

The Advertising Standards Council of India

SEVENTH REPORT AND ACCOUNTS

FOR THE YEAR

1992-93

The Advertising Standards Council of India

SEVENTH REPORT AND ACCOUNTS FOR THE YEAR 1992 – 93

CONSUMER COMPLAINTS COUNCIL MEMBERS:


Mr. Rajiv Agarwal


Prof.U.A. Athavankar


Mr. N. Jayaraman


Dr. P.K. Jhawer


Mr. M.V. Kamath


Ms. Swarn Kohli


Mr. Ravi Kulkarni


Mr. K. Kurian


Mr. Justice B. Lentin (Retd.)


Mr. A.K. Marfatia


Mr. Bansi S. Mehta


Mr. Roger C.B. Pereira

Ms. Usha Sukthankar


Ms. Nargis V. Wadia

BOARD OF GOVERNORS:


Mr. Amol Kumar Bose (Chairman)


Mr. Roger C.B. Pereira (Vice-Chairman)


Mr. Tarique Ansari


Mr. Jayant Bakshi


Ms. Pheroza Bilimoria


Mr. J.C. Chopra


Ms. Gul M. Engineer


Mr. M.K. Khanna


Mr. F.T. Khorakiwala,

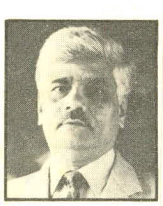

Mr. Jacob Mathew


Mr. Ashok Nerker


Mr. Ameen Sayani


Mr. R.C. Sheopuri


Mr. S.V. Sista


Mr. Mukul Upadhyaya


Mr. Brahm Vasudeva

REGISTERED OFFICE & SECRETARIAT 205, Bombay Market, Post Box No. 7939, Tardeo Road, Bombay-400 034. Tel.: 493 68 63, 493 70 66.

The Advertising Standards Council of India

Seventh Report and Accounts of 1992-93

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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.
Tel: 493 6863, 493 7066

REPORT OF THE BOARD OF GOVERNORS

We take great pleasure in presenting the Seventh Annual Report of the Advertising Standards Council of India, together with the Statement of Accounts for the period April 1992 to March 1993.

During this period, the ASCI has welcomed 14 new members, 29 members, unfortunately, have discontinued their membership. The total number of firms and companies who were members of the ASCI as on March 31, 1993 is 178, compared to 193 as on March 31, 1992.

During this period of 12 months, ended March 31, 1993, the Council received an amount of Rs.7,08,125/- as subscription from members, as compared to Rs.6,73,625/- received in the previous accounting period, ended March 31, 1992. Part of the difference is on account of the Special Membership Scheme.

The Council places on record its deep gratitude to the India Chapter of the International Advertising Association and to The Advertising Club, Bombay for their very generous donations of Rs. 50,000/- each.

A report of the complaints adjudicated by the Consumer Complaints Council is annexed.

Mrs. Pushpa Motwani who has been an active member of the CCC right from the beginning, resigned. The Board wishes to place on record its deep debt of gratitude for her invaluable contribution to the cause of self regulation specially during the formative years of the Council. Mrs. Usha Sukthankar, a renowned consumer activist, was appointed on the CCC during this period.

The Consumer Complaints Council met 12 times from April 1992 to March 1993. It considered a total of 250 complaints, of which 122 were UPHELD, 104 were NOT UPHELD and 24 were considered NON-ISSUES. A special sub-committee of the CCC was formed. It meets a few days before the full CCC meeting, every month. This sub-committee screens the complaints received as-of-date, and makes its recommendations to the CCC. This helps in saving quite a good deal of effort and time. A few other working procedures were also streamlined. We are very pleased to inform you that the entire backlog of complaints has been cleared; and the CCC this year has been working on an absolutely up-to-date basis.

On behalf of all members of the Council, the Board of Governors places on record its gratitude to each and every member of the CCC for the very generous contribution of their precious time and expertise, continuously every month.

It was a matter of great honour and pride for all of us, when our seniormost member of the Board, Mr. F. T. Khorakiwala was nominated by the State Government as the Sheriff of Bombay in December 1992. His extremely hectic schedule as the Sheriff did not deter Mr. Khorakiwala in fulfilling his obligations as a member of the Board and as the Chairman of the Nominations/Elections Committee, a tribute to his dedication to the Council and the Movement of Self-regulation.

Mrs. Mohini Bhullar, Member of the Board of Governors, resigned in December 1992. Mr. M. K. Khanna resigned in September 1993. The Board co-opted Mr. Tarique Ansari to fill in the vacancy created as a result of the resignation of Mrs. Bhullar. The vacancy created by the resignation of Mr. M. K. Khanna will be filled after the due process is completed. In the meantime, the Board wishes to place on record its appreciation for the services rendered by Mrs. Bhullar and Mr. Khanna.

During this period under review, after acquiring its own premises in the previous year, a number of working procedures, with particular regard to the Secretariat and Accounting, were streamlined. The post of Honorary Treasurer was created.

In order to make the working of the Council more effective, with wider participation of the members, the number of Committees and their scope was expanded. Each Committee was headed by a Board Member.

To keep the members informed about the activities of the Council on a regular basis, the Monthly Circular from the Chairman to all members of the Council was introduced this year.

Special attention was focused on two other critical aspects Membership and Funding. It is hoped that the planning and efforts made this year will fructify substantially during the next year. These are two areas where each member of the Council can contribute significantly to the strength and growth of the ASCI.

The implementation of the CCC decisions was singled out for concentrated effort by the Chairman himself. The Board is happy to inform that, increasingly, more and more companies against whom complaints have been upheld, are beginning to appreciate the benefits of self-regulation in advertising, by confirming in writing their acceptance of CCC decisions. This in itself is the most rewarding development for the credibility and healthy growth of self-regulation in Indian advertising.

The Expansion Committee took up the task of looking for a suitable full-time Secretary General of the Council. and has made its recommendation. The new term of the Council is likely to start with a very capable Secretary-General.

To make society at large more aware of the activities through

media coverage and to help ensure implementation, with its monthly intimation to the media, the PR & Information Committee has played a very vital role.

With the changing scenario in the Marketing and Advertising world of India, it was felt necessary to have a second look at our Code, which was written eight years ago. The Code Committee has been working painstakingly to review and recommend amendments and revisions, wherever necessary. The Code Committee has submitted its recommendations to the Board.

We are pleased to inform you that the Memorandum and Articles of Association of the Council, with all amendments carried out so far, have been printed and sent to all the members of the Council by the Constitution Committee.

The Publication Committee has up-dated and re-designed the 3 Booklets of the Council, excepting the Code Booklet. The Membership Booklet would be up-dated as of September 30, 1993 and is expected to be reprinted soon thereafter.

The Board records its appreciation in general for the sincere work of the secretariat staff.

The date for the Seventh Annual General Meeting has been fixed for September 24, 1993. The Governors retiring from the Board, and eligible for re-election, are as follows :

Category A : Advertiser
Mr. F.T. Khorakiwala and
Mr. Brahm Vasudeva

Category B : Press
Ms. Pheroza Bilimoria and
Mr. Tarique Ansari

Category C : Advertising Agencies
Mr. Amol K. Bose and
Mr. Bunty Peerbhoy

Category D : Allied Professions
Mr. Roger C.B. Pereira and
Mr. Ameen Sayani

On behalf of the Board of Governors,

Amol Kumar Bose
Chairman

Bombay, September 9, 1993

NOTICE

A meeting of the Board of Governors shall take place immediately after the Annual General Meeting on September 24, 1993 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 seventh Annual General Meeting are requested to attend this meeting.

Amol Kumar Bose
Chairman

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, 1993 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, 1993 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, 12th August, 1993

Lalit Khanna
Partner

The Advertising Standards Council of India

Balance Sheet as at 31st March, 1993

	Schedule	Rupees	This year Rupees	Previous Year Rupees
I. SOURCES OF FUNDS:				
1. Corpus and Reserves				
(a) Council's Corpus	A	**13,80,736**		8,99,667
(b) Reserves and Surplus	B	**—**		—
			13,80,736	8,99,667
2. Loan Funds				
(a) Secured Loans	C	**8,99,301**		9,71,793
(b) Unsecured Loans	D	**3,70,000**		40,000
			12,69,301	10,11,793
TOTAL RUPEES			**26,50,037**	19,11,460
II. APPLICATION OF FUNDS				
1. Fixed Assets	E			
(a) Gross Block		**20,13,738**		17,21,802
(b) *Less:* Depreciation		**1,41,179**		35,162
(c) Net Block			**18,72,559**	16,86,640
2. Current Assets, Loans and Advances				
(a) Sundry Debtors	F	**64,500**		68,437
(b) Cash & Bank Balances	G	**3,16,332**		1,89,964
(c) Loans & Advances	H	**4,35,873**		10,225
		8,16,705		2,68,626
3. *Less:* Current Liabilities & Provisions				
(a) Current Liabilities	I	**39,227**		43,806
(b) Provisions		**—**		—
		39,227		43,806
Net Current Assets			**7,77,478**	2,24,820
TOTAL RUPEES			**26,50,037**	19,11,460

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

Lalit Khanna
Partner
Bombay, 12th August, 1993

For and on behalf of the Board of Governors

Amol Kumar Bose	*Chairman*
Roger C.B. Pereira	*Vice-Chairman*
Pheroza Bilimoria	*Members*
Ameen Sayani	
Brahm Vasudeva	

The Advertising Standards Council of India

Income and Expenditure Account for the year ended 31st March, 1993

Sl. No.	Particulars	Schedule	Rupees	This year Rupees	Previous Year Rupees
	INCOME				
1.	Membership Subscription and Other Income	J		**8,87,439**	7,63,586
	EXPENDITURE				
2.	Salaries & Wages		**1,38,740**		1,46,200
3.	Printing, Stationery and Xeroxing Charges		**78,074**		1,55,261
4.	Interest on Secured Loan		**1,65,204**		75,500
5.	Financial & Commitment Charges		**—**		15,945
6.	Bad Debts		**61,437**		1,500
7.	Electricity Charges		**17,693**		—
8.	Telephone Expenses		**4,672**		—
9.	Office Repairs & Maintenance		**20,091**		—
10.	Other Expenses	K	**53,442**		87,204
11.	Depreciation		**1,06,017**		33,349
12.	Total Expenditure			**6,45,370**	5,14,959
13.	Surplus for the year			**2,42,069**	2,48,627
14.	Balance at the beginning year			**—**	50,675
				2,42,069	2,99,302
15.	*Less:* Transferred to Council's Corpus			**2,42,069**	2,99,302
16.	Balance carried to Balance Sheet			**—**	—

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

Lalit Khanna
Partner
Bombay, 12th August, 1993

For and on behalf of the Board of Governors

Amol Kumar Bose — *Chairman*
Roger C.B. Pereira — *Vice-Chairman*
Pheroza Bilimoria
Ameen Sayani
Brahm Vasudeva — *Members*

The Advertising Standards Council of India

Schedules annexed to and forming part of the Balance Sheet as at 31st March, 1993 and the Income and Expenditure Account for the year ended on that date

	Rupees	This year Rupees	Previous Year Rupees
SCHEDULE A			
COUNCIL'S CORPUS			
Balance as at the beginning of the year		**8,99,667**	3,39,609
Additions and adjustments during the year			
(a) Entrance fee received during the year	**14,000**		9,000
(b) Life Membership fee received during the year	**2,25,000**		52,500
(c) Amount transferred from Accumulations Under Section 11(2) of the Income-tax Act Account	—		1,99,256
(d) Amount transferred from Income and Expenditure Account	**2,42,069**		2,99,302
		4,81,069	5,60,058
		13,80,736	8,99,667
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
Less: Transfer to Council's Corpus	—		1,99,256
(ii) Surplus as per Income and Expenditure Account		—	—
		—	—
		—	—

The Advertising Standards Council of India

Schedules to the Balance Sheet as at 31st March, 1993 and the Income and Expenditure Account for the year ended on that date *(Continued)*

	Rupees	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		**8,99,301**	9,71,793
SCHEDULE D			
UNSECURED LOANS			
Deposits from members		**3,70,000**	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, 1993 Rs.	As at 31st March, 1992 Rs.
1. Office Premises	17,06,758	90,155	17,96,913	32,570	86,714	1,19,284	16,77,629	16,74,188
2. Computer	—	47,500	47,500	—	1,583	1,583	45,917	—
3. Air Conditioners	—	76,520	76,520	—	10,522	10,522	65,998	—
4. Typewriter	6,534	—	6,534	2,521	602	3,123	3,411	4,013
5. Office Furniture	8,510	77,761	86,271	71	6,596	6,667	79,604	8,439
Total Rupees	17,21,802	2,91,936	20,13,738	35,162	1,06,017	1,41,179	18,72,559	16,86,640
Previous Year Rupees	6,534	17,15,268	17,21,802	1,813	33,349	35,162	16,86,640	4,721

The Advertising Standards Council of India

Schedules to the Balance Sheet as at 31st March, 1993 and the Income and Expenditure Account for the year ended on that date *(Continued)*

	Rupees	This year Rupees	Previous Year Rupees
SCHEDULE F			
SUNDRY DEBTORS			
Subscriptions due but not received			
Unsecured considered good			
(i) Outstanding for a period exceeding six months		**64,500**	67,937
(ii) Other debts		**—**	500
		64,500	68,437
SCHEDULE G			
CASH AND BANK BALANCES			
(i) Cash in hand		**11**	2,035
(ii) In Savings Account with Scheduled Bank		**25,670**	1,87,929
(iii) In Current Account with Scheduled Bank		**40,651**	—
(iv) In Short Term Deposit with Scheduled Bank		**2,50,000**	—
		3,16,332	1,89,964

The Advertising Standards Council of India

Schedules to the Balance Sheet as at 31st March, 1993 and the Income and Expenditure Account for the year ended on that date *(Continued)*

	Rupees	This year Rupees	Previous Year Rupees
SCHEDULE H			
LOANS AND ADVANCES			
Unsecured Considered good			
(i) Deposits with Housing Development Finance Corporation Ltd.		**4,00,000**	—
(ii) Other Advances recoverable in cash or in kind or for value to be received		**35,873**	10,225
		4,35,873	10,225
SCHEDULE I			
CURRENT LIABILITIES			
(a) Subscriptions received in advance		**31,000**	24,625
(b) Sundry Creditors		**8,227**	19,181
		39,227	43,806

The Advertising Standards Council of India

Schedules to the Balance Sheet as at 31st March, 1993 and the Income and Expenditure Account for the year ended on that date *(Continued)*

	Rupees	This year Rupees	Previous Year Rupees
SCHEDULE J			
MEMBERSHIP SUBSCRIPTION AND OTHER INCOME			
(i) Membership Subscription		**7,08,125**	6,73,625
(ii) Interest on Bank Account		**4,789**	14,223
(iii) Interest on Investments/Deposits		**72,806**	20,963
(iv) Donation		**1,00,000**	50,000
(v) Miscellaneous Income		**1,719**	4,775
		8,87,439	7,63,586
SCHEDULE K			
OTHER EXPENSES			
(i) Staff Welfare		**3,903**	7,262
(ii) Society Outgoings		**4,686**	1,983
(iii) Conveyance		**3,603**	19,595
(iv) Postage		**7,897**	10,769
(v) Meeting Expenses		**14,056**	26,387
(vi) Auditors' Remuneration			
Audit Fees	**5,000**		4,500
Taxation Services	**2,000**		1,800
Other Services	**2,750**		1,500
		9,750	7,800
Miscellaneous expenses		**9,547**	13,408
		53,442	87,204

The Advertising Standards Council of India

Schedules to the Balance Sheet as at 31st March, 1993 and the Income and Expenditure Account for the year ended on that date *(Continued)*

	Rupees	This year Rupees	Previous Year Rupees

SCHEDULE L

NOTES AND SIGNIFICANT ACCOUNTING POLICIES

1. Significant accounting policies:-

   (a) All fixed assets are valued at cost less depreciation.

   (b) Depreciation has been provided on the written down value basis at the rates and in the manner prescribed in Schedule XIV of the Companies Act, 1956.

2. Particulars as per Paras 4, 4A, 4C and 4D of Schedule VI to the Companies Act, 1956 - NIL

3. Previous year's figures have been regrouped and rearranged wherever necessary.

Signature to Schedules A to L
For LALIT KHANNA & CO.
Chartered Accountants

Lalit Khanna
Partner
Bombay, 12th August, 1993

For and on behalf of the Board of Governors

Amol Kumar Bose	*Chairman*
Roger C.B. Pereira	*Vice-Chairman*
Pheroza Bilimoria Ameen Sayani Brahm Vasudeva	*Members*

The Advertising Standards Council of India

Attendance of the members of the Board of Governors of The Advertising Standards Council of India for Board Meetings from the 55th Meeting held on April 10, 1992 to the 67th Meeting held on March 11, 1993.

Name	Meetings Held	Meetings Applicable	Meetings Attended
Mr. Amol K. Bose (Chairman)	13	13	13
Mr. Roger C. B. Pereira (Vice-Chairman)	13	13	9
Mr. Tarique Ansari*	13	2	2
Mr. Jayant Bakshi	13	13	4
Ms. Pheroza Bilimoria	13	13	11
Mr. J. C. Chopra	13	13	7
Ms. Gul M. Engineer	13	13	9
Mr. M. K. Khanna**	13	7	2
Mr. F. T. Khorakiwala	13	13	8
Mr. Jacob Mathew	13	13	4
Mr. Ashok Nerker	13	13	10
Mr. Ameen Sayani	13	13	12
Mr. R. C. Sheopuri	13	13	6
Mr. S. V. Sista	13	13	6
Mr. Mukul Upadhyaya	13	13	9
Mr. Brahm Vasudeva	13	13	6

* *w.e.f. February 1993*
** *w.e.f. September 1992*

Attendance of the members of the Consumers Complaints Council from the 69th Meeting held on April 24, 1992 to the 80th Meeting held on March 31, 1993.

Name	Meetings Held	Meetings Applicable	Meetings Attended
Mr. Rajiv Agarwal	12	12	10
Prof. U. A. Athwankar	12	12	5
Mr. Amol Kumar Bose	12	7	7
Mr. N. Jayaraman	12	12	6
Dr. P. K. Jhawar	12	12	4
Mr. M. V. Kamath	12	12	12
Ms. Swaran Kohli	12	12	4
Mr. Ravi Kulkarni	12	12	5
Mr. K. Kurian	12	12	11
Mr. Justice (Retd.) B. Lentin	12	12	5
Mr. Akhil Marfatia	12	12	4
Mr. Bansi Mehta	12	12	4
Ms. Pushpa Motwani***	12	6	2
Mr. Roger C. B. Pereira*	12	6	6
Ms. Usha Sukthankar**	12	5	3
Ms. Nargis Wadia	12	12	7

* *w.e.f. October 1992*
** *w.e.f. November 1992*
*** *Resigned*

✗ # Intra Indices.
✱ NOT ASSURED

Complaints that were UPHELD by the Consumer Complaints Council **ANNEXURE I**

Sr. No.	Advertiser	Agency	Nature of Complaint	ASCI Code
1.	Akshaya Hospital & Research Centre (C. 599-4/92) Mr. V.T. Shirudkar		The complainant alleged that the claim made in the brochure issued by the advertiser that Eithotripsy gives quick relief from stones was misleading.	Chapter I.4 (70th CCC 29/5/92)
2.	Bennett Coleman & Co. Ltd. (C. 605-4/92) Dr. H.C. Shah		The complainant alleged that by giving a list of various costs involved for the advertiser's newspaper, Times of India, with its base line on the last page, the newspaper arrives at a figure which is much higher than the actual retail price, and was misleading readers without disclosing the large income received through advertisements.	Chapter I.4 (71st CCC 24/6/92.
3.	Bureau of Data Processing Systems (C. 615-4/92) # Trend Educational Academy P. Ltd.		The complainant objected to the claim in their pamphlet as it gave the impression that BDPS Warangal centre was one of the accredited institutes recognised by the Dept. of Electronics, Govt. of India and their claim of government accredited course was highly misleading.	Chapter I.4 (72nd CCC 8/7/92)
4.	Kancor Flavours & Extracts Ltd. (C. 620-4/92) Dr. H.C. Shah.		An advertisement inviting candidates for various management jobs in the advertiser's company in Kerala with the names and photographs of Pt. Ravi Shankar, the late Satyajit Ray and Mr. Zubin Mehta, presumably used without their permission, said to be unethical.	Chapter I.3 (73rd CCC 21/8/92)
5.	Ross Murarka Finance (C. 622-4/92)		Advertiser's claim 'A million readers every week' for their weekly publication 'Money Opportunities' said to be grossly exaggerated and misleading.	Chapter I.4 (72nd CCC 8/7/92)
6.	Procter & Gamble (C. 629-4/92) * # Lintas (I) Ltd.	Chaitra	Complainant took objection to an advertisement for Ariel Microsystem which showed a certificate from M/s. Mafatlal Fabrics 'No detergent protects colours better than Ariel Microsystem'.	Chapter IV.1(e) (72nd CCC 8/7/92)
7.	Datapro Information Technology (C. 633-5/92) * Mr. Manoj Kumar	Arms Bozell	An advertisement with a personal quote "I knew that just my bachelor's degree was not really going to give me a good career. So I decided to do Datapro's Masters in Computer Science." said to be misleading.	Chapter I.4 & I.5 (72nd CCC 8/7/92)
8.	Nirma Chemical Works Pvt. Ltd. (C. 634-5/92) # Lintas (I) Ltd.		A TV commercial of the advertiser which made the claim that super Nirma Blue Bar had the same quality and provided the same level of whiteness and lather as expensive detergent bars, but at a lower price, said to be false.	Chapter I.1 (72nd CCC 8/7/92)

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

Sr. No.	Advertiser	Agency	Nature of Complaint	ASCI Code
9.	Netlon India (C.635-5/92) Association of Vntary Blood Donars west Bengal		An advertisement for Netlon Insects Screen that appeared in the 'Statesman' with the headline 'Blood donation camp closed' found objectionable by an association of voluntary blood donors.	Chapter I.6 C 7th nd CCC 8/7/92)
10.	Suvnics India Ltd. (C.640-5/92) Mr. Ravi Prakash Rudroi Dilsukhnag an	Insight	Press advertisement for 'Solidaire' TV with shutters claiming that 'when you want to sell, a higher price is also available', said to be misleading.	Chapter I.4 & IV.1 C73rd CCC 21/8/92)
11.	Network Ltd. (C.643-5/92) * Mr. P.S. Subramanian	Lintas, Delhi	An advertisement in the TOI for Lasernet Electronic typewriter said to be misleading on two counts : (i) The placement of the words 'Sales tax extra' was improper. (ii) The words 'Free life-long warranty' contradicted the statement in the body copy which stated it was valid till '1st of January 2000'. On count (ii) complaint UPHELD.	Chapter I.1 C 73rd CCC 21/8/92) ~~C 75th CCC~~
12.	Jayanti Business Machines Pvt. Ltd. (C.644- * Mr. A.N. Parakh		The complainant challenged a competitor's press advertisement wherein a claim had been made that the latter's product had been sold to 2000 companies with which the buyers were making 1,00,000 cups of tea every day. Another claim was that the product was 'germ-free' because of 'state-of-the art' technology.	Chapter I.1 (C.75th CCC 29/11/92)
13.	Castrol India Ltd. (C.645-5/92) # Indian Oil Corp. Ltd. *		The complainant challenged a competitor's claim in a press advertisement in which the headline gave the impression that only the advertiser's product (motor oil) passed (others failed) the evaluation against the world's toughest performance standards API-SG. The complainant said that API-SG was not the toughest evaluation test for performance standards. There were other tests available.	Chapter IV.1 (e) C75th CCC 29/11/92)
14.	Liberty Electronics Pvt. Ltd. (C.649-6/92) # Transelektra Domestik Products Ltd.		The complainant, manufacturers of 'Good Knight' mosquito repellant cakes, complained against a press advertisement showing a 'Sweet Knight' flying insects repeller lamp using the same logo type and lifting the 'sleeping mother and child' photograph of the 'Good Knight' pack for the 'Sweet Knight' pack.	Chapter IV.2 & 3 C 73rd CCC 21/8/92)
15.	Dabur India Ltd. (C.650-6/92) * Mr. Pradeep Sanganeria		The complainant took objection to a TV commercial showing a child using Dabur's 'Lal Dant Manjan', a tooth powder which is a tobacco-based product and therefore addictive and harmful.	Chapters I.4 & IV.1 (e) C74th CCC 18/9/92)

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

Sr. No.	Advertiser	Agency	Nature of Complaint	ASCI Code
16.	Videocon International Ltd. (C.651-6/92) # Karishma Advtg. Pvt.		The complainant referred to two press advertisements - one with an illustration of a dinosaur and the second with an illustration of a hawadan/doolie captioned "when you see the new Videocon refrigerator any other fridge will look like this" - as violations of Chapter I.4 and IV.1(b), (c), (d), and (e) of the ASCI Code.	Chapter I.4 & IV.1(e) (73rd CCC 21/8/92)
17.	Total Software Ltd. (C.653-6/92) # Mr. Ashok Goel Essel world Consultancy Services	Foundations	The complainant objected to an advertisement for Seengals, manufacturer of amusement parks, which appeared in the Hindustan Times, on two counts: i) The advertisers as the pioneers in the entertainment and amusement concept in India. ii) Using of photogrpahs of complainant's products without permission.	Chapter I.1 & IV.2 (73rd CCC 21/8/92)
18.	Dolphin Cybernetic Systems Pvt. Ltd. (C.654-6/92) Dr. S.K. Mankad		The complainant, referring to an advertisement published in the Homeopathic Heritage journal, objected to the claim of the advertiser titled "Polychrest Ver.4 offers you power and convenience 10 times more than any other computer software in the world" which according to him was not correct and was misleading for the homeopathic fraternity at large.	Chapter I.1 (73rd CCC 21/8/92)
19.	Swati (Telugu Weekly & Monthly) (C.656-6/92) Mr. Chandra Sekhar Garlapati		The complainant referred to a press advertisement for Swati Weekly, wherein a survey was being conducted by the advertiser with gifts ranging from foreign trips to gold jewellery against a fixed date deadline. The complainant, who had participated in the survey before the deadline, objected to the advertiser's extension of the deadline.	Chapter I.4 & I.5 (e) (73rd CCC 21/8/92)
20.	Skypak Couriers Ltd. (C.661 # Raka Advtg. Pvt.	Avenues	An advertisement that appeared in the Indian Express of July 12, 1992 claiming that "Even other couriers secretly use the Skypak diplomat service to reach far-flung targets" said to be incorrect and misleading.	Chapter I.4 & IV.1 (d) & (e)
21.	Dairyland Plantations India Ltd. (C.663-7/92) Dr. H.C. Shah	Art Advtg.	An advertisement in TOI titled 'Mother Nature wants Rs. 1000 from you' for a Teakwood Scheme said to be contrary to the rules given in the body copy wherein a minimum of Rs. 5000 and multiples thereof were required for the scheme.	Chapter I.1 and I.4 (73rd CCC 21/8/92)

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

Sr. No.	Advertiser	Agency	Nature of Complaint	ASCI Code
22.	Allen Laboratories Pvt. Ltd.	Allen's Advertising	Three complainants took objection to an advertisement for the product 'Arnica Plus Triofer', a triple action hair vitaliser claiming to be a vitalizer for hair shafts and roots resulting in growth of new hair, which appeared in the 'Telegraph', Calcutta.	Chapter I.1 & I.4
23.	Binatone Computers Pvt. Ltd.		The complainant had objected to a press advertisement with the caption 'ON FEATURES AND PRICE BINATONE KNOCKS OUT PHILIPS' which he considered incorrect and misleading.	Chapter I.1 & IV.1 (e)
24.	Chandrakant & Co. and 20 other firms		The complaint was against 21 advertisements carying ISI marks without the product code number thereon, which according to the complainant was a violation of the terms and conditions of the Bureau of Indian Standards (BIS) licence.	Chapter I.4
25.	Gujarat Narmada Valley Fertilizers Co. Ltd.		The complainant challenged the claim in the press advertisement wherein the headline had claimed their 'productivity' to be over 100% and pollution at 0. This according to the complainant was false and misleading.	Chapter I
26.	Transelektra Domestic Products Ltd.		The complainant, an advertisement agency, took objection to a press advertisement for HIT, an insecticide, on two counts: i) there was discrepancy regarding the claim for the product HIT as an insecticide specially for cockroaches whereas the label said 'HIT IS A READY TO USE HOUSEHOLD INSECTICIDE FOR SPOT APPLICATION AGAINST COCKROACHES AND OTHER PESTS.' This according to the complainant was misleading; ii) The advertisement, in a comic-strip format, was denigrating all other household pesticides in word, and in particular BAYGON by a visual in which a lady was shown throwing a pack of insecticide which was obviously that of BAYGON.	Chapter IV.1 (e)

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

Sr. No.	Advertiser	Agency	Nature of Complaint	ASCI Code
27.	Royal Enterprises (C.674-8/92) Mr. Ashish S. Dalvi		The complainant objected to the press advertisement for Royal tooth brushes wherein the singer and filmstar Madonna's face had been shown without any teeth. According to the complainant, the headline of the advertisement was misleading and very subtly hitting out at the competition.	Chapter I.1 & I.3 (74th CCC 18/9/92)
28.	DSC Pvt. Ltd. (C.676-9/92) * Major - I.N. Mehra		Complaint against publishers of Dalal Street Investment Journal and Flash News Investment Weekly for non-receipt of free special offers of 12 issues of Fitness and one-time portfolio review despite his paying five years' subscription in advance as advertised.	Chapter I.5 (75th CCC 29/10/92)
29.	Arvi Industries Pvt. Ltd. (C.678-9/92) Mr. S.N. Sarkand		Complaint against a press advertisement whereby the advertiser claimed that by 'investing Rs. 3000/- in a unit of 8 teak trees today the investor can pocket over Rs. 1.50 lakhs over 20 years' which the complainant considered misleading and further questioned the authenticity of insurance cover offered by GIC and tax free income after 20 years etc.	Chapter I.4 (75th CCC 29/10/92)
30.	Mafatlal Inds. Ltd. (C.679-9/92) * Mr. Man Singh		The complainant took objection to an advertisement which appeared in a journal, Swagat, titled 'Michael Jackson shows his stylish moonwalk' which the complainant considered as misleading as there appears to be no combination of the visual and the advertisement whereby one thinks Mafatlal's fabric or their design was supplied to Michael Jackson.	Chapter I.1 & I.3 (75th CCC 29/10/92)
31.	ION Exchange (I) Ltd. (C.707-10/92) Dr. H.C. Shah	Karishma	Complaint against a press advertisement for a water purifier. The complainant alleged that the advertiser had used well known public institutions' names without their permission.	Chapter I.3 (76th CCC 21/11/92)
32.	General complaint (C.711-10/92)		Three advertisements featuring ISI marks without the respective product code numbers.	Chapter III.4 (77th CCC 22/12/92)
33.	Pearl Appliances Ltd. (C.713-10/92) Mr. Manoj Kumar		Complaint against an advertisement featuring ISI marks without the respective product code number.	Chapter III.4 (77th CCC 22/12/92)
34.	Gujarat Speciality Lubes Ltd. (C.698-10/92) * Dr. H.C. Shah	Concept	Complaint against an advertisement featuring ISI marks without the respective product code number.	Chapter I.3 (77th CCC 22/12/92)

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

Sr. No.	Advertiser	Agency	Nature of Complaint	ASCI Code
35.	Market NetWork (C.699-10/92) Mr. Satheesh Kumar B.S.	Axis	Complaint against a press advertisement inviting applications for franchisees. The complainant was appointed as a franchisee for Trivandrum, after paying an amount of Rs. 40,000/- and subsequently the advertiser cancelled the franchise and could not provide the promised business to the complainant.	Chapter I.5 (e) C 77th CCC 22/12/92
36.	Sellaids Publications (India) Ltd. C.705-10/92) Dr. H.C. Shah		Complaint against a press advertisement showing a comparison table for Sellpages and Tata Yellow Pages press advertisements where the complainant considers the difference between the two costs to be too exorbitant.	Chapter I.4 C 77th CCC 22/12/92
37.	Lullubhai Amichand Ltd. C. 706-10/92) "	Makhija	Complaint against a press advertisement for Elite Cooker, which the advertiser compares with other cookers of ordinary aluminium, which they claim are impure and unhealthy, whereas their product they claim is made of 100% pure food grade aluminium. The complainant questions this statement in the absence of any valid certificate from any government body or institution.	Chapters I.1 & I.4 C 77th CCC 22/12/92
38.	Electronic Corporation of India Ltd. (C.724-11/92) Ms. Shweta Saraswat	R.K. Swamy/BBDO	Complaint against a press advertisement which appeared in Navbharat, Bhopal, for EC TV, the headline of which reads: "Bharat Ka Pratham TV, Bharat Ka Sarvotam TV"! The complainant questions the credibility of this statement.	Chapters I.1 & I.4 C 77th CCC 22/12/92
39.	Tractors And Farm Equipment Ltd. (C.726-11/92) "	MAC	Complaint against a press advertisement for TAFE Tractors which appeared in Nabharat, Bhopal of 23.10.1992, wherein the advertiser claims his tractors to be the most economical for four reasons mentioned therein. The complainant considers it vague and unfounded because the advertiser has not provided any authenticated substantiation.	Chapter I.1 C 77th CCC 22/12/92
40.	Mysore Cements (C.733-11/92) Mr. Manoj Kumar	Mudra	Complaint against an advertisement for Diamond Cement, which appeared in Bhavans Journal of 30.10.92, with the headline 'As long as this lasts' (this refers to the diamond illustrated) 'this will last' (this represents a Bank building) whereby the complainant questions as to how ordinary cement can last for ever like a diamond.	Chapters I.1 & I.4 C 77th CCC 22/12/92

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

Sr. No.	Advertiser	Agency	Nature of Complaint	ASCI Code
41.	Shaw Wallace & Co. Ltd. (C.729-11/92) Mumbai Grahak Panchayat		Complaint against a press advertisement for HAYWARDS Happy Hour Mugs which appeared in TOI on 17.10.92 which the complainant considers a direct advertisement for beer. The complainant also considers the advertisement vulgar because of the representation of an obscene exposure of the female form especially when viewed with the text of the line "Let the Fun Flow."	Surrogate advertising (78th CCC 22/1/93)
42.	Shaw Wallace & Co. Ltd. (C. 738-11/92) Mr. Manoj Kumar		Complaint against a hoarding for "ROYAL CHALLENGE" which according to the complainant is surrogate advertising .	Surrogate advertising (78th CCC 22/1/93)
43.	Forefront Advertising & Marketing Co. Pvt. Ltd. (C. 745-11/92) Dr. Dushyant V. Punwani		Complaint against a press advertisement featuring a trouser held open waist downwards accompanied by a headline "THE ALL MALE PLACE IS SOON OPENING UP" which the complainant considers vulgar and obscene.	Chapter II (78th CCC 22/1/93)
44.	Crompton Greaves Ltd. (C.747-11/92) Dr. D. Bhaduri	O&M	Complaint against press advertisement for Crompton Exhaust Fan which appeared in the TOI of 21.11.92. The last line of the body copy reads: "DO NOTE THAT THIS IS A LIFETIME BUY AND A DECISION FOR LIFELONG FRESHNESS" which the complainant considered misleading.	Chapter I.1 (78th CCC 22/1/93)
45.	Luxor Pen Co. (C.749-11/92) * Mr. Narasimha Moorthy Touse	Creative Works	In the press advertisement for LUXOR-PILOT HI-TECHPOINT-CS Ball Pen which appeared in the Times of India of 21st Nov., 1992, the National Flag was featured along with those of two other countries which the complainant considered offensive.	Chapter III.4 (78th CCC 22/1/93)
46.	Nuchem Plastics Ltd. (C. 616-4/92) # Indian Plywood Manfg. Co. Ltd.		The complainant referred to a leaflet of the advertiser for promoting their product 'NUWUD MDF - UNBEATABLE PROPERTIES'. The complainant questioned each of the claims of the advertiser, viz., acoustics, termite/moisture resistance, design creativity and uniform strength in all directions.	Chapter I.1 (79th CCC 27/2/93)
47.	CCIT (C.708-10/92) * Mr. Manoj Kumar	NAC	Complaint against a press advertisement by the Computer Institute which claimed to offer an integrated four months' full time Diploma course and assured 100% placement. The complainant considered this assurance misleading.	Chapter 1.1 & I.4 (79th CCC 27/2/93)

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

Sr. No.	Advertiser	Agency	Nature of Complaint	ASCI Code
48.	Bajaj Auto Ltd. (C.689-10/92) * Consumer's Council	Radeus	Complaint against an advertisement by Bajaj Auto Ltd. offering scooters on instalment basis from all Dealers. A Dealer (listed) refused to accept cash deposit from a customer on the pretext that he was not a resident within the jurisdiction of his Dealership; as a result the customer incurred a loss of Rs. 200/-.	Chapter I.4 (79th CCC 27/2/93)
49.	The Aero Group (C.712-10/92) Mr. Manoj Kumar	INK	Complaint against an advertisement depicting two pairs of shoes which the complainant considered dubious and misleading because of the substitution of "TIMBERLAND" for "WOODLAND".	Chapter I.1 (79th CCC 27/2/93)
50.	Kids Kemp (C 755/11/92) — 11 —	HTA	Complaint against an advertisement which appeared in the magazine 'SWAGAT' wherein the advertiser claimed that his store 'KIDS KEMP' was the largest kids wear store in the world.	Chapter I.1 (79th CCC 27/2/93)
51.	Sinter Plast Containers (C.752-11/92) * — 11 —	Bidhan	Complaint against a press advertisement for Sintex Plastic Container with the headline: 'SINTEX THE FIRST AND THE BEST FOR EVER'. The complainant considered it misleading and baseless.	Chapter I.1 (77th CCC 22/12/92)
52.	Span Club Holidays (C.680-9/92) # Dr. Narendra M. Raje		Complaint against an advertisement for a conducted tour by the advertiser which claimed that there were no hidden service fees such as electric charges, service charges etc. for the participants which the complainant said was incorrect.	Chapter I.1 & I.5 (75th CCC 29/10/92)
53.	Overseas Sanmar Financial Ltd. (C.681-10/92) Public Grievances Representation Council		The complainant took objection to an adverisement seeking deposits wherein three-fourth of the advertised space was covered by a visual and the details of the financial position of the company were given in micro-sized letters which nobody could read without a magnifying glass and this the complainant considered was 'cheating the public'.	Chapter I.1 (75th CCC 29/10/92)
54.	Gangadharam Appliances Ltd. (C.690-10/92) Mr. Manoj Kumar		Complaint against a press advertisement for 'Butterfly' standard pressure cookers, the headline of which was alleged to be misleading. The headline reads: 'It is three times safer'.	Chapter I.1, I.4 and IV.1 (e) (76th CCC 21/11/92)
55.	Larsen & Toubro Ltd. (C.702-10/92) — 11 —		Two different advertisements with the same contents alleged to be misleading.	Chapter I.1 (76th CCC 27/11/92)

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

Sr. No.	Advertiser	Agency	Nature of Complaint	ASCI Code
56.	International Marine Communication Centre (C.714/732-10/92) Mr. B.S. Jayaraman		Complaint against a press advertisement for Marine Radio Officer's course. The complainant questioned the credentials/ authenticity of the claims particularly with regard to placement assurances.	Chapter I.1 & I.4 (78th CCC 22/11/93)
57.	All India Marine College (CC.717-10/92) "		Complaint against an advertisement of the Marine College claiming to be a pioneer institution in India which had produced a large number of officers during the last decade.	Chapter I.1 (78th CCC 22/11/93)
58.	Indian Institute of Marine Electronics (C.716/735-10/92) "		Complaint against the press advertisement by the Institute for Marine Radio Officer's course claiming to provide immediate jobs for candidates and other facilities which the complainant considered doubtful.	Chapter I.1 (78th CCC 22/11/93)
59.	Madras Marine College (CC.718-10/92) "		Complaint against a press advertisement by the Marine College assuring jobs after passing which the complainant considered an Unfair Trade Practice.	Chapter I.1 (78th CCC 22/11/93)
60.	Jenson & Nicholson India Ltd. (C.721-11/92) Mr. Vivek Saraswat	Contract	Complaint against the press advertisement in the Hindi newspaper NAV BHARAT, Bhopal, for secret formula "PLASTIC EMULSION" using the words 'computer par Emulsion nirman' which the complainant felt would mislead the less literate and educated.	Chapter I.1 (78th CCC 22/11/93)
61.	Roots Horns (C.757-12/92) Mr. Manoj Kumar	Mudra	A press advertisement in the TOI dt. 27th Nov, '92 for Roots Horns claiming that "It consumes only 1/3rd of current" and the subsidiary claim that "ROOTS CLEAR ROUTES" which according to the complainant will only add to the 'noise pollution'.	Chapter I.1 (78th CCC 22/11/93)
62.	Ajanta Pharma (C.759-12/92) Dr. D. Bhaduri	Mudra	Complaint against press advertisement which appeared in the TOI of 27th Nov. '92 for the product 'THIRTY PLUS'. The advertisement featured a man and the product with 'Woman' and 'Made for Man' on these pictures. The body copy of the advertisement states: "Rediscover the pleasure of being a man with 30 Plus and REDISCOVER THE POWER TO PERFORM - AT ANY TIME". According to the complainant this advertisement was vulgar and misleading.	Chapter II (78th CCC 22/11/93)

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

Sr. No.	Advertiser	Agency	Nature of Complaint	ASCI Code
63.	Peico Electronics & Electricals Ltd. (C.763-12/92) # Binatone Computers P. Ltd.	Contract	Complaint against a press advertisement by Philips for their Music Decks claiming some features as exclusive to 'PHILIPS POWERHOUSE' which the complainant stated were false and misleading.	Chapter I.1 (79th CCC 27/2/93)
64.	Crompton Greaves Limited (C.764-12/92) Mr Manoj Kumar	O&M	Complaint against an advertisement which appeared in the magazine 'WEEK' of Nov. 1992 issue for their Food Processor claiming it as the only machine with a 'silent induction motor that works non-stop for long stretches of time' which the complainant considered vague and absurd.	Chapter I.1 (79th CCC 27/2/93)
65.	Wipro Consumer Product (C.766-12/92) CMSI	Everest	Complaint against an advertisement by WIPRO for their product Baby Soft Powder featuring a model in the guise of a doctor, which she is not, and 'recommending' the product. The complainant considered the advertisement misleading.	Chapter I.1 (79th CCC 27/2/93)
66.	Ceat Tyres of India Ltd. (C.768/12/92) → Dr. D. Bhaduri (C.779-1/93) ↓ Mr. Pinakin J. Desai	HTA	Complaint against a press advertisement by CEAT for thier FORMULA - I Steel Radials with the headline: "PERFECT DRIVING RHYTHM" "TOTAL CAR CONTROL" which the complainant considers misleading.	Chapter I.1 (79th CCC 27/2/93)
67.	Nirupam Trading Company (C.769-10/92) Dr. D. Bhaduri	Chaitra	Complaint regarding an advertisement for a water heater showing a picture with open mouth and a feminine armpit, accompanied by the line "SOME OF THE MOST BEAUTIFUL SKINS ARE SHPEREHOT SKINS." The complainant queried how a water heater could claim to provide some of the most beautiful skins. It was alleged to be misleading.	Chapter I.1 (79th CCC 27/2/93)
68.	Sarda Plywood Industries Ltd. (C.771-12/92) Mr. Manoj Kamar	ACI	Complaint against a press advertisement for DURO PUMAPLY, which appeared in TOI dt. 21.12.92 and with the headline: "PARTNER FOR A LIFE-TIME" 'DURO PUMAPLY' which further claimed that 'Pumaply for furniture that lasts for generations' which the complainant considered vague and misleading.	Chapter I.1 (79th CCC 27/2/93)

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

Sr. No.	Advertiser	Agency	Nature of Complaint	ASCI Code
69.	Goel General Hospital (C. 775-1/93) Mr. Johnson Varghese		Complaint against an advertisement in the form of a poster in a local train by the hospital for abortion depicting a female sex symbol which the complainant alleged was encouraging female foeticide, which was unethical.	Chapter I.4 C 79th CCC 27/2/93)
70.	Vaibhavi Enterprises (C. 700-10/92) # Ion Exchange (I) Ltd.		Complaint against the literature of Aquasafe on line water filters. The complainant alleged the use of Haffkine Institute's certificate was misleading.	Chapter I.1 C 80th CCC 31/3/93)
71.	Racold Appliances Ltd. (C. 753-11/92) Mr. Manoj Kumar		Complaint against the press advertisement for Racold Water Heater that appeared in 'INDIA TODAY' of Nov. 30, 1992. The advertiser claimed that 'with SG-INSUL material, there is an energy saving of 12.5% more than that required by ISI and international specifications' which according to the complainant had no relevance in this particular advertisement.	Chapter III.4 for not carrying the relevant BIS Number C 80th CCC 31/3/93)
72.	Kothari Products Ltd. (C. 750-11/92) Kandachipuram Consumer Protection		Complaint against 'PAN PARAG' packet carrying a statutory warning at an insignificant place (below the flap of the packet) which cannot be easily noticed.	Chapter III.4 C 80th CCC 31/3/93)
73.	Eureka Forbes Ltd. (C. 701-10/92) # Ion Exchange (I) Ltd.		Complaint against the press advertisement for Aqua Guard Water filter claiming that adding iodine to water can be harmful which the complainant considered not correct.	Chapter I.1 (e) C 80th ECC 31/3/93)
74.	Shaw Wallace Co. Ltd. (C. 662-7/92) Mr. S. P. Godrej	Rediffusion	The use of visuals of British Royalty on outdoor hoardings for 'London Lime Liquor'.	Chapter I.3 C 73rd CCC 21/8/92)
75.	Mohan Breweries & Distilleries Ltd. (C. 658-6/92) Dilsukhnagar consumer council	R.K. Swamy/BBDO	An advertisement for 'Golden Eagle' mineral water said to be objectionable as no product had been shown.	CCC took up the matter suo motto and upheld Chapter III.4 (73rd CCC 21/8/92)
76.	Tilaknagar Distilleries & Industries Ltd. (C. 556-12/91) Mr. Chandra sekhar Garlapati Andhra Bank		A liquor advertisement for Mansion House Whisky with a visual of the product which appeared in the Maharashtra Times Annual 1991 said to be objectionable.	Surrogate advertising C 70th CCC 24/5/92)
77.	Shaw Wallace & Co. (C. 683-10/92) Mr. Manoj Kumar		TOI advertisement announcing programme 'The Sharon Xtravaganza' presented by Director's logo of Shaw Wallace with the words 'Cheers' considered an indirect advertisement for liquor by the complainant.	Surrogate advertising C 76th CCC 21/11/92)
78.	'Talk of the Town' Restaurant (C. 688-10/92) Mr. S. S. Shanbhag		Objection against offering of discounts on Indian Spirits and Indian Beers announced by the Restaurant said to be against the law.	Chapter III.4 C 76th CCC 21/11/92)

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

Sr. No.	Advertiser	Agency	Nature of Complaint	ASCI Code
79.	UB Group CC. 694- 10/92)		Complaint against a press advertisement for McDowells Single Malt Rare Cask Decanters said to be an indirect advertisement for liquor.	Surrogate advertising
80.	UB Group C. 695 - 10/92)	daCunha	An advertisement in Midday to contact McDowells for exciting gift packs and get into the real spirit of festivities was considered an indirect advertisement for liquor.	Surrogate advertising
81.	Mohan Meakin Ltd. CC. 696- 10/92) Mr. S.S. Shanbhag	Axis	Complaint against advertisement for 'Old Masters Splendid Tea' which was considered an advertisement for liquor.	Surrogate advertising (76th CCC 21/11/92)
82.	Herbertsons Ltd. CC. 739-11/92) Mr. Manoj Kumar	O&M	Complaint against the press advertisement for high style Jazz show sponsored by ROYAL VELVET considered an indirect advertisement for liquor.	Surrogate advertising (77th CCC 22/12/92)

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

Sr. No.	Advertiser	Agency	Nature of Complaint
1.	A. Sirkar & Co. (Jewellers) Pvt. Ltd. (C.598-4/92) (69th CCC 24/4/92). Mr. Pankaj Sarat	Speer Communications	Two complaints pertaining to an advertisement for jewellery said to be offensive as an item was displayed on the thigh of a model who was shown sitting on a toilet seat (a violation of the Indecent Representation of Women (Prohibition) Act, 1986). One complainant referred to only a press report of the advertisement.
2.	Allibhai Premji Tyrewalla (C.561-12/91) (70th CCC 29-5/92) Mr. Vilas D. Chaudhari	MAA Communications	An advertisement in Lokasatta for the Enfield - Explorer Electronic motorcycle was said to be misleading as the actual price was much higher than the advertised price.
3.	Amco Batteries Ltd. (CC.631-5/92) (71st CCC 24/6/92) # Chloride Indus. Ltd.	Rediffusion	An advertisement (hoarding) titled 'Maruti Owners' wherein the advertisement had mentioned that AMCO-YUASA was the Maruti battery said to be objectionable as there were other brands also being used by Maruti Udyog Limited.
4.	Art Advertising Agency (C.576-1/92) (70th CCC 29-5/92) # Lintas (I) Ltd.		Advertisement titled 'Don't join Lintas' said to have trremendously damaged the image of Lintas in the industry besides creating a misconception about the agency in the minds of prospective entrants.
5.	Asha Enterprises (C.587-3/92) (70th CCC 29-5/92) Maro Charles		A Telugu advertisement titled 'THE PRETTY WOMEN in the Octogon' appeared in Andhra Prabha for a feature film 'The Octogon'. The complainant states that 'THE PRETTY WOMEN' was added to the title of the film to attract the public and mislead them.
6.	Batliboi & Co. Ltd. (CC.667-7/92) # 74th CCC 18/9/92 Contract Advtg.		Complainant alleged that the advertisements for Batliboi Eddy Microwave Oven and Batliboi Gannet Electrachef were lifts from the campaign for Kelvinator's Magicook Microwave Oven.
7.	Bennett Coleman & Co. Ltd. (CC.647-6/92) 73rd CCC 21/8/92 Dr. H.C. Shah	Synergy	Three advertisements for The Independent which appeared in The Times of India on July 16, 17 & 18, 1992 with the words "Dial M for Mango Offer" was said to have made misleading claims on two counts: (1) You don't have to buy anything to win; (2) The Independent will phone thousands of people every day. According to the complainant, unless one bought The Independent it was not possible to win, and publishing the advertisement in The Times of India was meant to induce its reader to buy The Independent. Secondly, according to the complainant, thousands of phone calls could not be made in a day.
8.	Brooke Bond India Ltd. (CC.547 Mr. M.K. Narayanan 69th CCC 24/4/92	HTA	An advertisement for Deepam Tea which appeared in the Malayala Manorama Weekly and which used the fable of the Tortoise and the Hare said to be an attempt to deride old values.
9.	Burlingtons' Home Shopping Pvt. Ltd. (C.636-5/92) # 72nd CCC 8/7/92 Kusum Enterprises		The complainant referred to the advertiser's direct mail order service and claimed that the gift voucher and catalogue had not been supplied, hence the advertisement was misleading.

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

Sr. No.	Advertiser	Agency	Nature of Complaint
10.	CAB Advertising Pvt. Ltd. & Classique Advertisers		A complaint and counter-complaint based on the advertisers' claim that each of them were the ones holding the exclusive rights for advertising on taxis.
11.	Cat Cassettes Ltd. (CC C. 655-6/92 73rd CCC) 21/8/92) Consumer Complaints Cell	Citizen	Advertisement inviting contestants to participate in an all India-based singing contest, 'Gayak Gayika '92' by paying a non-refundable registration fee of Rs.500 per entrant were said to be objectionable and meant to lure aspiring contestants. Later, the complainant sent a news clipping wherein it was reported that the advertiser had been arrested by the police for duping participants on a large scale.
12.	Colgate-Palmolive India Ltd. (C. 580 Mr/Mrs. S. M. Mukherjee 71st CCC) 24/6/92)		TV commercial for Palmolive Soap which showed filmstar Aamir Khan praising the complexion of a female model said to be offensive.
13.	Cox & Kings (India) Ltd. (C. 623 Dr. H. C. Shah 72nd CCC) 8/7/92)	PH Advertising	Advertiser's claim in the Times of India - '6500 hotels all around the world can be booked here in India... in just 5 seconds flat!' - said to be exaggerated.
14.	Du Pont Far East Inc. CC. 578 70th CCC) 29/5/92) Susan Dhavle	Rediffusion	Advertisement titled 'Dreaded criminals will be scared to death,' with the claim that pesticides are going to reduce crop losses in India said to be untenable in the light of the experience and record crop loss in the US. The claim in the second advertisement titled 'Some of our products that India does not need' said to be misleading as fish catch volume depends on mesh size of the nets and not on the type of material used.
15.	Directorate of Publications, Customs & Central Excise CC. 611 71st CCC 24/6/92) Dr. H. C. Shah	DAVP	An advertisement titled 'The Singapore Shopper' showing a lady carrying a lot of baggage and waiting in a queue for clearance with the suggestion that travellers should travel light said to be objectionable. The complainant said that a traveller had every right to indulge in any amount of shopping.
16.	General Insurance Corporation of India (69th CCC 24/4/92)		Advertisement for GIC Mutual Fund and GIC RISE II said to be misleading as it omitted to mention certain vital details.
17.	Gujarat Ambuja Cement Ltd. C. 607 Dr. H. C. Shah 71st CCC 24/6/92)	Trikaya Grey	An advertisement placed by the advertiser after receiving the National Award for Outstanding Pollution Control from the Prime Minister, Mr. P.V. Narasimha Rao, the copy of which read 'pollution levels approaching the lowest in the world... no wisp of smoke drifting outwards. No sign of dust either', said to be near impossible to achieve by a cement plant.
18.	Gujarat Ambuja Cement Ltd. C. 668-7192 74th CCC (8/9/92)		Press advertisement containing the company's audited financial results said to be incorrect and misleading.
19.	Gujarat Co-operative Milk Marketing Federation Ltd.	daCunha 69TH CCC	Two complaints for the outdoor and press advertisement for Amul butter titled 'Love Bites' said to be offensive.
20.	Gujarat Co-operative Milk Marketing Federation Ltd. (C. 596 70th CCC 29/5/92)		An advertisement in The Times of India did not mention the name of the product for which the weight and price was given.

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

Sr. No.	Advertiser	Agency	Nature of Complaint
21.	HCL Ltd. (C.604 Dr. H.C. Shah 71st CCC 24/6/92)		HCL's advertisement for a copying machine, the Little Master, with the headline 'Why spend Rs.1.3 lakhs for a copier, if Little Master, now at Rs.29,995 only, meets your requirements' said to be objectionable.
22.	Hindustan Latex Ltd. C.560 Mr. S.M. Parikh (70th CCC 29/5/92)		An advertisement for the sale of defective condoms was said to manifest a disregard for safety and to encourage negligence.
23.	Hindustan Lever Ltd. C.545 Ms. Lata Venkatesh (69th CCC 24/4/92)		Complainant referred to a video film for wheel Detergent Powder showing a character called 'Pila Singh' personified in an extremely poor taste and described as a shaitan committing various atrocities against women said to be a gross exaggeration and deliberately misleading for the not so well-informed consumer.
24.	Ion Exchange India Ltd. CC.625 Dr. H.C. Shah 72nd CCC 8/7/92)	Karishma	Advertisement for Zero-B with the claim "Polyiodide resin inside the cartridge eliminates disease-causing bacteria - immediately" said to be questionable.
25.	Jenson & Nicholson India Ltd. (C.612 —"— 71st CCC 24/6/92)	Concept	Advertisement in which the reverse side of a hundred rupee currency note had been shown was said to be against the law according to the complainant.
26.	Kasturi & Sons Ltd. C.603 —"— 71st CCC	Lintas	A press advertisement for the sports magazine Sportstar with the headline 'Portable Television' said to be objectionable. The complainant referred to the literal dictionary meaning of 'television' and objected to the magazine being called a 'Portable Television'.
27.	M & N Publications Ltd. C.520 (69th CCC 24/4/92) # Veena Gidwani (Tata Press)	Insight	Advertisement for Getit Yellow Pages with the title "Name the Yellow Pages company that believes in publishing a telephone directory every year. And, not every leap year", said to give the impression that the advertisers were the only company bringing out the telephone directory every year.
28.	Marico Industries Ltd. (C652-6/92) 73rd CCC 21/8/92) Ms. Urmila Zutshi	Trikaya Grey	The complainant objected to a press advertisement for 'Sweekar', a refined sunflower oil wherein the advertiser had described the product as 'oil minus fat' which was said to be misleading the public.
29.	Maxwell Industries (C.577 Mrs. M. D'Souza 70th CCC 29/5/92)	Avenues	Advertisement for 'VIP Champ' brief which appeared in the Deccan Herald with the words 'not exactly the right time to think about below-the-belt activities' said to be suggestive and offensive.
30.	Nestle India Ltd. C. C.69th CCC 24/4/92)	HTA	Results of 'Sunrise Dream Contest' were not published by the advertiser. The complainant did not send a copy of the advertisement, but the agency replied to the notice of complaint.
31.	Niranjan Travels CC567 ABEL 70th CCC. 29/5/92)		An advertisement in the Nagercoil Telephone Directory - 1991 and in the Dinamalar of January 20, 1992 said to be misleading as the advertiser was not an authorised agent of Indian Airlines and the IATA for air tickets, visa stamping etc.

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

Sr. No.	Advertiser	Agency	Nature of Complaint
32.	Overnite Express Pvt. Ltd. CC-618 Blue Dart Express P. Ltd. # 72nd CCC 8/7/92)	The Edge	Advertisement with the headline 'Guess who travels on virtually every Indian Airlines flight every day of the year?' said to be highly exaggerated, besides other claims in the body copy which were also said to be exaggerated.
33.	PL Chemicals Ltd. C-570 Mr. M.K. Narayanan 70th CCC 29/5/92)	Mudra	Two advertisements for Banish Dust which appeared in Malayalam with the copy asking readers 'whether they were aware of the easiest and cheapest method of committing a murder' and in Deccan Herald with the title 'Have you committed some murders recently?,' said to be offensive as it was likely to induce people to commit murder.
34.	Pan India Paryatan Ltd. C-632 Rediffusion Advtg. P. Ltd. # 71st CCC 24/6/92)	Ambience	The emblem design of EsselWorld being used for their amusement park was said to be similar in design to the emblem of the complainant's amusement park which was in the process of being set up, but the emblem design for which had been registered with due copyright much before EsselWorld's design.
35.	Polyolefins Industries Ltd. CC-606 Dr. H.C. Shah 71st CCC 24/6/92)	Chaitra	Press advertisement with the headline 'We reaffirm our commitment to a cleaner, healthier, environment' said to have made claims that lacked validity.
36.	Premier Vinyl Flooring Ltd. CC-626 —"— 72nd CCC 8/7/92)	Shems Combit	Advertisement for Wonderfloor vinyl flooring which showed a little boy lying on Wonderfloor reading high level books and with a time indication of 1.00 p.m. to 5.00 p.m. said to be objectionable as a little boy of that age should have been shown sleeping during that period.
37.	Procter & Gamble India Ltd. C-624 Lintas (I) Ltd. # 71st CCC 24/6/92)	Chaitra	The complainant said that besides Ariel, Rin detergent powder and Surf Ultra were the only other 'one spoon powders' and, the comparison shown in the Ariel TV commercial was not factual nor accurate.
38.	Procter & Gamble India Ltd. C-627 —"— # 71st CCC 24/6/92)	Chaitra	A TV commercial for Ariel concentrated detergent with a claim of superior performance had a visual depiction through the 'white/off-white format' which was said to be similar to the format used by Rin Bar and therefore violated Chapter IV.3 of the Code.
39.	Raymond Cement Works CC-619 Dr. H.C. Shah 72nd CCC 8/7/92)	Headstart	Advertiser's claim - "Judged to be The Best... Again and again and again" on the basis of having been awarded the National Productivity Award in the years 1987-88, 1988-89, 1989-90 and 1990-91, said to be contradictory to the body copy, where it was mentioned that in 1989-90 they received the Second Best Productivity Performance Award.
40.	SBI Mutual Fund (C-610 —"— 71st CCC 24/6/92)	Interpub	Two advertisements released by SBI Mutual Fund for Magnum G.I.F.T.S., one of which appeared in The Illustrated Weekly of India dated March 28 - April 3, 1992 and the second which appeared in The Times of India on March 29, 1992 wherein the complainant pointed out a contradictory quoting of the growth of 108% and 104% respectively, as misleading and detrimental to the consumer and meant to lure investors.

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

Sr. No.	Advertiser	Agency	Nature of Complaint
41.	Sanskrut Comfort Systems Pvt. Ltd. (CC. 648-6/92) 73rd CCC 21/8/92)	Lintas Dr. H.C. Shah	Press advertisement and TV commercials showing water having turned into ice and a bottle of hot beverage which froze when the Symphony Window Cooler was put on, said to be highly exaggerated and misleading.
42.	See Well Packers (C. 539 Mr. S. Guru Batham C.69th CCC 24/4/92)	Delta	Advertisement for Mona brand of homecleaning products said to have made dishonest claims regarding exclusive rights for the product range.
43.	Skypak Couriers Ltd. (C. 638 72nd CCC 8/7/92) # Tata Sons Ltd.	Avenues	Two press advertisements, one showing Noah's ark with a quote "Sorry Mr. Noah, I'm only one of a kind. But if you insist, my competitor will eventually arrive in a few days". And the other depicted a scene from The Ten Commandments with a quote "Hey! Wait a minute. He's sent you three more," was said to be denigrating the complainant's religion and hurting his religious sentiments.
44.	Skypak Couriers Ltd. (C. 669-7/92 Mr. Kai Nicholson 74th CCC 18/9/92)	Avenues	Press advertisement portraying Hitler, whom the complainant considered responsible for the killing of millions of people in World War II, said to be in bad taste.
45.	Shri Bhargavi Finance (C - 550 Mr. N. Subramanian C69th CCC 24/4/92)	Aries	An advertisement placed by the dealer in The Hindu of November 1, 1991, for Preethi XL-7 Mixie said to be misleading as it claimed the product was a TTK product. According to the complainant, the description, `a TTK product' was withdrawn from the carton, advertising and publishing materials with effect from April 1, 1991.
46.	The Leela Kempinski (C.609 Dr. H.C. Shah 71st CCC 24/6/92)	Enterprise	Press advertisement for The Leela Beach, Goa titled 'Kiss a pink lady in Rio' was said to be unethical as kissing in public places in India was forbidden.
47.	T.T. Ltd. (CC. 590-3/92 ~~Mr. Rak~~ Mr. Rakesh Kumar 74th CCC 18/9/92)		TV commercial showing a model throwing away a handmade *kadai* in preference to a Prestige Ultimate Pressure Pan said to be damaging the sentiments of poor artisans.
48.	The Indian Hotels Company Ltd.		Half-page advertisement for Pure Gold Ice-cream of the Taj which announces the opening of an ice-cream parlour at Jewel Arcade, Bandra, West, with the copy "Try something sinful, reckless, sensuous and exquisitely wicked tonight" said to be offensive.
49.	The Tata Oil Mills Co. Ltd. (CC. 642-5/92 Mr. Mannalal Nandaana 73rd CCC 21/8/92)	R.K. Swamy/BBDO	Press advertisement for Effermint toothpaste published without the manufacturer's name and with only the line 'The Tata Oil Mills Ltd.' said to be misleading.
50.	Tata Press Ltd. (CC. 671-8/92 74th CCC 18/9/92) # Mazda Manufacturers	Speer Communications	The complainant referred to two advertisements of the Tata Press Yellow Pages. According to the complainant, worldwide Yellow Pages offers free listing of individual firms and organisations. The complainant asked the advertiser for free listing, which was denied orally.
51.	The Investment Trust of India (CC. 564 - 12/91 # 70th CCC 29/5/92) Mr. S. Subhash	Lintas	An advertisement for the advertiser's scheme 'Sowbhagya Vishwas', the ITI marriage plan, with a headline "Because it is in our finest tradition to plan for a daughter's marriage" which appeared in The Hindu was said to be objectionable as it seemed to encourage the dowry system.

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

Sr. No.	Advertiser	Agency	Nature of Complaint
52.	Union Carbide of India Ltd. C.C.641-5/92 73rd CCC 21/8/92)	Ms. Rajani	The phrase 'Give me Red' used in a TV commercial for Eveready batteries said to be in bad taste, offensive and derogatory to the fair sex.
53.	Unit Trust of India (C 569 70th CCC 29/5/92)	Sistas Mr. N. Vasudevan	Advertisement in The Hindu giving details of returns on the Unit Scheme '64 said to be misleading.
54.	Uptron India Ltd. C. 542 C. 69th CCC 24/4/92)	Rediffusion Dilsukhnagar Consumer Council	Advertisement in Telugu for an Uptron black and white TV which appeared in Eenadu and used the word "rangulu" said to be misleading since the product advertised was a black and white TV.
55.	Videocon International Ltd. C. 592 70th CCC 29/5/92)	Dr. H. C. Shah	The complainant referred to an advertisement for `No-Frost' refrigerators which appeared in The Times of India with three claims - (1) Rise in temperature at the time of defrosting results in loss of food properties and leads to food decay; (2) 'No frost' and the 'back is flat and clean, no ugly wires, no pipes'; (3) No-frost refrigerator allows better space utilisation; - said to be questionable.
56.	Videocon International Ltd. (C.C. 657-6/92) 73rd CCC 21/8/92)	Dr. H. C. Shah	A purchase scheme titled 'Golden Video Contest' advertised in celebration of the completion of 100 Golden Months in the field of colour television with prizes ranging from 1 kg pure gold to 50 gm. pure silver, was said to be violative of the Lotteries Act.
57.	Videocon International Ltd. C.C. 660-7/92 73rd CCC 21/8/92)	Mr. V. Gangayya	The complainant had purchased a Videocon Little Cooler at a certain price, which he said was different from the price of the product mentioned in a TV commercial.
58.	Video-Master C.C. 617-4/92 74th CCC 18/9/92)		The complainant found the screening of tobacco product advertisements through video commercials, without a statutory warning, objectionable.
59.	NELCO C.C. 682-10/92) 76th CCC 21/11/92)	Mr. Pankaj Sarat Same Mr. Manoj Kumar	The complaint referred to a NELCO press advertisement in which the Mitsubishi name was used. According to the complainant, if the components and designs were from Mitsubishi, then it was misleading to use the NELCO brand name or the TATA product claim. The complainant also questioned the use of the word 'free' as a prefix to the word 'warranty'.
60.	NIIT C.C. 684-10/92 76th CCC 21/11/92)		The complainant objected to an advertisement inviting students to join a computer course thus: "Today, being a mere graduate is simply not enough to get a job". According to the complainant, the B.Com.. B.A., B.Sc. degrees were adequate for job seekers.
61.	MHADA C.C. 685-10/92 76th CCC 21/11/92)	Dr. H. C. Shah	The complaint was against a MHADA advertisement offering 6600 houses to the public whereas the advertisement copy detailed only 6489 houses.
62.	Godrej & Boyce Mfg. Co. Ltd. C.C. 686-10/92 76th CCC 21/11/92)		Complaint against a press advertisement for the Starwriter electronic typewriter by Godrej, the illustration of which was alleged to be illegal and misleading as the complainant felt that the advertisement may convey the impression that the typewriter was used for printing forgeries.

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

Sr. No.	Advertiser	Agency	Nature of Complaint
63.	Vidyut Shaving Products Ltd. CC 687-11/92 76th CCC 21/11/92)	Dr. H.C. Shah	Complaint against a press advertisement for SUPERMAX shavers. The complainant alleged that the advertiser was cashing in on Gillette's name.
64.	Amtex India Ltd. CC. 691-10/92) # 76th CCC 21/11/92)	Karishma Advtg. Ltd.	Complaint against a press advertisement which, according to the complainant, was a plagiarised version of the Wrangler campaign.
65.	Munch Food Products Pvt. Ltd. CC. 692-10/92) 76th CCC 21/11/92)	Dr. H.C. Shah	Complaint against a press advertisement for Chocotail, the headline of which reads: 'the mature taste in chocolate that can never be mass produced', which the complainant considered misleading.
66.	Hawkins Cookers Ltd. CC. 693-10/92 — " — 76th CCC 21/11/92)		Complaint against an advertisement featuring a child with a small pressure cooker as a toy which the complainant considered a violation of the ASCI Code. Chapter III.2 (d).
67.	Priyadarshini Bala Vihar & six other Schools CC. 659-7/92 77th CCC 22/12/92)	Mr. S. Aditya Kiran Kothapeta Consumer Society	Complaint regarding advertisements by seven schools claiming that their schools had ultra-modern amenities, experts and experienced staff; some claimed their schools were convents and government recognised which the complainant stated was not correct.
68.	Elbee Express Service CC 703-10/92 77th CCC 22/12/92)	Mr. Manoj Kumar	Complaint against a press advertisement by a Courier Company which the complainant considered misleading, with claims such as "Bigger than British Airways, Better than Benz, Cooler than Coke".
69.	Godrej Soaps Ltd. CC. 710/722/730/748-10/92) 77th CCC 22/12/92)	"	Complaint against an advertisement by Godrej Soaps for their product GANGA SOAP stating that: (1) Ganga water is used for making GANGA SOAP (2) Flow of Ganges at your door steps; The complainants alleged the claims were hurting the religious feelings of the Hindu community.
70.	Indian Education Centre CC. 720-10/92 (77th CCC 22/12/92)	"	Complaint against an advertisement by the Education Centre for a computer course in software engineering etc. claiming that in just two years only, the applicant can become a software engineer.
71.	Hawkins Cookers Ltd. CC. 723/727-10/92 77th CCC 22/12/92)	Ms. Shweta Saraswat	Complaint against press advertisement for Hawkins Cooker wherein the advertiser made the claim "Quality that India Trusts" which the complainant considered misleading with irrelevant use of the words "INDIA TRUSTS".
72.	Uptron India Ltd. CC. 725-10/92) 77th CCC 22/12/92)	Dilsukhnagar Consumers Council	Complaint against a press advertisement for UPTRON TV, which appeared in 'Eenadu' of 23.10.92, wherein the advertiser stated that the rates mentioned were applicable in A.P. but the advertisement did not specify the rates.
73.	Voltas Ltd. CC. 741-11/92 77th CCC 22/12/92).	Mr. Manoj Kumar	Complaint against a press advertisement for Volfarm Tomato Paste, which appeared in TOI dated 11.11.92. The complainant contended that the advertisement denigrated a vital public service system.

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

Sr. No.	Advertiser	Agency	Nature of Complaint
74.	Bisleri Beverages Ltd. CC. 742-11/92 77th CCC 22/12/92)	Mr. Manoj Kumar	Complaint against a press advertisement for 'CITRA' which appeared in TOI, headlined : "SOME THINGS ARE SO PERFECT, YOU JUST CAN'T IMPROVE THEM" and these some things were illustrated as an egg, electric bulb, Taj Mahal, Marilyn Monroe, Mona Lisa, works of Shakespeare and finally CITRA, which comparison the complainant considered irrelevant and absurd.
75.	Roopam CC. 719-10/92 78th CCC 21/1/93)	Akhil Bharatiya Gurjhale Panchayat	Complaint against a press advertisement for 'ROOPAM MAN LINE' which the complainant considered vulgar.
76.	Apple Industries Ltd. (C. 731-11/92 78th CCC 21/1/93)	Mr. Manoj Kumar	Complaint against press advertisement for a computer course by Apple Industries Ltd. which appeared in the Times of India of 2.11.92 offering a Software Engineering course which the complainant considered misleading.
77.	Procter & Gamble India Ltd. CC. 751-11/92 # 78th CCC 21/1/93)	Lintas India	Complaint against "ARIEL GREEN" 'Mango Stain' commercial. The complainant pointed out that the advertiser had used two advertising properties which bore a resemblance to the advertisement for 'SURF ULTRA'.
78.	Du Pont Sportswear Ltd. CC. 754-11/92 78th CCC 21/1/93)	Ms. Neeti Bhatia	Complaint about an advertisement on TV for "Wrangler Jeans" where the visuals used showed animals being abused according to the complainant and were offensive and also against Article 9 of the Constitution.
79.	Mahanagar Telephone Nigam Ltd. CC. 758-12/92 78th CCC 21/1/93)	Mr. R. R. Nazareth	In an advertisement in the Times of India of 16.11.91 & 14.6.91 and in the 'Afternoon' of 9.7.91 MTNL had announced that all subscribers would get a rebate in rental bills if their phones were dead for 7 consecutive days. According to the complainant, MTNL had not complied with this commitment.
80.	Sterling Computers Ltd. CC. 709-10/92 79th CCC 27/2/93)	Dr. H. C. Shaw	The complainant objected to a press advertisement by a Yellow Pages publisher claiming to be the official publisher of the telephone directory of MTNL, Bombay, which the complainant considered as incorrect and misleading.
81.	Crompton Greaves Ltd. CC. 765-12/92 79th CCC 27/2/93)	Mr. Manoj Kumar	Complaint against an advertisement which appeared in "Telematics India" issue of Nov. '92 by Cromptons with the headline "THERE IS NO ROOM FOR ERROR" and with a claim in the body copy that their product Modems were backed by a network that also does not 'have any room for error'. The complainant considered the advertisement misleading.
82.	Recon Enterprises Pvt. Ltd. CC. 767-12/92 # 79th CCC 27/2/93) Marico Industries. Ltd.		Complaint against an advertisement by the advertiser for their product 'COCOCARE' Coconut Oil featuring Cococare pack in the foreground with a crumpled blue pack in the background which could be mistaken for another brand. The complainant considered it misleading and also denigrating the other brand.

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

Sr. No.	Advertiser	Agency	Nature of Complaint
83.	Marico Industries CC-770-12/92 # 78th CCC 22/1/93) O&M Ltd.		Complaint against press advertisement for Marico Fluffy Fabric Softener which the complainant alleged was similar to Hindustan Lever's advertisement for their product 'COMFORT' fabric softener, particularly in relation to layout and presentation.
84.	Racold Appliances Ltd. CC-753-11/92 80th CCC 31/3/93) Mr. Manoj Kumar		Complaint against the press advertisement for Racold Water Heater in 'INDIA TODAY' claiming that with 'SG-INSUL' material there was an energy saving of 12.5% more than that required by ISI and international specifications, which according to the complainant had no relevance in this advertisement.
85.	Indian Maritime College CC-773-1/93 80th CCC 31/3/93) Dr. Y. B. Yashodhar		Complaint against the press advertisement by Indian Maritime College, Madras for Merchant Navy Radio Officer's course claiming that it was recognised all over the world as the only institution run by professionals, had international repute, was equipped with on-line training facilities and a most modern laboratory which the complainant had reasons to doubt.
86.	BATS (Marine Electronics Division) (C-774-1/93) 80th CCC 31/3/93)		Complaint against a press advertisement by an Institute of Marine Electronics which appeared in the Times of India of 14th Oct. 1992 for Marine Radio Officer's course that claimed to provide lucrative careers in the Merchant Navy; excellent job facility/prospects both in India and abroad; practical training facilities in latest sophisticated Radio communication equipment and having an expert faculty to conduct classes, which according to the complainant were not verifiable.
87.	Business India Ltd. CC-796-3/93) 80th CCC 31/3/93) Mr. Manoj Kumar		The February issue of 'BUSINESS INDIA' carried a caricature of a tortoise depicting a Postman with the lines 'Does your subscription copy arrive late or sometimes never at all. Sorry we don't run the postal services. But we'd like to ensure that there's no hold-up at our end'. According to the complainant, Business India had exploited and denigrated Postal Services for their business advantage, which the complainant felt was objectionable.

Complaints that were NON ISSUES **ANNEXURE III**

Sr. No.	Advertiser	Nature of Complaint
1.	A. Sirkar & Co. (Jewellers) Pvt. Ltd.	The complainant referred to a press report which appeared in The Statesman regarding the advertiser's display of jewellery which was considered offensive.
2.	Blue Dart Express Pvt. Ltd. CC. 589 Mr. Linus Mario D'Lima 70th CCC 29/5/92)	It was alleged that the performance of the advertiser did not match the claims made in their advertising campaign.
3.	Burlingtons' Home Shopping Pvt. Ltd. CC. 586 T. Krishna Murthi 71st CCC 24/6/92)	Complaint about non-receipt of goods ordered through the advertiser's direct mailing system. The goods were delivered after disclosing the complainant's identity.
4.	Expo Machinery Ltd. (C. 614 Tamilnadu Rural Urban Consumer 72nd CCC 8/7/92) Protection Council	Complaint received through a Consumer Protection Council for non-performance of a refrigerator and dealer's service conditions.
5.	Elder Pharma Ltd. (C. 597 Dr. M. C. Shah 70th CCC 29/5/92)	The complainant alleged that the advertisement for A.M. P.M. anti-plaque did not give particulars of the manufacturer or the agency.
6.	Fitwell Readymade Garments (C. 602 Mr. M. R. Vellodi 70th CCC 29/5/92)	A complaint against a hoarding put outside the compound of the complainant was said to be obstructing the view and sunlight and the municipal authorities had not cared to remove it.
7.	General complaint CC. 590A-3/92) Mr. Rakesh 74th CCC 18/9/92) Kumar	A TV commercial showing ordinary glass jars falling and breaking, to promote branded modern plastic bottles and showing them being kicked like a football, which insults man-made objects, said to be objectionable.
8.	Ghaziabad Development Authority CC. 630 Mr. A. Gopalakrishnan 72nd CCC 8/7/92)	Advertiser had advertised in 1988 with the assurance that flats would be allotted within 2 years and had collected a major portion of the amount. However, the advertiser was yet to give possession of the flats.
9.	Janapriya Finance & Industrial Investment India Ltd. CC. 584 ch. Saseela (70th CCC. 29/5/92)	In an advertisement in the Eenadu, the advertiser was alleged to be asking certificate holders of the company to furnish certificate details for distributing the matured amount, which, according to the complainant, were readily available with the advertiser, and was said to be done in order to delay performance.
10.	Jay Kay Industries Ltd. Mr. R. Harihara Subramanian C. 554 69th CCC. 24/4/92	The complainant alleged that the results of the Radial Tyres Contest was not published by the advertiser.
11.	Life Insurance Corporation of India CC. 637 Kusum Enterprises 72nd CCC 8/7/92)	The brochure for the scheme Jeevan Sathi mentioning a minimum amount of Rs.5,000 said to be misleading as the advertiser had refused to accept the minimum amount.
12.	Maharashtra State Lotteries (C. 600 Mr. Harnarayan Ladda 70th CCC 29/5/92)	It was alleged that the conductors of lotteries do not abide by the rules and pay winners.
13.	National Egg Coordination Committee C601 Mr. Ashok Kumar N. 71st CCC 24/6/92)	Four complainants sent a printed letter complaining against advertising for eggs.
14.	Popular College CC575 70th CCC 29/5/92)	Popular College's claims of 100% pass guarantee, 'No pass, no fees' and 'Save 1 to 3 years and pass' said to be misleading.

Complaints that were NON ISSUES (Continued)

Sr. No.	Advertiser	Nature of Complaint
15.	Procter & Gamble India Ltd. CC. 639-5/92 72nd CCC 8/7/92) Mr. Kishore Kumar Subash Sarana	The complainant referred to a TV commercial for Ultra Clearasil and said he did not get relief within five days of using the product, as claimed by the advertiser, hence the commercial was misleading and accordingly the amount spent by him must be refunded.
16.	T.T. Krishnamachari & Co. Ltd. CC. 538 Ldr. Novel Lobo 71st CCC 24/6/92)	An advertisement for Kohinoor condoms was said to be in poor taste.
17.	General complaint C. 613 Mr. C. C. Gujar 71st CCC 24/6/92)	The complainant objected to the crawl advertisements on video and cable networks.
18.	Herbal Research Institute CC. 675-9/92 Mr. V. Gurumurthy 75th CCC 29/10/92)	Complaint against the advertiser for their advertisement that appeared in 'Eenadu' during July 1990, and as per the complainant, offering free medical advice for certain diseases which the complainant states was false as he had remitted Rs.100/- to the said institute which they had demanded from him and further complains that despite his remitting the amount the institute not only neglected his letters but also did not provide any medical advice.
19.	General complaint CC. 677-9/92 Mr. Padmanabh Kanchlodkar Bupumana 75th CCC 29/10/92)	A complaint, regarding 2 hoardings at Bandra, without proper details.
20.	Pink Panther CC. 697-10/92) Mr. S. S. Shanbhag 76th CCC 21/11/92)	Complainant referred to advertisement of a retail outlet named Pink Panther alleging that it was an example of surrogate advertising.
21.	Living Media India Ltd. CC. 704-10/92 Walchandnagar Indus Hotel. # 76th CCC 21/11/92)	Complaint regarding the non-compliance of advertised offers viz. audio cassette and refund of subscription under their guarantee of satisfaction.
22.	Bennett Coleman & Co. CC. 740-11/92 Mr. Manoj Kumar 78th CCC 22/1/93)	Complaint against a hoarding which claimed that the Hindi newspaper NAVBHARAT TIMES was 'bold, impartial, nirnayak ....'. The complainant questioned the validity of the claim 'Nirnayak'.
23.	Lupin Laboratories CC. 760-12/92 Mr. S. Prabhuvaya Mudaliar 78th CCC 22/1/93)	The press advertisement for TB Eradication campaign, had used the word 'Man'. The complainant felt that the advertisement was chauvinistic. According to the complainant the noun 'Man' should be replaced by 'person' in the heading and body copy of the advertisement.
24.	Kingston Cigarette CC. 761-12/92 Mr. Vinayak Patki 79th CCC 27/2/93)	Complaint against an advertisement for Kingston Cigarettes which the complainant considered indecent as the emphasis was more on sex rather than the product.
25.	Dell Computer Corpn. CC. 762-12/92 # 79th CCC 27/2/93) Binatone Computers P. Ltd.	Complaint against a press advertisement by Dell Computer Corpn. showing Reliability Ratings survey tables of different computer companies which the complainant (from Binatone) said was similar to his company's advertisement campaign.

List of Members

As on March 31, 1993

Category A - Advertisers

1. Ahmed Oomerbhoy
   Bombay
2. Airfreight Ltd.
   Bombay
3. Ajanta Pharma Ltd.
   Bombay
4. Akbarallys
   Bombay
5. Alembic Chemical Works Co. Ltd.
   Vadodara
6. Ashok Leyland Ltd.
   Madras
7. Ayurved Sumshodhanalaya
   Pune
8. Bajaj Electricals Ltd.
   Bombay
9. Bajaj Hindustan Ltd.
   Bombay
10. Bakelite Hylem Ltd.
    Secunderabad
11. Bata India Ltd.
    Calcutta
12. Blue Star Ltd.
    Bombay
13. Bombay Dyeing & Mfg. Co.
    Bombay
14. Brilliant Tutorials
    Madras
15. Brooke Bond India Ltd.
    Bangalore
16. Bush Boake Allen India Ltd.
    Madras
17. Cadbury India Ltd.
    Bombay
18. Cadila Laboratories Ltd.
    Ahmedabad
19. Camlin Ltd.
    Bombay
20. Caprihans India Ltd.
    Bombay
21. Castrol India Ltd.
    Bombay
22. Colgate-Palmolive India Ltd.
    Bombay
23. Colour Chem Ltd.
    Bombay
24. Crompton Greaves Ltd.
    Bombay
25. Dalmia Industries Ltd.
    New Delhi
26. Eichers Motors Ltd.
    Indore
27. Eureka Forbes Ltd.
    Bombay
28. Geoffrey Manners & Co. Ltd.
    Bombay
29. Glaxo Ltd.
    Bombay
30. Godfrey Phillips India Ltd.
    New Delhi
31. Godrej Soaps Ltd.
    Bombay
32. The Gramophone Company of India Ltd.
    Calcutta
33. Gujarat Ambuja Cements Ltd.
    Bombay
34. Hardcastle & Waud Mfg. Co. Ltd.
    Bombay
35. Hawkins Cookers Ltd.
    Bombay
36. Hindustan Ciba-Geigy Ltd.
    Bombay
37. Hindustan Lever Ltd.
    Bombay
38. Hindustan Petroleum Corporation Ltd.
    Bombay
39. ITC Ltd.
    Calcutta

List of Members

As on March 31, 1993

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. Khoday Distilleries Ltd.
Bangalore

45. Lakme Ltd.
Bombay

46. Larsen & Toubro Ltd.
Bombay

47. Lipton India Ltd.
Bangalore

48. London Rubber Co. India Ltd.
Madras

49. Mafatlal Industries Ltd.
Bombay

50. Mahindra Ugine Steel Co. Ltd.
Bombay

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

52. Nestle India Ltd.
New Delhi

53. Nicholas Piramal India Ltd.
Bombay

54. Parke-Davis India Ltd.
Bombay

55. Ponds India Ltd.
Madras

56. Procter & Gamble India Ltd.
Bombay

57. The Ravalgaon Sugar Farm Ltd.
Bombay

58. Reckitt & Colman of India Ltd.
Calcutta

59. Roche Products Ltd.
Bombay

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

61. Shalimar Paints Ltd.
Howrah

62. Shriram Foods & Fertiliser Industries
New Delhi

63. T.T. Private Ltd.
Bangalore

64. Talbros Automotive Components
Faridabad

65. Tata Chemicals Ltd.
Bombay

66. Tata Iron & Steel Co. Ltd.
Calcutta

67. Tata Oil Mills Co. Ltd.
Bombay

68. TI Diamond Chain Ltd.
Madras

69. Titan Watches Ltd.
Bangalore

70. Voltas Ltd.
Bombay

71. V.S.T. Industries Ltd.
Hyderabad

Category B - Press

1. Bennett Coleman & Co. Ltd.
Bombay

2. Bhavans Journal
Bombay

3. Blitz Publications Pvt. Ltd.
Bombay

4. Business India
Bombay

5. Chitralekha
Bombay

6. C.R. Competition Refresher Pvt. Ltd.
New Delhi

7. Daily 'Aikya' Satara
Satara

List of Members

As on March 31, 1993

8. The Daily Amar Ujala
   Agra
9. Dainik Bhaskar
   Bhopal
10. Debonair Publications Pvt. Ltd.
    Bombay
11. Dolton Publications Pvt. Ltd.
    New Delhi
12. Fortune Publications Pvt. Ltd.
    Bombay
13. The Hindustan Times Ltd.
    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. Kasturi & Sons Ltd.
    Madras
19. Living Media (I) Ltd.
    Bombay
20. Lokmat Newpapers (P) Ltd.
    Nagpur
21. Malayala Manorama
    Calicut
22. Mid-Day Publications Ltd.
    Bombay
23. Mitra Prakashan Pvt. Ltd.
    Allahabad
24. Naiduniya
    Indore
25. Parsiana Publications (P) Ltd.
    Bombay
26. The Printers (Mysore) Ltd.
    Bangalore
27. Rajasthan Patrika
    Jaipur
28. Ranchi Express
    Ranchi
29. RDI Print & Publishing (P) Ltd.
    Bombay
30. Ross Murarka Finance Ltd.
    Bombay
31. 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. Ambience Advertising
   Bombay
6. Amol Bose Advertising
   Bombay
7. Art Advertising Agency
   Bombay
8. The Associated Advertisers
   Hyderabad
9. B.D. Khanna Publicity
   New Delhi
10. Bidhan Advertising & Marketing
    Ahmedabad
11. Canco Advertising Pvt. Ltd.
    Bombay
12. Chaitra Advertising Pvt. Ltd.
    Bombay
13. Clarion Advertising Services Ltd.
    Bombay
14. Classique Advertisers
    Bombay
15. Clea Advertising
    Bombay

List of Members

As on March 31, 1993

16. Contract Advertising India Ltd.
Bombay

17. Cosmos Publicity & Display
Bombay

18. Creative Unit Pvt. Ltd.
Bombay

19. Dattaram Advertising Pvt. Ltd.
Bombay

20. Dyanamic Advertising & Research Team Pvt. Ltd.
Bombay

21. Enterprise Advertising Pvt. Ltd.
Bombay

22. Everest Advertising Pvt. Ltd.
Bombay

23. Graphic Arts Industries
Bangalore

24. Hindustan Thompson Associates P.Ltd.
Bombay

25. Hira Advertising Agency
Meerut

26. Impact Advertising Pvt. Ltd.
New Delhi

27. Inter Publicity Pvt. Ltd.
Bombay

28. Jaya Advertising Agency
Bombay

29. Kapooria Advertising & Marketing
Varanasi

30. Karishma Advertising Ltd.
Bombay

31. Lintas India Ltd.
Bombay

32. MAA Communications Pvt. Ltd.
Bangalore

33. Madison Advertising
Bombay

34. Marketing Consultants & Agencies Ltd.
Bangalore

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

36. Mudra Communications Ltd.
Ahmedabad

37. NAC Advertising Corporation
Bombay

38. NDD Works Pvt. Ltd.
New Delhi

39. Nexus Advertising Pvt. Ltd.
Bombay

40. Ogilvy & Mather Pvt. Ltd.
Bombay

41. Padukone Advertising Pvt. Ltd.
Bombay

42. Pratiba Advertising
Pune

43. Prem Associates Advertising & Marketing
Bombay

44. R.K. Swamy/BBDO Advertising Pvt. Ltd
Madras

45. Radeus Advertising Pvt. Ltd.
Bombay

46. Raka Advertising & Marketing
Bombay

47. Ratan Batra Pvt. Ltd.
Bombay

48. Rediffusion Advertising Ltd.
Bombay

49. Rhizic Communications (P) Ltd.
Bombay

50. Seasons Advertising Associates
Bombay

51. Sista's Pvt. Ltd.
Bombay

52. Speer Communications Pvt. Ltd.
Bombay

53. Sunflower Marketing & Advertising
Bombay

54. Swastika Advertising & Marketing
Bombay

55. Swift Advertising
Indore

List of Members

As on March 31, 1993

56. 3 Brothers & Fils
Bombay

57. Tara Sinha McCann Erickson Pvt. Ltd.
New Delhi

58. Trikaya Grey
Bombay

59. Triton Communications Pvt. Ltd.
Bombay

60. Ulka Advertising Pvt. Ltd.
Bombay

Category D - Allied Professions

1. Aaren Advertising Pvt. Ltd.
Bombay

2. Captions Outdoor Advertising
Pune

3. Cogent
Ludhiana

4. Commercial Art Engravers (P) Ltd.
Bombay

5. Neonite Corporation
Lucknow

6. Pro Video
Bombay

7. Roger Pereira Communications Pvt. Ltd.
Bombay

8. Sachin Enterprises
Bombay

9. Sahyadri Films
Bombay

10. Saptarang Graphics Pvt. Ltd.
Bombay

11. Saphire Information Technologies & Advtg.
Ghaziabad

12. Sayani Video Promotions
Bombay

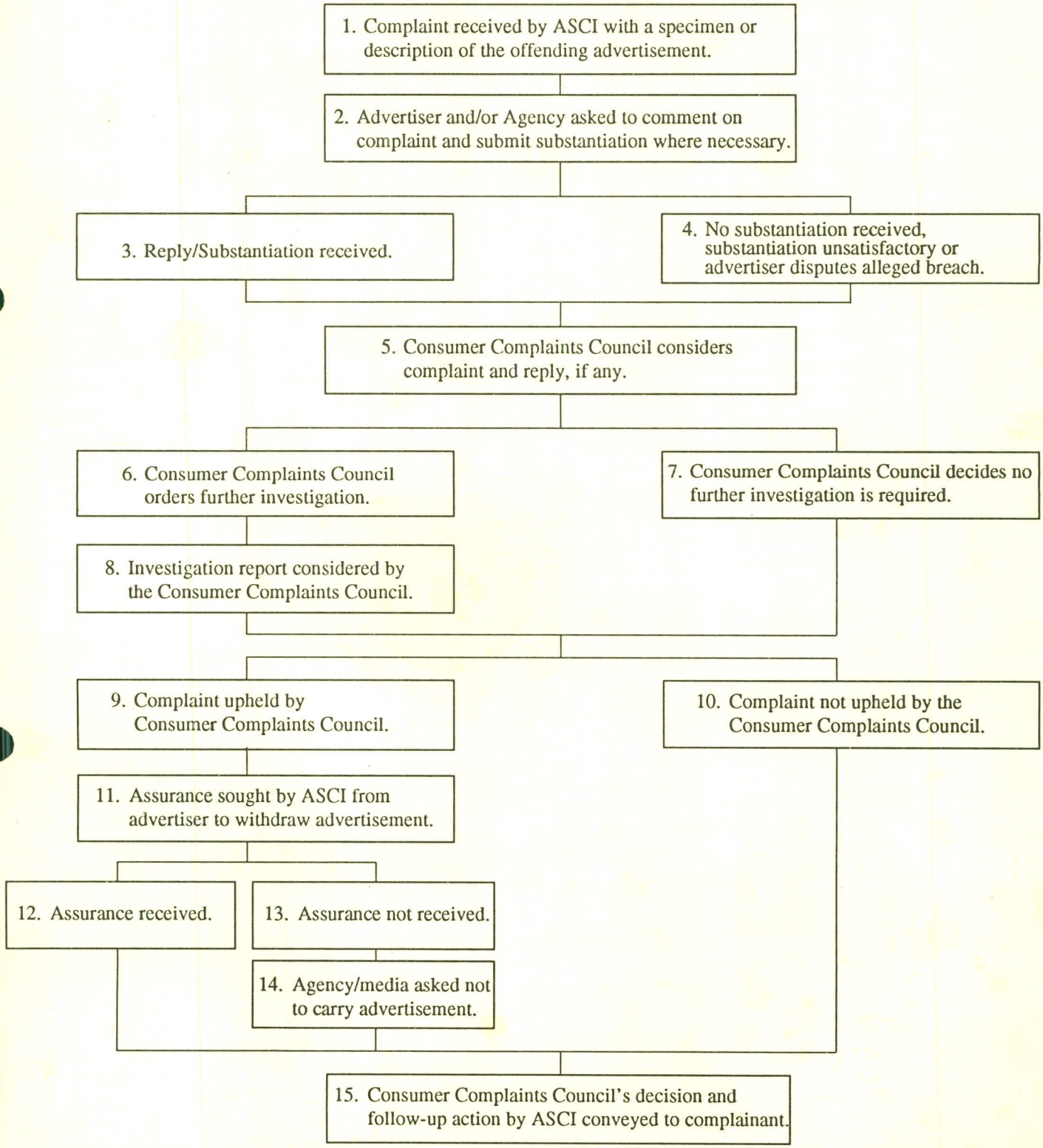
13. Selvel Publicity & Consultants Pvt. Ltd.
Bombay

14. Shunyata
Bombay

15. Tata Press Ltd.
Bombay

16. Unique Blocks
Bombay

Processing A Consumer Complaint



The Advertising Standards Council of India



Consumer Complaints Council in session



Board of Governors in session

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

Registered Office & Secretariat :

205, Bombay Market, Tardeo Road, Bombay - 400 034

Tel : 4936863/4937066

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