertisement.
15.	G.D. International.		A complaint regarding non-receipt of goods ordered and paid for.	The complaint was withdrawn.
16.	(58th CCC 21-6/91) General Complaint.		A general complaint regarding cures for colds.	No specific advertisement was under complaint.
17.	(55th CCC 12-4/91) General Complaint.		TV advertisements for masalas said to be unhealthy for children.	No specific spot was referred to.

(58th CCC 21-6/91)

Complaints that were NON ISSUES (continued)

Sr. No.	Advertiser	Agency	Nature of Complaint	Comment
18.	General Complaint.		The complainant queried the genuineness of an advertisement which offers colour TV sets for Rs.2201/-.	No advertisement was sent.
	(59th CCC 12/7/91)			
19.	General complaint.		The complainant was of the view that all advertisers must provide their address in their advertisements.	No particular advertisement was under complaint.
20.	General complaint.		A claim made by the Finance Minister to reduce prices said to be misleading.	The complaint did not pertain to an advertisement.
21.	General complaint.		A complaint regarding a picture which appeared in the Eenadu in the editorial section.	No advertisement was under complaint.
22.	General complaint.		A complaint regarding advertisements in the Times of India for Condoms.	The complainant did not refer to any particular advertisement.
23.	General complaint.		A complaint regarding advertisements on video cassettes.	No specific advertisement was referred to.
24.	Godrej & Boyce Mfg.Co.Ltd.		The suburban train map issued by Godrej said to be incorrect.	The complaint did not pertain to an advertisement.
25.	Golden Enterprises.		An anonymous complaint regarding a recruitment advertisement for personnel in Saudi Arabia.	Anonymous complaints are not considered.
	(615t CCC 30/8/91)			
26.	Gramophone Co.		The complaint pertained to the non-receipt of a Music Mail catalogue.	The complainant was requested to approach the advertiser directly.
27.	Herbal Research Institute.		The complainant alleged that the advertiser's institute was a bogus set up.	No advertisement was received with the complaint.
28.	Hindustan Ciba-Geigy.		A letter of comment on the TV spot for Cibaca tooth paste with the sign off 'Addha kya hai'.	There was no complaint in the letter.
29.	Indian Society for Training & Development.		Non-receipt of advertiser's Journal.	No advertisement was under complaint.
30.	Ion Exchange (I) Ltd.		An advertisement for Zero-B water purifier said to be unbelieveable.	The complainant did not send a copy of the advertisement even after being requested to do so.
31.	Iyer & Son P.Ltd.		An advertisement for college admissions in Australia said to be misleading.	The complainant did not send a copy of the advertisement.
	(57th CCC 17.5/91)			
32.	Janapriya Financial & Investment Corporation.		An advertisement in the Eenadu saying that the company was accepting deposits with an assurance of high rate of interest and prompt repayment on maturity said to be misleading.	No copy of the advertisement was received with the complaint.
33.	Jyotish Martand.		The non receipt of a horoscope for which the complainant had paid Rs.1000.	The complaint pertained to the non-performance of the contract.
	(60th CCC 2/8/91)			
34.	Konark TV.		A complaint regarding the performance of a product.	No advertisement was under complaint.

(615t CCC 30/8/91).

Complaints that were NON ISSUES (continued)

Sr. No.	Advertiser	Agency	Nature of Complaint	Comment
35.	K.V. Brahma Rau & Sayyad Baji Saheb.		Complaint regarding brochures issued by candidates contesting elections to a co-operative society.	No advertisement was under complaint.
36.	Lark Leasing.		An advertising promise for a buy-back scheme said to have been dishonoured.	The advertisers informed the ASCI that they were restrained through a court order from proceeding with the scheme.
	(56th ccc 25/4/91)			
37.	Lazor QSS.		A promotion scheme said to have been altered to the detriment of the complaint.	No advertisement was sent by the complainant.
38.	National Egg Co-ordination Committee.		A collection of 80 mass mail complaints regarding advertisements for eggs in the media.	No particular advertisement was under complaint.
	(59th ccc 12/7/91)			
39.	N.C.G. Delhi.		An advertisement in Pratiyogita Darpan for the Lok Seva Ayog examination said to be misleading.	The complainant did not send a copy of the advertisement.
	(57th ccc 17-5/91)			
40.	N.D.D.B.		A complaint pertaining to the quality of the advertiser's product, Dhara.	This was a product complaint.
	(55th ccc 12-4/91)			
41.	NEC.		Advertisements for eggs on Doordarshan said to be unethical as it was against the principle of ahimsa and also caused cholesterol.	The complainant did not refer to any specific claim in the advertisement.
42.	Peico Electronics & Electricals Ltd.		An announcement of reduction in prices of bulbs said to be misleading	No advertisement was under complaint.
43.	Pioma Industries.		The complainant questioned the claim "Does not contain BVO" appearing on the pack of a Rasna soft drink concentrate.	There was no advertisement involved.
	(61st ccc 30/8/91)			
44.	Polar Latex Ltd.		An advertisement for Adam condoms said to be offensive.	The copy of the advertisement was not made available.
45.	P.L. Chemicals Ltd.		An advertisement for Banish, a mosquito repellent describing the product as 'electronic' said to be misleading.	The complainant did not provide a copy of the advertisement.
46.	Roya-pettah Benefit Fund.		The complainant enquired about the security of the advertiser's deposit scheme.	The complaint did not pertain to an advertisement.
	(61st ccc 30/8/91)			
47.	R.S. Textiles.		The complaint pertained to an advertisement in the Daily Thanthi on the non performance of a business offer.	No advertisement was under complaint.
48.	Ruchi Strips & Alloys Ltd.		A complaint regarding non-delivery of share certificates.	The complaint did not pertain to an advertisement.
	(58th ccc 21-6/91)			
49.	Sabari Tea.		An advertisement for Sabari Tea said to be offensive since it showed a man serving tea to a woman.	The complainant omitted to give details of the advertisement.
	(57th ccc 17-5/91)			
50.	Shree Baidyanath.		An advertisement for Memores, an ayurvedic product said to be misleading.	The complainant was unable to provide a copy of the advertisement.
	(61st ccc 30/8/91)			

Complaints that were NON ISSUES (continued)

Sr. No.	Advertiser	Agency	Nature of Complaint	Comment
51.	Syndicate Finance.		An advertisement for loans at a concessional rate of interest said to be framed to dupe the readers.	The complainant was not able to provide the copy of the advertisement.
	(60th CCC 2/8191)			
52.	Tainwala Chemicals & Plastics (I) Ltd.		An advertisement for Casper, a mosquito repellent describing the product as 'electronic' said to be misleading.	The complainant did not provide a copy of the advertisement.
53.	Tirupati Texknit Ltd.		A complaint regarding non-receipt of allotment/refund of shares.	The complaint did not pertain to an advertisement.
	(58th CCC 21-6191)			
54.	T.T. Krishnamachari & Co.		An anonymous complaint pertaining to a TV spot for a promotional offer made by the advertiser.	Anonymous complaints are not considered.
55.	Vijaya Trading Corporation.		A product complaint regarding Marlex Pressure Cooker gaskets.	No advertisement was under complaint.

List of Members

as on March 31, 1992

Category A - Advertisers

1. Agfa-Gevaert (I) Ltd.
   Bombay
2. Ahmed Oomerbhoy
   Bombay
3. Airfreight Ltd.
   Bombay
4. Air India
   Bombay
5. Ajanta Pharma Ltd.
   Bombay
6. Akbarallys
   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.
    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.
    New Delhi
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.
    New Delhi
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 Ciba-Geigy
    Bombay
37. Hindustan Petroleum Corporation Ltd.
    Bombay
38. Hindustan Lever Ltd.
    Bombay
39. ITC Ltd.
    Bombay

List of Members

as on March 31, 1992

40. Infar India Ltd.
Calcutta

41. ION Exchange India Ltd.
Bombay

42. J.L. Morison India Ltd.
Bombay

43. Jagatjit Cotton Textile Mills Ltd.
New Delhi

44. Janak Intermediates P. Ltd.
Indore

45. Khoday Distilleries Ltd.
Bangalore

46. Kirloskar Cummins Ltd.
Pune

47. Lakme Ltd.
Bombay

48. Larsen & Toubro Ltd.
Bombay

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. Nestlè 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. T I Diamond Chain Ltd.
Madras

75. Titan Watches Ltd.
Bangalore

76. Videocon International Ltd.
Bombay

77. Voltas Ltd.
Bombay

Category B - Press

1. Bennett Coleman & Co. Ltd.
Bombay

List of Members

as on March 31, 1992

2. Bhavans Journal
Bombay

3. Business India
Bombay

4. Chitralekha
Bombay

5. Daily Aikya Satara
Satara

6. The Daily Amar Ujala
Agra

7. Daily Enterprises P. Ltd.
Bombay

8. Dainik Bhaskar
Bhopal

9. Debonair Publications P. Ltd.
Bombay

10. Delhi Press Patra Prakashan Ltd.
New Delhi

11. Dolton Publications P. Ltd.
Madras

12. Fortune Publications P. Ltd.
Bombay

13. The Hindustan Times
New Delhi

14. The Hitavada Purohit & Co.
Nagpur

15. Indian Express Newspapers (P) Ltd.
Bombay

16. Jaihind-Daily
Ahmedabad

17. Jam-e-Jamshed (P) Ltd.
Bombay

18. Janmat (Hindi Daily)
Dhanbad

19. Kasturi & Sons Ltd.
Madras

20. Living Media (I) Ltd.
Bombay

21. Lokmat Newspapers (P) Ltd.
Nagpur

22. Malayala Manorama
Calicut

23. Mid-Day Publications Ltd.
Bombay

24. The Nava Samaj Ltd.
Nagpur

25. Naiduniya
Indore

26. Parsiana Publications (P) Ltd.
Bombay

27. The Printers (Mysore) Ltd.
Bangalore

28. Rajasthan Patrika
Jaipur

29. Ranchi Express
Ranchi

30. RDI Print & Publishing (P) Ltd.
Bombay

31. Ross Murarka Finance Ltd.
Bombay

32. 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

List of Members

as on March 31, 1992

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

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 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. Percept Advertising
Bombay

List of Members

as on March 31, 1992

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 Communications (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. Commercial Art Engravers (P) Ltd.
Bombay

6. Famous Communications P. Ltd.
Bombay

7. Homi D. Productions
Bombay

8. Kingsley Press
Bombay

9. Marketing & Media Concessionaires
Bangalore

10. The Metal Printers Co.
Bombay

11. Neonite Corporation
Lucknow

12. Pro Video
Bombay

13. Roger Pereira Communications P. Ltd.
Bombay

14. Sachin Enterprises
Bombay

15. Sahyadri Films
Bombay

16. Saphire Information Technologies & Advtg
Ghaziabad

17. Sayani Video Promotions
Bombay

18. Selvel Publicity & Consultants P. Ltd.
Bombay

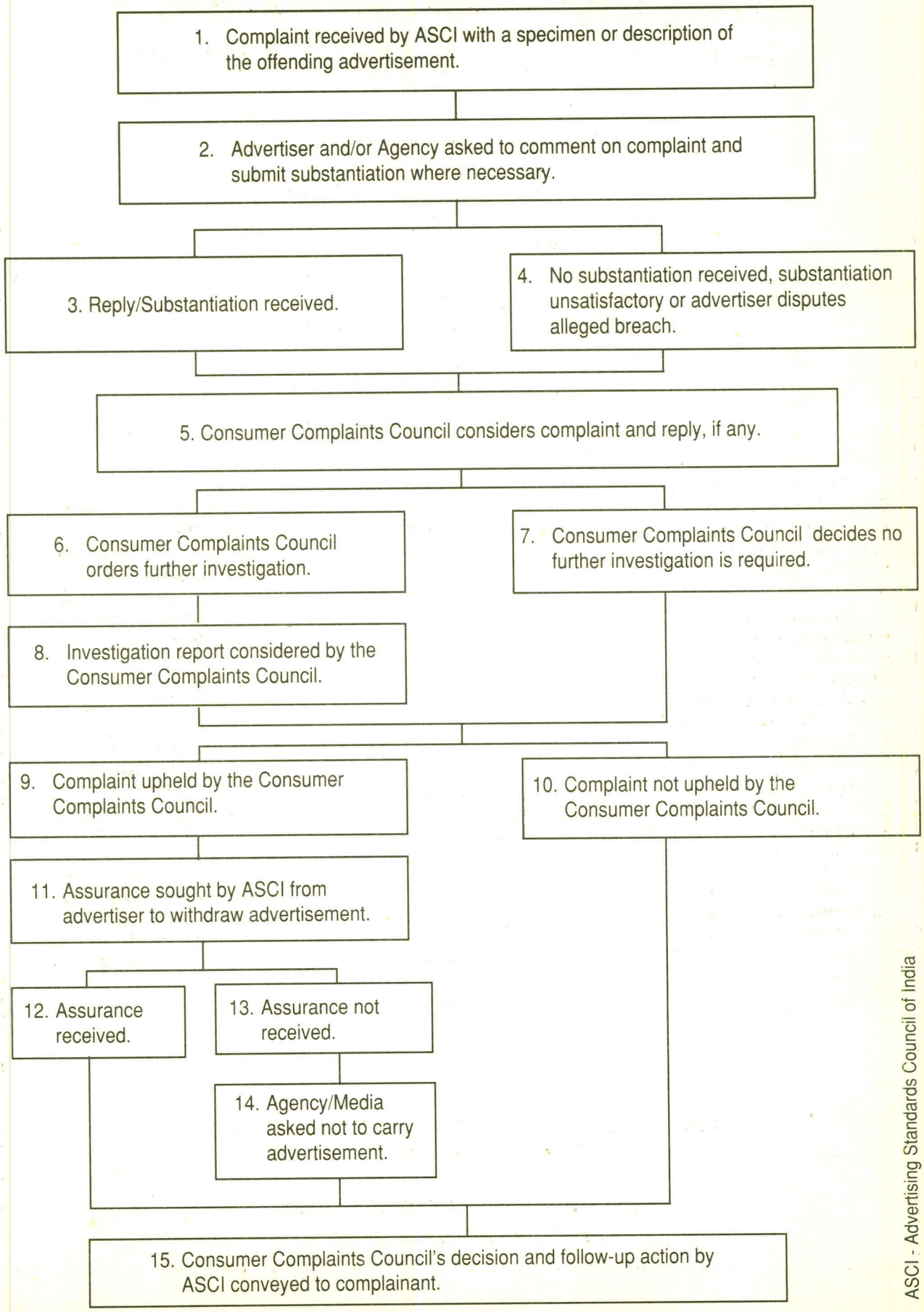
19. Shunyata
Bombay

20. Tata Press Ltd.
Bombay

21. Unique Blocks
Bombay

22. Wonderlinks Publicity P. Ltd.
Hubli

Processing A Consumer Complaint



Do some advertisements leave you feeling cheated?

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

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

Get in touch with the Advertising Standards Council of India.

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

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

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

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

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

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

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

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

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

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



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

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

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. 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 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.**