

The Advertising Standards Council of India

EIGHTH REPORT AND ACCOUNTS

FOR THE YEAR

1993 - 94

The Advertising Standards Council of India

EIGHTH REPORT AND ACCOUNTS FOR THE YEAR 1993-94

CONSUMER COMPLAINTS COUNCIL MEMBERS:


Mr. Rajiv Agarwal


Prof.U.A.Athavankar


Mr. A. Dasgupta


Mr. N. Jayaraman


Dr. P.K. Jhawer


Mr. M.V. Kamath


Mr. F.T. Khorakiwala,


Ms. Swarn Kohli


Mr. Ravi Kulkarni


Mr. K. Kurian


Mr. Justice B. Lentin (Retd.)


Mr. Bansi S. Mehta


Ms. Usha Sukthankar


Ms. Nargis V. Wadia

BOARD OF GOVERNORS:


Mr. Roger C.B. Pereira (Chairman)


Mr. F.T. Khorakiwala, (Vice-Chairman)


Mr. Tarique Ansari


Ms. Pheroza Bilimoria


Mr. Amol Kumar Bose


Mr. J.C. Chopra


Ms. Gul M. Engineer


Mr. M.K. Khanna


Mr. Jacob Mathew


Mr. Ashok Nerker

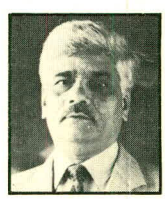

Mr. Goutam Rakshit


Mr. Ameen Sayani


Mr. R.C. Sheopuri


Mr. S.V. Sista


Mr. Atul Tandan


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

Eighth Report and Accounts of 1993-94

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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

78 69 5/8
72 3 5/8
62
160
152 1/8

REPORT OF THE BOARD OF GOVERNORS

We take great pleasure in presenting the Eighth Annual Report of the Advertising Standards Council of India, together with the Statement of Accounts for the period April 1993 to March 1994.

During this period, the ASCI welcomed 36 new members. The total number of firms and companies who were members of the ASCI as on March 31, 1994 is 214, compared to 178 as on March 31, 1993.

During the 12 months period ending March 31, 1994, the Council received Rs.7,74,500/- as subscription from members, as compared to Rs.7,08,125/- received in the previous accounting period, ended March 31, 1993.

The Consumer Complaints Council (CCC) met 12 times from April 1993 to March 1994. It considered a total of 160 complaints, of which 82 were UPHELD, 73 were NOT UPHELD and 5 were considered NON-ISSUES. A report of these complaints is included. (152) 75+69+5

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 valuable time and expertise, every month. During the year under review, Mr. Akhil Marfatia completed his term as a member of the CCC. The Board wishes to place on record its appreciation for the services rendered by Mr. Marfatia during his long association with the CCC. Mr. A. Dasgupta has been appointed to fill this vacancy.

Members of the Board of Governors : The Board co-opted Mr. Goutam Rakshit to fill the vacancy created by the resignation of Mr. M.K. Khanna. Mr. Atul Tandan was co-opted to fill the vacancy created by the resignation of Mr. J.C. Chopra. Mr. Amol Kumar Bose resigned in April 1994 and his vacancy was filled by Mr. Ranjan Kapur. The Board wishes to place on record its appreciation for the services rendered by Mr. M.K. Khanna, Mr. Amol Kumar Bose and Mr. J.C. Chopra. Mr. Amol Kumar Bose has been associated with the ASCI right from its inception. His contribution to its growth and development has been significant. Mr. Bose played a key role in assisting the ASCI acquire and develop its own premises. The Board owes a special debt of gratitude to Mr. Amol Kumar Bose.

Membership and Funding : These are two areas where each member of the Council can contribute significantly to the strength and growth of the ASCI. Several new entrants in new businesses in goods and services, are engaged in Marketing and Advertising on an expanding scale and these companies can only benefit from adopting — and implementing — the ASCI Advertising Code.

The implementation of the CCC decisions has improved further. The Board is pleased to inform members that, more and more advertisers against whom complaints have been Upheld, are beginning to appreciate the benefits of self-regulation in advertising, by confirming in writing their implementation of CCC decisions. This in itself is the most rewarding development for the credibility and healthy growth of self-regulation in Indian advertising. (This year such implementation has been reported in almost 80% of Upheld complaints). However, since April 1 1994, the trend is not so encouraging. The increased competition in the marketplace seems to be 'blinding' some of our practitioners about the real value and the long term advantages of self-regulation.

A full time Secretary General of the Council was appointed in December 1993. Working procedures in the Secretariat, accounting, processing of Consumer Complaints and active follow up of memberships, were undertaken expeditiously. The Board records its appreciation in general for the sincere work of the secretariat staff.

The economic and fiscal liberalisation which is now firmly established across the country has brought about the need for greater competitiveness in the Marketing and Advertising world in India and abroad. This makes it obligatory on the part of Advertisers to avoid misleading consumers, to enhance the credibility of their communications and in the process, the Advertising Agencies, the Media and other Advertising Services have a shared responsibility equally.

Our Advertising Code, which has been under review by the Board, following the final recommendation of the Code Committee, is under revision. This will also be the focus of a Seminar scheduled for December 1st this year, in which besides the Council, the Cosponsors will be, The Indian Society of Advertisers (ISA), the Indian Newspaper Society (INS), Advertising Agencies Association of India (AAAI), International Advertising Association (IAA) and Radio & TV Advertising Practitioners Association of India Ltd. (RAPA). The theme of "Self-regulation or face

Censorship'', will serve to bring the more controversial issues into focus, and the wider and more meaningful application of the Code will necessarily follow. The active participation of Members of the Council, the Cosponsors and the growing number of major Practitioners of Advertising, will be timely and beneficial to consumer interests.

The date for the Eighth Annual General Meeting has been fixed for September 30, 1994. The Governors retiring from the Board, and eligible for re-election, are as follows :

Category A : Advertisers

Mr. Mukul Upadhyaya
Mr. Atul Tandan

Category B : Press

Mr. R.C. Sheopuri
Mr. Jacob Mathew

Category C : Advertising Agencies

Mr. S.V. Sista
Mr. Goutam Rakshit

Category D : Allied Professions

Ms. Gul M. Engineer
Mr. Ashok Nerker

On behalf of the Board of Governors,

Roger C.B. Pereira
Chairman

Bombay, September 8, 1994.

NOTICE

A meeting of the Board of Governors shall take place immediately after the Annual General Meeting on September 30, 1994 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 Eighth Annual General Meeting are requested to attend this meeting.

Roger C.B. Pereira
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,1994 and the Income and Expenditure Account for the year ended on that date annexed thereto and report that :—

1. The Council is a Company licensed 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 31st March, 1994 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

Lalit Khanna
Partner

Bombay : 11th August, 1994

The Advertising Standards Council of India

Balance Sheet as at 31st March, 1994

	Schedule	Rupees	This year Rupees	Previous Year Rupees
I. SOURCES OF FUNDS:				
1. Corpus and Reserves				
(a) Council's Corpus	A	15,62,267		13,80,736
(b) Reserves and Surplus		—		—
			15,62,267	13,80,736
2. Loan Funds				
(a) Secured Loans	B	8,14,487		8,99,301
(b) Unsecured Loans	C	3,70,000		3,70,000
			11,84,487	12,69,301
TOTAL RUPEES			27,46,754	26,50,037
II. APPLICATION OF FUNDS				
1. Fixed Assets	D			
(a) Gross Block		20,13,988		20,13,738
(b) Less : Depreciation		2,54,294		1,41,179
(c) Net Block			17,59,694	18,72,559
2. Investments	E		4,00,000	4,00,000
3. Current Assets, Loans and Advance				
(a) Accrued Interest on Investments and Bank Deposits		47,114		24,598
(b) Sundry Debtors	F	38,000		64,500
(c) Cash & Bank Balances	G	4,94,822		3,16,332
(d) Loans & Advances	H	31,499		11,275
		6,11,435		4,16,705
4. Less : Current Liabilities & Provisions				
(a) Current Liabilities	I	24,375		39,227
(b) Provisions		—		—
		24,375		39,227
Net Current Assets			5,87,060	3,77,478
TOTAL RUPEES			27,46,754	26,50,037

Signatures to Schedules A to L

For LALIT KHANNA & CO.
Chartered Accountants

Lalit Khanna
Partner
Bombay, 11th August, 1994.

For and on behalf of the Board of Governors,

Roger C.B. Pereira — Chairman
F.T. Khorakiwala — Vice-Chairman

Members

Pheroza Bilimoria
Brahm Vasudeva
S.V. Sista
Bunty Peerbhoy
Ameen Sayani
Mukul Upadhyaya
Ashok Nerker
Jacob Mathew

The Advertising Standards Council of India

Income and Expenditure Account for the year ended 31st March, 1994

SI. No.	Particulars	Schedule	Rupees	This Year Rupees	Previous Year Rupees
	INCOME				
1.	Membership Subscription and other Income	J		8,84,137	8,87,439
	EXPENDITURE				
2.	Salaries & Wages		1,80,771		1,38,740
3.	Printing, Stationery and Xeroxing Charges		81,820		78,074
4.	Interest on Secured Loan		1,52,882		1,65,204
5.	Bad Debts		54,000		61,437
6.	Electricity Charges		26,392		17,693
7.	Telephone Expenses		5,597		4,672
8.	Office Repairs & Maintenance		7,335		20,091
9.	Legal & Professional Charges		27,200		—
10.	Other Expenses	K	89.494		53,442
11.	Depreciation		1,13,115		1,06,017
12.	Total Expenditure			7,38,606	6,45,370
13.	Surplus for the year			1,45,531	2,42,069
14.	Balance at the beginning of year			—	—
				1,45,531	2,42,069
15.	Less : Transferred to Council's Corpus			1,45,531	2,42,069
16.	Balance carried to Balance Sheet.			—	—

As per our report of even date attached

For LALIT KHANNA & CO.
Chartered Accountants

Lalit Khanna
Partner
Bombay, 11th August, 1994.

For and on behalf of the Board of Governors,

Roger C.B. Pereira — Chairman
F.T. Khorakiwala — Vice-Chairman

Members

Pheroza Bilimoria
Brahm Vasudeva
S.V. Sista
Bunty Peerbhoy
Ameen Sayani
Mukul Upadhyaya
Ashok Nerker
Jacob Mathew

The Advertising Standards Council of India

Schedules annexed to and forming part of the Balance Sheet as at 31st March, 1994 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		13,80,736	8,99,667
Additions and adjustments during the year			
(a) Entrance fees received during the year	36,000		14000
(b) Life Membership fee received during the year	—		2,25,000
(c) Amount transferred from Income and expenditure account	1,45,531		2,42,069
		1,81,531	4,81,069
		15,62,267	13,80,736
SCHEDULE B			
Secured Loans			
Loan from Housing Development Finance Corporation Ltd.			
Secured by the mortgage of the office premises by deposit of the title documents		8,14,487	8,99,301
SCHEDULE C			
Unsecured Loans			
Deposits from members		3,70,000	3,70,000

SCHEDULE D

SCHEDULE OF FIXED ASSETS annexed to and forming part of the Balance Sheet as at 31st March, 1994

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 the beginning of the year Rs.	For the year Rs.	Upto the end of the year Rs.	As at 31st March, 1994 Rs.	As at 31st March, 1993 Rs.
1. Office Premises	17,96,913	—	17,96,913	1,19,284	83,881	2,03,165	15,93,748	16,77,629
2. Computer	47,500	—	47,500	1,583	18,367	19,950	27,550	45,917
3. Air Conditioners	76, 520	—	76,520	10,522	9,180	19,702	56,818	65,998
4. Typewriter	6,534	—	6534	3,123	474	3,597	2,937	3,411
5. Office Furniture	86,271	250	86,521	6,667	1,213	7,880	78,641	79,604
Total Rupees	20,13,738	250	20,13,988	1,41,179	1,13,115	2,54,294	17,59,694	18,72,559
Previous Year Rupees	17,21,802	2,91,936	20,13,738	35,162	1,06,017	1,41,179	18,72,559	16,86,640

The Advertising Standards Council of India

Schedules to the Balance Sheet as at 31st March, 1994 and the Income and Expenditure Account for the year ended on that date (continued)

	This Year Rupees	Previous Year Rupees
SCHEDULE E		
Investments		
Deposits with Housing Development Finance Corporation Ltd at 15% p.a.		
(i) Cumulative Deposit	1,00,000	1,00,000
(ii) Non cumulative Deposit	3,00,000	3,00,000
	4,00,000	4,00,000
SCHEDULE F		
Sundry Debtors		
Subscriptions due but not received Unsecured considered good		
(i) Outstanding for a period exceeding six months	38,000	64,500
(ii) Other debts	—	—
	38,000	64,500
SCHEDULE G		
Cash and Bank Balances		
(i) Cash in hand	1,130	11
(ii) In Savings Account with a Scheduled Bank	32,707	25,670
(iii) In Current Account with a Scheduled Bank	985	40,651
(iv) In Term Deposits with a Scheduled Bank	4,60,000	2,50,000
	4,94,822	3,16,332
SCHEDULE H		
Loans and Advances Unsecured Considered good		
Advances recoverable in cash or in kind or for value to be received	31,499	11,275
	31,499	11,275
SCHEDULE I		
Current Liabilities		
(a) Subscriptions received in advance	5,000	31,000
(b) Sundry Creditors	19,375	8,227
	24,375	39,227

The Advertising Standards Council of India

Schedules to the Balance Sheet as at 31st March, 1994 and the Income and Expenditure Account for the year ended on that date (continued)

		This Year Rupees	Previous Year Rupees
SCHEDULE J			
Membership Subscription and other Income			
(i) Membership Subscription		7,74,500	7,08,125
(ii) Interest on Investments		62,297	43,632
(iii) Interest on Bank Deposits and Savings Account		46,768	33,963
(iv) Donation		—	1,00,000
(v) Miscellaneous Income		572	1,719
		8,84,137	8,87,439
SCHEDULE K			
OTHER EXPENSES			
(i) Staff Welfare		13,733	3,903
(ii) Society Outgoings		7,072	4,686
(iii) Conveyance		16,505	3,603
(iv) Postage		17,198	7,897
(v) Meetings Expenses		20,910	14,056
(vi) Auditors Remuneration			
Audit Fees	5,000		5,000
Taxation Services	2,000		2,000
Other services	—		2,750
		7,000	9,750
Miscellaneous expenses		7,076	9,547
		89,494	53,442

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 whereever necessary.

Signatures to Schedules A to L

For LALIT KHANNA & CO.
Chartered Accountants

Lalit Khanna
Partner
Bombay, 11th August, 1994.

For and on behalf of the Board of Governors,

Roger C.B. Pereira — Chairman
F.T. Khorakiwala — Vice-Chairman

Members

Pheroza Bilimoria
Brahm Vasudeva
S.V. Sista
Bunty Peerbhoy
Ameen Sayani
Mukul Upadhyaya
Ashok Nerker
Jacob Mathew

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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 68th Meeting held on April 8, 1993 to the 81st Meeting held on March 3, 1994.

Name of Members	Meetings Held	Meetings Applicable	Meetings Attended
Mr. Roger C.B. Pereira (Chairman)	14	14	13
Mr. F.T. Khorakiwala (Vice Chairman)	14	14	7
Mr. Tarique Ansari	14	14	7
Ms. Pheroza Bilimoria	14	14	8
Mr. Amol K. Bose	14	14	14
Mr. J.C. Chopra	14	7	4
Ms. Gul M. Engineer	14	14	11
Mr. M.K. Khanna**	14	6	0
Mr. Jacob Mathew	14	14	5
Mr. Ashok Nerker	14	14	8
Mr. Bunty Peerbhoy*	14	9	5
Mr. Goutam Rakshit	14	7	2
Mr. Ameen Sayani	14	14	10
Mr. R.C. Sheopuri	14	14	9
Mr. S.V. Sista	14	14	6
Mr. Mukul Upadhyaya	14	14	10
Mr. Brahm Vasudeva	14	14	8

* w.e.f. August 93
** Resigned.

Attendance of the members of the Consumer Complaints Council from the 81st Meeting held on April 27, 1993 to the 92nd Meeting held on March 23, 1994.

Name of Members	Meetings Held	Meetings Applicable	Meetings Attended
Mr. Rajiv Agarwal	12	12	10
Prof. U.A. Athavankar	12	12	6
Mr. A Dasgupta*	12	5	2
Mr. N. Jayaraman	12	12	6
Dr. P.K. Jhawer	12	12	7
Mr. M.V. Kamath	12	12	12
Mr. F.T. Khorakiwala**	12	6	6
Ms. Swarn Kohli	12	12	7
Mr. Ravi Kulkarni	12	12	1
Mr. K. Kurian	12	12	10
Mr. Justice (Retd.) B. Lentin	12	12	2
Mr. Akhil Marfatia	12	7	3
Mr. Bansi Mehta	12	12	2
Mr. Roger C.B. Pereira	12	7	7
Ms. Usha Sukthankar	12	12	5
Ms. Nargis Wadia	12	12	9

* w.e.f. Nov. 93
** w.e.f. Oct. 93

Infra Indus.
* Not Assured

THE ADVERTISING STANDARDS COUNCIL OF INDIA
COMPLAINTS THAT WERE UPHELD BY THE CONSUMER COMPLAINTS COUNCIL

Sr. No.	Advertiser	Agency	Nature of Complaint	ASCI Code
1.	Sinter Plast Containers (C.777-1/93 & C.795-2/93) # Nuchem Ltd.	Bidhan Advtg. & Mktg.	Two Complaints against an Ad. for Sintex plastic sections, which appeared in the Economic Times, claiming it to be the ultimate alternative to timber, plywood, particle board and MDF stating that 'timber rots, plywood and particle boards absorb water and MDF is thw worst of the lot'. The complainants state that the Ad. is mischievous and malafide to the MDF industry.	Ch. IV. 1 (e) Denigrates other products directly. Claims not substantiated. (81ST CCC 27/4/93)
2.	Thermax Limited (C.800-3/93) # Madison Advtg. ~~Ms. Zarine Soli Arya~~	Ogilvy & Mather	Complaint against an Ad. in the Economic Times and Times of India claiming that in 1996, production of CFC's will be completely stopped. Other unsubstantiated statements made pertaining to HCFC R.123, Vapour Absorption Chilling (VAC), Return on Investment etc.	Ch. I. 1 & I.2 The information adduced was not complete and correct. (81ST CCC 27/4/93)
3.	Ultramarine Manufacturers Assn. (C.781-2/93) # P&G	Tara Sinha Mccan-Erickson P. Ltd.	Complaint against TV Commercial of Blue Manufacturers' Association, aired on Doordarshan's National Channel, which is misleading and makes unfair comparisons with other products.	Ch. IV. 1 (e) TVC not misleading but statement, the 'system has failed', by implication denigrates another product. (81ST CCC 27/4/93)
4.	Reader's Digest (C.797-2/93) Dr. Hasmukh C. Shah		Complaint against an Ad. for Reader's Digest by Reader Service, informing the readers as to why products and services are advertised in their magazine, wherein they can compare quality and cost. (Without mentioning costs.)	Ch. I. 1 Not capable of substantiation. (81ST CCC 27/4/93)
5.	Videocon International Ltd (C.802-3/93) # Voltas Ltd.	Clarion ASL	Complaint against a press Ad. by Videcon for their Air Conditioner, claiming it as India's first air conditioner that works as a heater too. Complainant considers it as factually incorrect, as similar air conditioners have been selling for more than 10 years, by another firm.	Ch. I.1 (81 ST CCC 27/4/93)
6.	Asha Enterprises (C.776-1/93) ~~Shri~~ Chintila Eswara Rao		Complaint against a Poster for the film "Mashook", wherein the hero is claimed to be, 'Dilip Kumar's son', which the complainant considers misleading.	Ch. I.1 (Factually incorrect) (82ND CCC 28/5/93)

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

Sr. No.	Advertiser	Agency	Nature of Complaint	ASCI Code
7.	Lipton India Ltd. (C.780-1/93) Ms. Zarine Soli Arya		Complaint against TV Ad. for 'Flora' Sunflower oil claiming it is a 'Cholesterol fighter', which the complainant considers misleading, as no oil however unsaturated, should make such 'false' claims.	Ch. I.1 (82ND CCC 28/5/93) The CCC had referred this complaint for an expert opinion. The word 'Cholesterol Fighter' appearing in the Ad. was too strong a word to be used and was misleading. Claim not substantiated.
8.	Hindustan Lever Ltd. (C.801-3/93) Mr. R. Ganesh		Complaint against TV Commercial for 'LIFEBOUY PLUS' soap claiming that it contains TCC and has been recommended by 'Medical Technologists Association', which the complainant thinks is not correct, as he has never heard of such an Association.	Ch. I.1 (82ND CCC 28/5/93) The 'substantiation' offered by the Advertiser was not adequate. 'Medical Technologists Association' not a recognised body, (claim misleading).
9.	Zen Communications P Ltd. (C.782-2/93) Dr. H.C. Shah		Complaint against a press Ad. for Zen Communications in Times of India, for filling up various vacancies in their establishment, mentioning the names of popular personalities without their permission.	Ch. I.3 (82ND CCC 28/5/93)
10.	The Leela Kempinski (C.784-2/93) — " —	Enterprise	Complaint against an Ad. in Times of India, by Leela Kempinski Restaurant, mentioning the name of a popular personality without permission, which the complainant considers 'against advertising ethics.'	Ch. I.3 (83RD CCC 23/6/93)
11.	Jagatjit Industries Ltd. (C.786-2/93) Mr. S.S. Shanbhag	Mudra	Complaint against an advertisement for 'Executive Club', Exquisite Cut glass collection, which the complainant considers as a Surrogate Ad. for a liquor brand.	Ch. III.4 (82ND CCC 28/5/93)
12.	Marico Industries Limited (C.798-3/93) Mr. Arvin Fernandes	Ambience	Complaint against a press Ad. for Saffola oil claiming that doctors have been recommending it for over 25 years, as it has the highest content of PUFA (Poly Unsaturated Fatty Acid). Complainant states that nowhere in the world would one find Medical Practitioners recommending/ promoting brands of such products, not in their field of specialisation.	Ch. I.1 (82ND CCC 28/5/93) Misleading and exaggerated claims such as 'doctors recommending' and 'Life Insurance'.

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

Sr. No.	Advertiser	Agency	Nature of Complaint	ASCI Code
13.	Modi Xerox Ltd. (C.803-3/93) Mr. Manoj Kumar	Lintas	Complaint against the claim of Modi Xerox, ''1 ENGINEER 4 TECHNICIANS 6 OPERATORS WITH EVERY MODI XEROX'', which the complainant considers as an illusory claim to beguile prospective buyers.	Ch. I.1 Misleading, claim not substantiated. (82ND CCC 28/5/93
14.	Hindustan Lever Ltd. CC.806-3/93)	Lintas	Complaint against an Ad. claiming that 'Pepsodent continues fighting germs even hours after brushing' & the use of the word 'formula', to authenticate the claim.	Ch. I.1 Inadequate substantiation, claim misleading. (82ND CCC 28/5/93
15.	Mid-day Publications Ltd. CC.811A-4/93) Dr. Hasmukh C. Shah		The Complainant objects to the wording of the Ad. in Mid-day, ''Be Cool ... Bunk School'' and feels that the younger generation is 'vulnerable to such enticements'.	Ch. III.2 Exploits vulnerability of children. (83RD CCC 23/6/93
16.	Shaw Wallace & Co. Ltd. CC.788-2/93) Mr S.S. Shanbhag	Rediffusion	Complaint against a press Ad. for Antiquity Rare Premium, which the Complainant considers as Surrogate advertising for a liquor brand. (It appeared on the death anniversary of Mahatma Gandhi).	Ch. III.4 (83RD CCC 23/6/93)
17.	Aero Chem Electronics (C.805-3/93) Mr. Manoj Kumar	Speer Communications	Complaint against an Ad. in Times of India, which claims that, 'Samurai' is the only electronic mosquito repellant that works ''all night long'', which the complainant considers misleading.	Ch. I.1 & I.4 Comparision claim not substantiated. (83RD CCC 23/6/93
18.	Castle Douglas Inds Ltd. CC.816-4/93) Mumbai Grahak Panchayat		Complainant alleges that the Press Ad. for 'India No.1' shows a glass with an ice cube and reads, ''Why pay Rs.240; here is quality at 170'', which implies that the Ad. is for a liquor brand.	Ch. III.4 (83RD CCC 23/6/93
19.	Special Oils Refinery CC.819-5/93) # Polar chemical Corporation		Complainant says that the Ad. is 'an insinuation that Transformer oils, other than 'Power oil', are inferior and hence he considers the Ad. to be in bad taste and is unethical'.	Ch. I.1 & IV.c Claim misleading, comparison claim not substantiated, claims on eligibility for Exports not correct. (84TH CCC 21/7/93
20.	Times of India Bombay (c/o. Box. J. 416-S) CC.781A-2/93) Dr. H.C. Shah		Complaint against an Ad. in Times of India, using a C/O Box No., mentioning names of popular products to promote their own product, without taking permission from the concerned party.	Ch. I.3 In refusing to divulge identity of Box No. Advertiser, the Times of India was indirectly protecting a false claim. (84TH CCC 21/7/93

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

Sr. No.	Advertiser	Agency	Nature of Complaint	ASCI Code
21.	AVI Photo Chem Ltd. (CC·783-2/93) Dr. H.C. Shah	Makhija Advtg.	Complaint against a press Ad. in Times of India, mentioning names of popular personalities without their permission.	Ch. I.3 (84TH CCC 21/7/93)
22.	United Breweries Ltd. (CC.785-2/93) Mr. S.S. Shanbhag	O & M Promotions	Complaint against a press Ad. in Times of India, for 'KINGFISHER SAILING RALLY' — Bombay to Goa (OCTOBER 12-17) which the complainant considers as a Surrogate Ad. for a liquor brand.	Ch. III.4 (84TH CCC 21/7/93) (Ad. repeated on October 24, post rally)
23.	Mcdowell & Co. Ltd. (CC.787-2/93) *		Complaint against a press Ad. for 'Diplomat', a liquor, in the guise of Diplomat Ice Bags, which the complainant considers as Surrogate for a liquor brand.	Ch. III.4 (84TH CCC 21/7/93)
24	Smithkline Beecham Consumer Brands Ltd. (C.807-4/93) # Cadbury (I) Ltd.		Complaint against an Ad-film which attempts to draw a comparison between new chocolate Horlicks and a product referred to as, 'the usual chocolate drink', the pack resembles Bournvita as identified by way of the colours of red and yellow used in the visuals. This, the complainant considers misleading.	Ch. IV.1 (85TH CCC 23/8/93) Insufficient substantiation of comparison claim.
25.	Shaw Wallace & Co. Ltd. (CC.789-2/93) * Mr. S.S. Shanbhag	Triton	An Ad. for HAYWARDS HAPPY HOUR MUGS, which appeared in the Times of India is considered by the complainant as yet another example of surrogate advertising for a liquor brand.	Ch. III.4 (85TH CCC 23/8/93)
26.	International Computers Indian Mfrs. Ltd. (CC.792-2/93) Mr. Manoj Kumar	Ulka	The Complainant considers the claim, ''Because RICOH, the world's No.1 in copiers & Fax'', is misleading in the absence of details as to whether the claim is product-wise, sales-wise, durability-wise, performance-wise or after-sales-service-wise.	Ch. I.1 (85TH CCC 23/8/93) Claim not substantiated.
27.	Cipla Limited (CC.820-5/93) Consumer Action Group		The complainant has found contradicting claims in the literature of Norflox 100 drug, as regards its use for children, and therefore considers the Ad. as misleading.	Ch. I.4 (85TH CCC 23/8/93)
28.	Mr. Haresh Shah (C.838-6/93) Dr. Hasmukh C. Shah		According to the complainant, MTNL specifies that ''only they are empowered to sanction/install new telephone connections'', whereas Mr. Haresh Shah has, in the Ad., offered a telephone for sale as Rs.4000/-, and to install it in 30 days, out of any 17 exchanges listed in the Ad. This is misleading.	Ch. I.4 (85TH CCC 23/8/93)

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

Sr. No.	Advertiser	Agency	Nature of Complaint	ASCI Code
29.	Smithkline Beecham Consumer Brands Ltd. (CC.815-5/93) * Sau. Vaidya V. Desai		Complaint against an Ad. on TV, that Horlicks is recommended by a Medical Practitioner and this claim is against the Prevention of Food Adulteration Rules (Rule 39), according to the complainant.	Ch. I.1 & I.4 By implication, the Ad. conveys that doctors recommend Horlicks, which is misleading (but not a violation of PFA rules). (86TH CCC 15/9/93)
30.	Reckitt & Colman India Ltd. (CC.829-8/93) # O&M Advtg.		Complaint against the TV Ad of Dettolplast, which claims as 'total antiseptic' protection, which is totally unreasonable, misguiding and untrue. modify the Commercial	Ch. I.1 & I.4 By implication the doctor is shown recommending the product, which is misleading. (86TH CCC 15/9/93)
31.	Indo Bio-tech Foods Ltd.	Enterprise Advtg	Three complaints against an Ad. which shows an illustration of iron objects getting rusted by the action of pesticides. The consumer is likely to get afraid of eating food produced by using pesticides. The complainant considers that the Ad. is vague and senseless. Another complainant considers the Ad. as contradicting well known scientific facts, which would only create panic among readers.	Ch. I.1 & I.4 Claims exaggerated and misleading. (86TH CCC 15/9/93)
	(CC.840-6/93 & C.851-7/93) - Dr. H.C. Shah & Mr. S. Banerji (CC.854-7/93 & C.874-8/93) - # Neptune Advtg * Pesticides Association of India			
32.	National Egg Coordination Committee	Enterprise Advtg	According to the complainant, the claims in the Ad that 'consumption of eggs will make studying easier', and 'the presence of various vitamins in eggs', gives misinformation and is trying to influence young minds into eating eggs. Another Ad states that 'it is best food for infants and absolutely essential for every pregnant woman to eat eggs, so that she may give birth to a healthy smiling child'. The complainant considers this as against desirable advertising standards.	Ch. I.1 Misleading Claims. (86TH CCC 15/9/93)
	(C.823-6/93, 832-5/93) (CC.842-6/93, & C.850-7/93) → Ahimsa & welfare organisation → Mr. S. Nasthimull Chordia			
	Bharatiya cattle Resource Foundation			
33.	Marico Industries P Ltd.	Trikaya Grey	Complaint that the Ad. for Sweekar oil is misleading, as on the one hand they claim that their oil is fat-free, but in the preparation of two recipes they have asked for addition of fresh cream, one cup of oil and nine eggs, which are high cholesterol producing ingredients.	Ch. I.1 (86TH CCC 15/9/93)
	(C.853-7/93) Mr. Ajit Kumar Thampi			

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

Sr. No.	Advertiser	Agency	Nature of Complaint	ASCI Code
34.	Kolhapur Zilla Sahakari Dudh Utpadak Sangh Ltd. (C.861-8/93) Mr. P.K. Naik	Arms	According to the complainant the Ad. stating 100% benefit, 100% cream, is a misnomer, miscalculated and deliberately included to mislead the consumer. There cannot be 100% cream, in anything other than cream alone and that too may be containing a greater percentage of water.	Ch. I.1 (86TH CCC 15/9/93)
35.	Marico Industries Pvt. Ltd. (C.837-6/93) Dr. Dinshaw R. Sanjana	Ambience Advtg/ Trikaya Grey Advtg.	The complainant considers the Ads as misleading, both for Sweekar and Saffola, and objectionable as these Ads. would have us believe that these brands of edible oils are like some miracle drugs which will cure any heart disease. Claim of Saffola, "you won't have to worry about your heart", was misleading. Claim of Sweekar, "it also keeps you feeling light and fit," was misleading.	Ch. I.1 & I.4 (86TH CCC 15/9/93)
36.	Nuchem Limited (C.817-5/93) # The Indian Plywood mfg. Co. Ltd.	Arms Bozell	The complaint is against the press Ad of NUWUD MDF which is cleverly devised to mislead unwary consumers of wood panel products and general public and betrays an astonishing disregard for the fundamentals of wood science technolgy and for business ethics by extolling the virtues of their product "NUWUD MDF"	Ch. I.1 Expert opinion considered claim in headline misleading. (87TH CCC 13/10/93)
37.	Autoriders Finance Ltd. (C.821(A)-5/93 & C.821-6/93) Mr. S.N. Sarkund	Multimedia Aquarius Dr. H.C. Shah	According to the complainants the various schemes offered by Autoriders Group such as 'Auto Gold Mine' : 'Rent-a Maruti 1000 at reduced prices' and the claim 'Get Rs.25000 every month for 30 years by paying only Rs.5000/- and 'if the money is invested in recurring deposit, it would fetch Rs.15 crores in 30 years', are misleading.	Ch. I.1 (87TH CCC 13/10/93)
38.	Gujarat Alkalies And Chemicals (C.822-5/93) Dr. Hasmukh C. Shah		Complaint against an Ad. in Times of India wherein the Advertiser has mentioned a soap by name, 'Nirma', apparently without due permission, which the complainant considers objectionable. So also a claim made by the Advertiser, that they are India's largest manufacturer of Caustic Soda, is not substantiated and is a Tall claim.	Ch. I.1 & I.3 Claim not substantiated. (87TH CCC 13/10/93)
39.	Khaitan Fresh Air Fans (C.831-6/93) # Amol Bose Advtg.		Complaint against a Press Ad. of Khaitan Fresh Air Fans, for the use of the brand names of Mercedes & Rolex without their permission, and placing its own product with these two internationally reputed brands. The Advertiser is trying to give the impression that their product belongs to the same class of the above mentioned well known brands, which is a tall claim.	Ch. I.3 (87TH CCC 13/10/93)

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

Sr. No.	Advertiser	Agency	Nature of Complaint	ASCI Code
40.	The Leela Kempinski (C.C. 835-6/93) Dr. Hasmukh C. Shah	Enterprise	Complaint is against the Ad. issued by the hotel showing the pictures of great personalities, reading, 'A lot of heads have rested on our pillows during the last six years', which according to the complainant is objectionable.	Ch. I.1 & I.3 Claim not substantiated. (87TH CCC 13/10/93
41.	Godrej Soaps P. Ltd. Clarion Advtg (C.C. 847-7/93 # Lintas (I) Ltd (C.C. 849-7/93) #	Trikaya Grey	According to the complainant, the advertisement for Trilo has made inaccurate claims and duplicated in their advertisement the properties of Rin, with the intention of misleading the consumer, that both brands deliver the same superlative performance. The use of words 'real ultramarine blue' in Trilo is misleading, unfair and untrue claim.	Ch. I.1 Claim not substantiated. (87TH CCC 13/10/93
42.	Okara Sunflower Plantation (C.C. 836-6/93) Dr. Hasmukh C. Shah	Jawahar	A complaint against the Press Ad. of Okara Sunflower Plantation which the complainant considers as fraudulent and objectionable. The Ad. issued by the Co. invites the public to invest with them, in multiples of Rs.5000/-, with a minimum of Rs.5000/-, and lures the public by ''giving them a whopping 40% interest which could double their money in 30 months.''	Ch. I.4 Misleading and confusing. (88TH CCC 24/11/93
43.	DKT India (C.C. 839-6/93) — " —		The Ad. for 'Zaroor' condoms is trying to play with the sentiments of consumers, creating a fear psychosis, to boost their product and the claim that 'Zaroor' is the first condom available in India made to International Quality Standards, is considered by the complainant as misleading one.	Ch. I.1 Proper substantiation of claims not provided. (88TH CCC 24/11/93
44.	Hero Honda (C.C. 845-7/93) — " —	HTA	Complaint against a Press Ad. showing children 'riding' a vehicle.	Ch. III.2 and III.3 Might result in physical harm to children, shows disregard to safety. (88TH CCC 24/11/93
45.	Citicorp Information Technology (C.C. 846-7/93) — " —		The Ad. show the photograph of a well known sports personality kissing the trophy she won. The caption reads : 'No amount of practice can ever make you ready for this moment''.	Ch. I.3 Photograph used without permission. (88TH CCC 24/11/93

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

Sr. No.	Advertiser	Agency	Nature of Complaint	ASCI Code
46.	Orient Paperbacks CC.856-7/93) Mrs. Sudha Nair		The Complainant had, as per the Advertiser's 10 day trial Scheme offer' ordered two books. When she found the books not useful she promptly returned them within the permitted time period, but the advertiser had not refunded her money. Hence the complainant considers the Ad. as misleading and unethical.	Ch.I.1 (88TH CCC 24/11/93)
47.	BPL Electronics Ltd. (C.862-7/93) Mr. Vivek Santani	Tara Sinha Mccann Erickson	According to the complainant the company has resorted to misleading claims such as ''the compressor in the BPL Refrigerating system may require a short break, after about 10 years of non-stop running''. The complainant questioned the basis of this claim and also the line which stated ''a lifetime of fresh food, without any break along the way'', which implied that the food in the refrigerator would not become stale.	Ch. I.1 (88TH CCC 24/11/93) The claim 'a life time of fresh food', was misleading.
48.	MM Foam (C.867-8/93) Dr. H.C. Shah	Sista's Pvt. Ltd.	Complaint against an Ad. of MM Foam, in Times of India which shows a drawing of a person, who can be easily identified as Dr. Manmohan Singh, Union Finance Minister, which the complainant believes is published without obtaining permission.	Ch. I.3 (88TH CCC 24/11/93)
49.	Blue Star Ltd. (C.868-8/93) # O&M	Madison	Complaint against a press Ad. by Blue Star, which claims that the reciprocating Chillers use R-22 which is a safe refrigerant and their centrifugal Chillers are designed to run on R123, the latest coolant that can be safely released into the atmosphere. These are incorrect statements and are objected to, since they are both HCFC's with ozone depleting potential, harmful though lower than CFC's. Also R123 has doubts associated with its toxicity and requires monitoring of its exposure to human beings. It is incorrect to say that R123 can be vented safely into the atmosphere.	Ch. I.1 (88TH CCC 24/11/93) Technically, claims not totally correct. Ad modified
50.	Transelektra Domestic Products (C.869 & 875-8/93) # Trikaya Grey Advtg.	Zen Comm.	Complaint against the new HIT-spray poster, headline of which announced, ''Attention Baygon users'', which the complainant considers as misguiding the user of Baygon spray since the message could also be misconstrued that HIT is a Baygon product. Further the use of Bayers brand name Baygon, is unfair and unethical.	Ch. IV.2 (88TH CCC 24/11/93) Unfair competition.

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

Sr. No.	Advertiser	Agency	Nature of Complaint	ASCI Code
51.	SIV Industries Limited (C.879-8/93) Dr H.C. Shah	Sasi Advtg.	Complaint against an Ad of Siv Industries Ltd. which appeared in the Times of India, mentioning the name of a well known personality, without obtaining prior permission from that person.	Ch. I.3 (88TH CCC 24/11/93)
52.	The Leela Beach Goa (C.C. 881-9/93)	Enterprise	Complaint against an Ad. of Leela Beach, Goa, in the Times of India, mentioning the names of Levers, Colgate, Titan without their permission.	Ch. I.3 (88TH CCC 24/11/93)
53.	The Standard Batteries Ltd. (Cc. 883-9/93) # Chloride Indus Ltd.	Chaitra Leo Burnett	Complaint against an Ad. for Standard Batteries, which appeared in India Today, which claimed, "Stop 5 Maruti 1000 and 4 of them will have Standard Furukawa Batteries under the hood. The fifth will stop by itself anyway". This, the complainant considers as mischievous, incorrect and misleading and the statement "the fifth will stop by itself anyway" is tantamount to a direct allegation on the quality of the competitor's product.	Ch. IV.1(e) Denigratory comparison. (88TH CCC 24/11/93)
54.	Dainik Bhaskar (C.C.882-9/93) # Mr. Abhay Chhajlani		Complaint against an Ad. which appeared in Dainik Bhaskar, making false comparisons by depicting Naidunia as an ostrich, implying cowardice. This advertisement, tends to impair confidence in Naidunia.	Ch. IV. 1(e) Denigratory comparison. (88TH CCC 24/11/93)
55.	Getit Yellow Pages (C.C.886-9/93) Dr. H.C. Shah	Insight Advtg.	Complaint against a series of Ads. by GETIT which appeared in Times of India, mentioning the names of Oscar, Grammy and Davis Cup trophies, which is without their permission.	Ch. I.3 & IV.2 C Unfair advantage of another firm's goodwill.
56.	Dhariwal Tobacco Products Pvt. Ltd. (C.C. 887-9/93) B.S. Singh	Mona Advtg.	Complaint against an Ad. for Manikchand Pan Masala, which appeared in Saptahik Sakal, without mentioning the Statutory warning, in the Ad.	Ch. III.4 (89TH CCC 22/12/93) In breach of the law.
57.	Milton Plastics (C.C.888-9/93) Dr. Nasimakh Shah	Ambience Advtg.	Complaint against an Ad. by Milton Plastics, which appeared in the Times of India, mentioning the name of Imran Khan, apparently without his prior permission.	Ch. I.3 (89TH CCC 22/12/93)
58.	RDI Print & Publishing P. Ltd. (C.C. 895-9/93)		Complaint against information published in the form of advertisements in various issues of Readers Digest regarding their circulation and the number of languages, which differs from their Ad. published in their issue of August 1993, which the complainant considers as misguiding the readers.	Ch. I. 1 (89TH CCC 22/12/93)

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

Sr. No.	Advertiser	Agency	Nature of Complaint	ASCI Code
59.	Tata Press Ltd. CC.896-10/93) # M & N. Publications Ltd.		Complaint against an Ad. by Tata Yellow Pages Ltd., in the Times of India, claiming to be the official Yellow pages of the people of Bombay and Delhi, whereas M & N Publication Ltd., claim that Tata Press Ltd. are publishing a business directory which does not contain information relating to the telephone subscribers of Delhi & Bombay, and which is not distributed to all telephone subscribers.	Ch. I.1 Misleading. (89TH CCC 22/12/93)
60.	Maxwell Apparel Industries Ltd. CC.913-10/93 Dr. H.C. shah C.913A-11/93) ASCI	Contract Advtg.	Complaint against an Ad. of VIP Designer Brief, which appeared in the Times of India, depicting the picture of a man and woman sitting on a bench in a public place. The headline of the Ad. reads "as I forgot to wear my VIP Designer, Darn, It's like arriving at a battlefield, unarmed". The complainanat considers it to be indecent and offensive and punishable by law. Similar complaint against the TV Ad. for VIP Designer Brief.	Ch. II Offensive to generally accepted standards of Public Decency. (89TH CCC 22/12/93)
61.	Chhabria Marketing Ltd. CC.901-9/93) * Mr. S.S. Shanbhag	Clarion Advtg.	Complaint against an Ad. of Lord & Master Premium Party Set, in Midday, which the complainant considers Surrogate advertisement for a liquor brand.	Ch. I.4 III.4 Misleading and in breach of the law. (89TH CCC 22/12/93)
62.	Jet King CC.906-9/93) "	Atlantis	Complaint against a Press Ad. of Jet King, School of Electronic Technology, which states that their prospectus is free whereas, according to the complainant, it is issued at the rate of Rs.35/-.	Ch. I.1 Misleading. (89TH CCC 22/12/93)
63.	Johnson & Johnson CC.907-11/93) # Reckitt & Coleman of (I) Ltd.	Ogilvy & Mather	Complaint against the Ad. of Savlon antiseptic liquid, in the Hindustan Times, which reads as "... No. stings or stinks and yet, so much more effective. No wonder, all hospitals in India rely on Savlon Antiseptic Liquid". The complainant considers the Savlon Ad. as totally incorrect and misleading.	Ch. I.1 (89TH CCC 22/12/93)
64.	Hindustan Lever Ltd. CC.911-10/93) Dr. H.C. shah	Lintas India Ltd.	Complaint against the TVC of Surf Ultra, wherein the name of an eminent person (fictitious character) has been used, which the complainant considers not permissible without obtaining the permission from the 'concerned person'.	Ch. I.3 Concerned person-author/ publisher. (89TH CCC 22/12/93)

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

Sr. No.	Advertiser	Agency	Nature of Complaint	ASCI Code
65.	Expo Machinery Ltd. (C.917-10/93) # Eurekha Forbes Ltd.	Contract Advtg.	Complaint against an Ad. of Box HTD 74208 in the Hindustan Times, with the headline ''The finest Direct Marketing Brain in Eureka Forbes will be leaving soon'', which the complainant considers not in good taste, and unethical.	Ch. IV.2 Unfair advantage of another firm's goodwill. (89TH C 22/
66.	Hindustan Lever Ltd. (C.921-10/93) # Akshar Advtg. Associations P. Ltd.	Lintas	Complaint against a TVC for Vim Scouring Bar, which the complainant considers as deliberately degrading another product, Sabena Cleaning powder.	Ch. IV.1(e) Denigratory comparison. (89T CC 22/12
67.	Deccan Chronicle (C.864-8/93) Dr. Hasmukh Shah	HTA	Complaint against an Ad. by Deccan Chronicle which appeared in the Times of India, mentioning the name of a well known industrialist without his prior permission.	Ch. I.3 (89TH 22/12
68.	Deccan Chronicle (C.877-8/93) "	HTA	Complaint against an Ad. by Deccan Chronicle, which appeared in the Times of India, mentioning the names of some well known personalities, without their prior permission.	Ch. I.3 (89TH 22/12
69.	Peico Electronics And Electrical Ltd. (C.924-11/93) Mr. Johnson Varghese	Contract Advtg	Complaint against a press Ad. by 'Philips' for their Stereo Cassettee Recorder Model DR-528, wherein the cost is mentioned as Rs.2695/- whereas on approaching the dealer, the complainant was asked to pay Rs.3044/-, which included the local tax amounting to Rs.349/-, not mentioned in the Ad. The complainant considers the Ad. as misleading.	Ch. I.1 (89TH CCC 22/12/
70.	Kommunication Advtg. (C.925-11/93) # HTA *		Complaint against an Ad. of Silkesha, in the Times of India, which in the visual clearly depicts Sunsilk and Clinic bottles in silhouette, and reads ''After all this lather all you get is lifeless, dull, dry, brittle, split-end hair and perhaps Cancer''. This, the complainant considers a totally untrue and misleading claim.	Ch. IV.1(e) Denigratory comparison. (89 CCC 22/12
71.	Hyundai Byte (C.891-9/93) Dr. Hasmukh Shah	Trikaya Grey	Complaint against an Ad. by Hyundai Byte, which appeared in the Times of India, mentioning the names of IBM, Hewlett Packard, Wipro & Olivetti without their permission.	Ch. I.3 (90TH 25/1/9

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

Sr. No.	Advertiser	Agency	Nature of Complaint	ASCI Code
72.	Pepsi Foods Ltd. CC.908-10/93) Dr. Hasmukh Shah	HTA	Complaint against a press Ad. by Pepsi which depicts in sketch, a bottle in which Thums up and Coca-Cola monograms are shown in the headline - ''Thoke .... is it? This, according to the complainant is misleading, as the names of the competitors have been mentioned.	Ch. IV.1(e) and 2 Denigratory and Unfair comparison. (90TH CCC 25/1/94)
73.	Godrej And Boyce Manufacturing Co. Ltd. CC.916-10/93) Mr. K. N. Narayanan		Complaint against an Ad. of Godrej Typewriter, in the Indian Express. The Ad. states, 'Replace your old typewriter (less than 8 years old) in exchange for Godrej Starwriter, with a fridge free'. This, the complainant considers misleading.	Ch. I.1 (90TH CCC 25/1/94)
74.	General Post Office CC.919-10/93) * Mr. Nabadhar Borah	Newfields	Complaint against a press Ad. of EMS Speed Post, Delhi, which reads '.....money back, guarantee, etc. Speed Post reaches out your mail in time. Everytime.' The complainant considers the Ad. misleading as the Postal department has not stated what they mean by 'Time'. Further they have also not stated what they mean by 'Guaranteed Delivery' and 'Money back Guarantee'.	Ch. I.1 (90TH CCC 25/1/94)
75.	MR Coffee CC.934, 935 & 937-12/93) * Dr. V. Karani * Dr. Dushyant V. Punwani	Art Advtg.	Three complaints against the advertisement of MR Filter Coffee which appeared in Sunday-Midday and the Independent, showing visual of a male and female, which the complainant considers offensively obscene and totally unrelated to the product advertised, violative of public decency, and certainly not in good taste.	Ch. II. (90TH CCC 25/1/94)
76.	T.T. Krishnamachari & Co. CC.909-10/93) # Hawking Cookers Ltd.	Maa Comm. P. Ltd.	Complaint against a Press Ad. and TVC by TTK for Prestige Pressure Pan, advocating Frying and Deep Frying and Pressure Cooking, in an aluminium vessel, which the complainant considers hazardous to the Consumer, as a pressure cooker should not be used for both pressure cooking as well as deep frying.	Ch. III. 3 Consumer safety issue. (92ND CCC 23/3/94)
77.	Hindustan Lever Ltd. CC.910-10/93) * Mr. N. G. Wagle	Lintas	Complaint against a TVC of 'REXONA' Soap showing that it is made from coconut oil, ingredient which adds mildness to the skin. This claim, the complainant considers misleading in view of the advertisers own findings in their research laboratory which states the 'Laurate and myristate in coconut are more of an irritant than other soaps''.	Ch. I.4 False and misleading claim. (92ND CCC 23/3/94)

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

Sr. No.	Advertiser	Agency	Nature of Complaint	ASCI Code
78.	Peutronic Private Ltd. (CC-944-2/94)	Result Sales Promotion & Mktg Services	Complaint against the Ad. of 'Tally' which appeared in the 'PC Quest' of January issue, wherein the advertiser has claimed that over 25000 organisations are currently using 'Tally'. According to the complainant, the copy of figures of the sales forecast submitted to their bankers, speak for themselves. Further they also state that they currently enjoy a 31% market share, a claim ''backed by IDC survey 1993'', which was refuted by IDC on enquiry. The headline states that by the time you finish reading the Ad. their market share will be more than 31%. This claim is highly misleading.	Ch. I.4 (92ND CCC 23/3/94)

Chaitra Leo Burnett P. Ltd.

Complaints that were NOT UPHELD by the Consumer Complaints Council

Sr. No.	Advertiser	Agency	Nature of Complaint	Comment
1.	McDowell & Co Ltd. CC·790-2/93) Mr. S.S. Shanbhag		Complaint against a press Ad. by McDowells claiming that 3 brands sold over a million cases each, in a single year, GOLDEN MOMENTS ARE MCDOWELL MOMENTS etc. which the complainant considers as 'Surrogate' advertising for a liquor brand.	Ad. focussed on Co's Public Issue. (81ST CCC 27/4/93)
2.	National Egg Co-ordination Committee CC·793-2/93) Mr Surendra M. Mehta	Enterprise	Complaint against a press Ad. for 'egg eating', claiming it as a complete meal, which the complainant considers as misleading as there is no single food that is a complete meal.	Claim of 'complete meal' not evident in Ad. (81ST CCC 27/4/93
3.	Videocon International Ltd. CC·794-2/93) # HTA Hdl.		Complaint against a press Ad. for their 'No frost refrigerator' by Videocon, using the 'Super Puf' symbol, which the complainant considers as similar to that of Godrej, within a similar graphic form, though reversed.	Similarity not significant. (81ST CCC 27/4/93)
4.	Alembic Chemicals Ltd. CC·804-3/93) Dr. B.S. Mehta		According to the complainant, Glycodin Cough Linctus contains Codeine, which in excess dosage can cause sleep, constipation and even respiratory failure. The complainant feels that the TV Ad. promoting it as a general cough remedy should be stopped, as it is detrimental if taken by the patient indiscriminately. Children should also not be given this Cough Linctus, as the exact dosage can only be decided by a doctor.	Claims not deterimental to consumer safety. (82ND CCC 28/5/93
5.	Indian Petro-Chemicals Corpn Ltd. CC·811-3/93) Dr. O.P. Kharbanda	HTA	According to the complainant, the Ad. released by IPCL claiming, ''Internationally recognised as the world's best Petro-Chemical Company'' has misrepresented the facts.	Claim in Ad. authenticated with pertinent reference. (83RD CCC 23/6/93)
6.	Mafatlal Industries Ltd. CC·813-4/93) Ravi Hotels P. Hdl.	Chaitra Leo Burnett	The complainant objected to a press Ad. by Mafatlal Industries in which a comparison with Mother Teresa has been made. According to the complainant this is not only misleading but also in bad taste. In their Ad. the Mafatlal Group claims to have ''helped bring a smile on millions of faces, in their own small way''	No objectionable comparison evident in Ad. (83RD CCC 23/6/93)
7.	Yogi Pharmacy Limited CC·809-3/93) Mr. Kanti K. Sheth		Complaint against the Ad. for their herbal medicine 'SPY', claiming it to be useful for sexual power. The photograph of a man and a woman in the advertisement, was too suggestive. According to the complainant this is 'unfit for public reading', as it is nothing but an exhibition of vulgarity.	Illustration not considered obsence or vulgar. (83RD CCC 23/6/93)

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

Sr. No.	Advertiser	Agency	Nature of Complaint	Comment
8.	Godrej Soaps Limited CC.810-3/93) Dr. Hasmukh C. Shah	Mudra	Complaint against an Ad. in Readers Digest, which aska the consumer to compare his current brand of Hair Dye with Godrej's, against various criteria mentioned, which according to the complainant would misguide and induce the consumer to buy their brand (Godrej).	Open comparison not considered unfair or misguiding. (83RD CCC 23/6/93)
9.	Girnar Food & Breverages P. Ltd. CC.814-4/93) Ms. Salma Syed		Complaint against the claim of Girnar Tea Jingle, on Vividh Bharati Commercial Service, "MAZEY SE PEEJIYE SHAAN SE PILAIYE, KADAK, MEETHI, KHUSHBUDAR GIRNAR CHAYE". The claim 'sweetened', is not justifiable according to the complainant.	Claim, MEETHI KHUSHBUD AR refers to sweet fragrance. (83RD CCC 23/6/93)
10.	Kitply Industries Ltd. CC.799-3/93) Mr. Manoj Kumar		The complaint is against a press Ad. in which the claim in the headline, "100% Natural", is a misleading claim according to the complainant.	Technical assesment concluded claim was not misleading (83RD CCC 23/6/93)
11.	Bajaj Auto Ltd. CC.808(1.283)-3/93) Shiv Service Station P. Ltd. #		Three complaints against a press Ad. for Bajaj 'Sunny' were received, stating that the said Ad. lacks integrity in terms of factual representation and is at the cost of Mopeds, which the complainants consider unethical.	No unfair comparison evident. (83RD CCC 23/6/93)
12.	Brooke Bond India Ltd. CC.812-4/93) Dr. Hasmukh C. Shah		The complaint is against the TVC in which an older woman is shown as obsessed with Filter Coffee, and a young girl with BRU Instant Coffee. Later in the TV Ad. the older woman is shown as satisfied with BRU Instant Coffee and she throws away the filter pot and keeps the bottle of BRU Instant in its place, which the complainant considers objectionable and denigratory.	Preference for one product over another not objectionable (83RD CCC 23/6/93)
13.	Procter & Gamble - Godrej Ltd. CC.826-6/93) O & M Advtg. #		Complaints against the similarity of the TVC of 'EVITA' with that of 'DOVE', with a view to create confusion in the minds of consumers and mislead them.	Ad Considered as not confusing or misleading. (84TH CCC 21/7/93)
14.	Colgate Palmolive (I) Ltd. CC.818-4/93) Lintas (I) Ltd. #		Complaint against the TV Ad. for 'PROTEX', which according to the complainant is a blatant copy of the 'LIFEBUOY PLUS' Commercial, with minor changes in words.	Similarity not significant. (85TH CCC 23/8/93)
15.	Sugam Hospital CC.824-6/93) Dr. B. Gitanjali		The press Ad. for Inauguration of a Dialysis Unit in the hospital was considered by the complainant as a pretext to announce the names and designations of the two doctors. Advertisements for health care facilities are taboo and are against medical ethics.	Ad. focussed on announcement of new facilities. (85TH CCC 23/8/93)

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

Sr. No.	Advertiser	Agency	Nature of Complaint	Comment
16.	Apollo Hospitals Enterprise Ltd. (C.825-6/93) Dr. B. Gitanjali	Clarion Advtg	According to the complainant the Ad. is camouflaged as a Rights Issue and plays upon the sympathy people feel for a dreaded disease like cancer and violates the code of medical ethics and is in bad taste.	Ad. focussed on Rights Issue. (85TH CCC 23/8/93)
17.	Tata Press Ltd. (C.828-6/93) Dr. Hasmukh C. Shah	Speer Comm. P. Ltd.	According to the complainant the claim that Tata Yellow pages is available free and it should not be bought or sold in Bombay. The same Ad. in its bottom line, states that a letter was received from John S. Wood, Commercial Consul U.S.A. in Bombay requesting Tata Press to send 200 copies to American Offices. However the complainant has not received his copy though he is a telephone subscriber of MTNL. The complainant considers the above Ad. as misleading.	Claim not found to be misleading. (85TH CCC 23/8/93)
18.	Ahmed Oil Mills (C.833-6/93)	Rediffusion Advtg.	The complainant considers as misleading, the two press Ads. in the Family Health Guide Supplement, for Postman Cooking oil wherein they have claimed ''the only cooking oil containing Zero-Cholesterol''. One of the Ads. mentions, ''Postman is the healthiest cooking oil for the family''.	However the claim ''healthiest cooking oil'' is to be modified, to comply with the code. (86TH CCC 15/9/93)
19.	Snowcem India Ltd. (C.830-6/93) Mr. M.S. Rajagopalan		The complaint is against the TVC Ad. of Super Snowcem, featuring a man who is hard of hearing and uses a hearing aid. The TVC goes on to mock his handicap by making him repeatedly ask for the brand, without realising that his hearing aid has come off from his ear. The complainant considers this as a shameful commercial on the national medium, at the 'expense of our poor handicapped brethren'.	Humourous situation not objectionable. (86TH CCC 15/9/93)
20.	Shaw Wallace And Co. (C.848-7/93) # Hintas (I) Ltd.	Interface Comm.	According to the complainant the above TV Commercial for Super Chek has blatantly copied the visual presentation and slogans which have been part of Rin bar advertising. The commercial showing a cross-over between two women, one wearing a stark white saree and the other an off-white saree, are the ''exclusive advertising properties'' of Rin. So also, the slogan and the catch phrase are re-worded to confuse the viewer.	No significant similarity evident. (86TH CCC 15/9/93)
21.	Indian Banks Association (C.827-6/93) # Associate Banks officers	Imageads	The complainant considers the Ad. in Times of India to be 'maligning', and such insidious propaganda by IBA will not only injure the image of the Bank employees but also demotivate them and destroy all creativity and initiative on their part.	Not objectionable in terms of the Code. (87TH CCC 13/10/93)

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

Sr. No.	Advertiser	Agency	Nature of Complaint	Comment
22.	Big Deal, Shoe Supermarket (C834-6/93) Dr. H.C. Shah		The complaint is against an Ad. by Big Deal - Shoe Supermarket offering Bata shoes at a price lower than that of Bata Show Room, which the complainant considers misleading.	Commercial consideration, not misleading. (87 C 13/1
23.	Standard Furukawa (Battery for Zen Car of Maruti Udyog) CC.841-7/93) Nexus Advtg. P. Ltd. # Chloride Industries Ltd (Exide Battery for Zen) (C.841A-7/93) # — 11 —	HTA	A complaint was received regarding two conflicting advertisements which appeared in the same issue of Times of India 1. STANDARD FURUKAWA BATTERY - ''Only and no other battery approved for Zen.'' 2. CHLORIDE - EXIDE (BATTERY) - ''Exhilaration starts with it, Exide ensures that you experience this Exhilaration''. The complainant mentions that one of these 2 advertisements is false.	Coincidental lapse between release of Ads. by Agencies and actual appearance of Ads. in media; situation corrected promptly (87 C 13/1 (8 C 13/1
24.	Garware Plastics & Polyester (C.852-6/93) Mr. Benedikt P. Keiser	Lintas	Complaint against a press Ad. for Sun Control Film which stated, ''On the 12th of March, Sun Control film controlled much more than harsh light. While bare window panes burst into fragments, Sun Control film was preventing glass from fragmention ..... You can install it to save energy and valuable lives''. It was considered as misuse of the painful events of the 12th of March, 93, for commercial purposes, and was considered indecent.	Not considered objectionable. (88TH 24
25.	Pilot Business Machines Pvt Ltd. CC.855-7/93) Dr. Hasmukh C. Shah	Dattaram Advtg	According to the complainant, the picture sketch as well as the words in caption in the press advertisement under complaint, clearly show the ''act of stealing'' as a business practice. Depicting it in an ad. in any form, is objectionable.	Use of humour not objectionable (8 24/11
26.	Hindustan Oil CC.857-7/93) Mr. A. P. Nair	Patel	The complaint against Hindustan Oil, Kanpur, who have advertised in a local daily in Patna inviting applications for Distributors/Dealers, in every Tahsil/Block of Bihar, for their 'invented cooking gas' unit which burns like LPG. The reference of similarity to LPG and the lack of any substantial evidence to this effect, is misleading to the reading public.	Comparison not considered misleading. (8 CC 24/11/
27.	Maruti udyog Ltd. CC.858-7/93) Dr H. C. Shah	Avishkar	The complainant considers a Press Ad., showing a photograph of Mr. J.R.D. Tata, being escorted to his new Maruti by Mr. M.K. Sanghi, M.D. of Vitesse Trading Ltd., as a violation of the code (due permission of eminent person not obtained).	Advertiser has obtained no-objection letter from the eminent person concerned. (8 24

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

Sr. No.	Advertiser	Agency	Nature of Complaint	Comment
28.	Times of India CC.859-7/93) Dr. H.C. Shah	Synergy	The complainant objected to an advertisement which claimed that a 'free listing' was available under the section, ''Helping Hand'', in The Independent. According to the complainant this was not true as by his experience he could not get ''The Independent'' free on Friday, as it was only available with the Economic Times for a price of Rs.5.50. Hence the complainant considered this Ad. objectionable.	Not misleading. (88TH CCC 24/11/93)
29.	Overnite Express CC.860-7/93) Elbee Express # Service	The Edge	Complaint against Overnite Express, for their press Ad. stating that they are 'the largest courier service available Nationwide', is not substantiated and their claim that they service 1,000 destinations worldwide is false and misleading.	Not false or misleading. Claim substantiated. (88TH CCC 24/11/93)
30.	Chloride Industires Ltd. CC.863-8/93) Chitra Leo Burnett # P-Htl.		According to the complainant, the claim in the press Ad. of Exide, as ''Maruti's first choice'', has no basis. In fact Maruti uses a number of different brands of batteries on the cars manufactured by them. All these brands meet Maruti's specifications.	Advertisers were the largest supplier of batteries to Maruti Udyog. (88TH CCC 24/11/93)
31.	American Express Travel Related Services CC.865-8/93) ANZ Grindlays # Bank	Ogilvy & Mather	A complaint against a press Ad. by American Express Travel Related Services, which stated ''Membership only by invitation'', which the complainant considers as misleading, as the advertiser was inviting applications for membership.	Not considered misleading. (88TH CCC 24/11/93)
32.	Filmfare (C.866-8/93) Dr. H.C. Shah		A complaint against an Ad. by Film Fare published in the Times of India, which showed the faces of four ladies, each one of who is easily identifiable as a well known heroine on the Hindi Screen. The complainant objected to the display of these faces prominently in the Ad., without their permission, as they do not act as models for their Ad.	Photographs taken from an editorial feature published in the Issue. (88TH CCC 24/11/93)
33.	Film Fare CC.870-8/93) Dr. H.C. Shah	Nexus Equity	Complaint against an Ad. published by Film Fare in Times of India, which shows the poster of the film 'Unforgiven' (A) and a man with some tickets in this hand. The caption of this Ad. reads ''Bolo Dress Circle Pachaas, Phata Phat Bolo''. In the complainant's opinion the Ad. shows black marketing of cinema tickets and also that this practice is preferred or desired by the film industry, which the complainant considers a violation of the law of the land.	Advertisement not considered objectionable. (88TH CCC 24/11/93)

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

Sr. No.	Advertiser	Agency	Nature of Complaint	Comment
34.	J K Steel Radial CC.871-8/93) Dr. H.C. Shah	Sista's P. Ltd.	A complaint against an Ad., which appeared in Times of India, wherein the advertiser has mentioned the names of persons who are well known personalities, without obtaining prior permission from them.	Ad. was a promotional one for their own sponsored programme featuring the personalities concerned. (88TH CCC 24/11/93)
35.	The Pantaloon Shoppe CC.873-8/93) Latha Consultants & Enges P. Ltd.#	Percept Advtg.	A complaint against a press advertisement for 'PANTALOON' products, which appeared in Times of India, showing a picture of a female model, which the complainant considers unethical and demeaning.	Illustration not considered offensive. (88TH CCC 24/11/93)
36.	Innovation India CC.876-8/93) Triton Commns. P. Ltd.#	Triton	The complainant states that in a press Ad. the advertiser, Innovation India, is using the Eureka Forbes Salesman Ad. concept to confuse and mislead the consumer into believing that the product is from a reputed and well known company, thereby trying to lean on the image created by Eureka Forbes over the years.	Ad. not confusing or misleading. (88TH CCC 24/11/93)
37.	Business India CC.878-8/93) Dr. H.C. Shah	Rediffusion	Complaint against an Ad. of Business India, which appeared in Times of India, wherein the advertiser has mentioned the name of a well known person, without obtaining prior permission of the person concerned.	Ad. referred to an article published in Business India earlier. (88TH CCC 24/11/93)
38.	Bajaj Electricals CC.880-8/93) Mr. Virendra K. Agrawal		Complaint against a Hoarding Ad., which shows Bajaj Appliances, with a line which reads "If its Bajaj, it's for life", which the complainant questions as to which life, whether of human beings or the life of their products? Complainant considers the claim as vague and misleading.	Advertising cliche used. (88TH CCC 24/11/93)
39.	Golden Hill Breweries Ltd. CC.885-9/93) Mr. Laxminarain Modi	Percept	Complaint against a press Ad. by Golden Hill Breweries Ltd, in which the complainant considers the human illustration as against the Code of ethics in advertising.	Ad. not obscene or unethical. (88TH CCC 24/11/93)
40.	E.I.D. Parry (India) Ltd. CC.890-9/93) Hindustan Sanitary ware & Indus. Ltd.#	HTA	Complaint against a press Ad. by Parryware, which appeared in the Telegraph, claiming that Parryware was the first to manufacture vitreous sanitaryware. According to the complainant, the advertisement is misleading, as Hindware was the first to manufacture vitreous sanitaryware.	Claim substantiated. (88TH CCC 24/11/93)
41.	Nalanda Tobacco Co. P. Ltd. CC.892-9/93) Mr. Laxminarain Modi	Anubhav	Complaint against a press Ad. by Hellow Cigarettes which the complainant considers against the Code of Advertising ethics.	Not offensive or unethical. (88TH CCC 24/11/93)

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

Sr. No.	Advertiser	Agency	Nature of Complaint	Comment
42.	Charag Din CC.893, 893-A & 893-B/11/93)	Amol Bose Advtg.	Three complaints against a press Ad. for Charag Din Shirts, which stated, "CD the Symbol of the best Shirts in India", which the complaint considers as a misleading claim.	Advertising cliche used. (88TH CCC 24/11/93)
43.	Gujarat Cooperative Milk Marketing Federation Ltd. CC.897-10/93)	Advtg & Sales Promotion Company	Complaint against a press Ad. for Amul Ghee in which the illustration on the Tetra Pack depicts the process of making Ghee, by showing a picture of Lord Krishna & Radhaji, churning curd, which is misleading. The advertiser has adopted the method of removing the cream from milk and then making Ghee from cream, without churning.	Purpose and style of the graphic was indicative of the nature of the product and not the method of manufacture. (88TH CCC 24/11/93)
44.	The Leela Kempinski CC.904-9/93)	IB & W Comm P. Ltd.	Complaint against the Ad. of Leela Beach-Goa, in the Metropolis with the headline "No Homework today. I'm at the Leela Beach Goa", along with a picture of a child, with a letter, the contents of which the complaint thinks is definitely objectionable.	(88TH CCC 24/11/93).
45.	Dhara Refined Oil CC.914-10/93)	Mudra Comm. Ltd.	Complaint against a press Ad. of Dhara Refined Sunflower Oil mentioning the price as Rs. 35/- for one litre of oil, without indicating that it is exclusive of taxes, which the complainant considers misleading, since the price printed on the top flap of the pack, which is sold in major consumer stores, clearly mentions the price as Rs. 42/- per litre.	Not misleading. Time lag between appearance of Press Ad. and complaint, during which price was increased. (89TH CCC 22/12/93)
46.	Life Insurance Corporation of India CC.918-10/93)		Complaint against a press Ad. of LIC, in the Indian Express, for their policy holders. The complainant objects to the second item pertaining to the payment of premium, and the seventh item regarding claims that the discharge voucher from LIC will be received two months before the date of maturity, which the complainant considers misleading, since in actual practice the loss of receipt and delays in receiving discharge vouchers are more frequent occurences.	Ad. not considered misleading. Non performance for other reasons in actual practice. (89TH CCC 22/12/93)
47.	Ceat Ltd CC.903-9/93)	HTA	Complaint against an Ad. of Ceat Tyres, in the Metropolis, with the headline which reads, 'Broken parts can be replaced but your life cannot... Our tyres are tough they'll survive, we care about you...' which the complainant considers as horrifying, as in safe driving, other factors are also to be taken into consideration.	(89TH CCC 22/12/93)

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

Sr. No.	Advertiser	Agency	Nature of Complaint	Comment
48.	Manikgarh Cement (C.923-11/93) Mr. Pramod Naik		Complaint against an Ad. of Birla Manikgarh Cement, in the Times of India, which reads as 'Birla Gold, Premium Cement, Rock Solid'. The complainant considers the use of the word 'Gold' objectionable, since there is nothing common between Gold and Cement. The Advertiser wants to 'cash in on the glitter and craze of the precious....'.	'Gold', part of the trade name of the product. (89TH CCC 22/12/93)
49.	Modern Hygiene Products P. Ltd. (C.920-10/93) # Lutra Consultants & Engs. P. Ltd.		Complaint against a TVC for 'Whisper' Sanitary towel, wherein a lady is showing coloured water and then showing how it is absorbed, which the complainant considers as an embarrassing situation, while watching this TVC along with the family, and in having to answer inquisitive children.	Not objectionable. (89TH CCC 22/12/93)
50.	Adino Telecom Ltd. (C.889-9/93) Modi Xerox Ltd. #	Rediffusion Advtg.	Complaint against a press Ad. for Adino brand of Fax machine, showing a table wherein they compare their brands of fax machines with the Modi Xerox, claiming that their Model/Product (Modi Xerox) in question, does not possess a battery back-up while the Brother 330M (Adino) does, which, according to the complainant, technically means that MX 2305 does not have a non-volatile memory. This is absolutely untrue.	Technical assessment did not find claims misleading (90TH CCC 25/1/94)
51.	Permionics (India) Ltd. (C.902-9/93) Mr. S.S. Shanbhag	Marg Mktg & Research Group (P) Ltd.	Complaint against an Ad. for Crystal Clear water purifier, in the Times of India, which states "on a rainy day, in sickness and in health" .... claiming to be "100% Natural, Pure & Safe drinking water" .... using the membrane purification process, which the complainant considers misleading, as one cannot duplicate nature's process in any circumstances.	Expert opinion found claims were substantiated. (90TH CCC 25/1/94)
52.	Godrej & Boyce Mfg Co. Ltd. (C.872-8/93) Mr. K.N. Narayanan	Maxsell	Complaint against an Ad. by Godrej for their Refrigerator, in Mathrubhoomi, offering special prizes on their Fridge to Cash purchasers only, which the complainant considers against trade practice.	(90TH CCC 25/1/94)
53.	Godrej & Boyce Mfg Ltd. (C.898-10/93)	HTA	Complaint against an Ad. of Godrej Refrigerator, in the Mathrubhoomi, which shows the cost of refrigerator is Rs.6,600/- whereas the complainant states that it should have been shown as Rs.7,000/- that is, inclusive of local taxes, which information was shown in small print at the bottom of the Ad. The complainant considers it a misleading advertisement.	(90TH CCC 25/1/93)

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

Sr. No.	Advertiser	Agency	Nature of Complaint	Comment
54.	Godrej & Boyce Mfg Ltd. (CC.899-10/93) Mr. K.N. Narayanan	Maxsell	Complaint against an Ad. of Godrej Refrigerator, in the Malayala Manorama, offering an exchange against refrigerator of any make, for full market value and in addition Rs.600/-, which the complainant considers as misleading, as the claim 'full market value' mentioned in the advertisement is the actual market value assessed by the company.	(90TH CCC 25/1/94)
55.	All India Business Tel. Directory (C.905-9/93) Mr. S.S. Shanbhag		Complaint against the All India Business Telephone Directory for their press Ad. of telephone directory, which the complainant considers misleading as the Directory is not available in the market at the price advertised.	(90TH CCC 25/1/94)
56.	Bharat Fuel Company Ltd. (CC.928-12/93) Mr. Ram Gopal	Harikrishna Advtg.	Complaint against an Ad. by M/s. Bharat Fuel Company Ltd, in Deccan Chronicle, with a headline which reads, "WE NOT ONLY PROMISE YOU BUSINESS BUT A BRIGHT FUTURE AS WELL". Further, inviting applications, along with a demand draft for Rs.500/- (non refundable application fee) for areawise dealers, to promote and market their net-work for LPG cylinders. Complainant strongly feels that the Ad. is misleading, as more than two months have elapsed and he has not received any reply from the advertiser.	Isolated case of justified non performance. (90TH CCC 25/1/94)
57.	Escorts India Ltd. (CC.949-2/94) HT Mel. #	Akshara Advtg Associates	Complaint against an Ad. of Rajdoot Motorcycles which appeared in the Rajasthan Patrika. The complainant states that Akshara Advertising have released an Ad. with theme identical to that of Hero Puch, which is a case of "unethical plagiarism". Further, considering that it is within the same product category i.e. - two wheelers, "its totally outside the trade practice".	But the counter complaint by Akshara Advertising for Escorts Rajdoot against HTA advertisers for hero Puch was UPHELD on the grounds of Plagiarism, which contravened chapter IV. 3 of the Code. (91ST CCC 23/2/94)
58.	Hindustan Lever Ltd. (CC.912-10/93) Sanjay Gandhi post Graduate Institute of medical sciences	Lintas	Complaint against a TVC for VIM which shows that only a pinch of VIM detergent gives a rich lather and cleans a very dirty frypan. The complainant considers it impossible to clean a large pan with only a pinch of this detergent.	(91ST CCC 23/2/94)

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

Sr. No.	Advertiser	Agency	Nature of Complaint	Comment
59.	DCW Home Products Ltd. (CC.927-11/93) # Zen Comm. P. Ltd.	Lintas	Complaint against a TVC of Captain Cook Salt wherein the complainant states that a direct comparison was being drawn by the Advertiser against Tata Salt. The pack in the model's hand looks similar to the Tata Salt pack, in terms of colour, 'Salt' lettering etc. It is said in the commercial, ''This is your favourite salt. Now, Let's see why your favourite salt should remain your favourite salt''. This, according to the complainant, sounds more like unfair trade practice by the Advertiser.	Claim not considered unfair. (91ST CCC 23/2/94)
60.	Indian Express (CC.929-12/93) Dr. H.C. Shah		Complaint against conflicting statements published in the Indian Express, indicating publication in Nagpur and Hyderabad and simultaneously indicating Air surcharge of 10 paise for Hyderabad and Nagpur, which the complainant considers as misleading in view of their claim that they publish the Indian Express (Newspaper) from Hyderabad & Nagpur. Complainant further questions their claims ''INDIA'S ONLY NATIONAL NEWSPAPER''.	(91ST CCC 23/2/94)
61.	Ideal Jawa (I) Ltd. (CC.932-12/93) Mr. M.S. Divekar	Contract	Complaint against the advertisement of YEZDI which appeared in Mid-Day, which carried a ..... slogan, 'somethings in life will always be with you. Like warm memories and Yezdi twin exhausts', with a small illustration of nuptial knot tied, 'on the sly'. The complainant considers the Ad. a way of encouraging demands for dowry in marriage and hence not in good taste.	Not objectionable. (91ST CCC 23/2/94)
62.	Gujarat Co-operative Milk Marketing Federation Ltd. (CC.933-12/93) Bharatiya Cattle Resource Development Foundation	Radeus Advtg.	Complaint against the advertisement of Amul Premium Milk Chocolate, which appeared in Times of India, showing two cows on the cover of the pack illustration, which the complainant considers as misleading, as the milk that might be used is mixed of Cow and Buffalo.	(91ST CCC 23/2/94)
63.	Godrej G.E. Appliances (CC.936-12/93) Mr. K.N. Narayanan	HTA	Complaint against a press Ad. of Godrej Refrigerators, offering different models of watches as gifts to the purchasers of Godrej Refrigerators, which the complainant objects to, since the advertisement does not mention that the incentives are given without enhancing prices.	(91ST CCC 23/2/94)

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

Sr. No.	Advertiser	Agency	Nature of Complaint	Comment
64.	Diplomat Commercial Services (C.939-1/94) Mr. S. S. Raja		Complaint against the advertisement of, 'Loan for Self Employment', by Diplomat Commercial Services, Cochin, which appeared in Indian Express, which the complainant considers false as after fulfilling all requirements and even after paying the fee of Rs.100/-, there was no reply from the advertiser.	Isolated case of justified non performance. (91ST CCC 23/2/94)
65.	NEPC Agro Food Ltd. (C.940-1/94)		Complaint against the advertisement for Trupthi, Mineral water by NEPC Agro Foods Ltd., which appeared in Indian Express, Madras, which the complainant considers misleading, ''to call distilled water as mineral water''	(91ST CCC 23/2/94)
66.	Sagar Cements Ltd (C.915-10/93) Ms. M. Kavitha Legal Consumer Action Group Mr. V. T. Nathan & K. Muthaiah		Complaint against an Ad. of Sagar Priya Slag Cement which appeared in the Hindu, with the headline, ''TAKE THE STRENGTH OF CEMENT THEN BACK IT WITH MUSCLES OF STEEL''... THAT'S SAGAR PRIYA SLAG CEMENT'. The complainant considers it to be misleading as fillers in cement like powdered slag, fly ash and surki are permitted upto 10%, to economise on the use of cement. The fillers in no way add to the strength of the cement.	Technical assessment found claims were reasonable and sustainable. (92ND CCC 23/3/94)
67.	Godrej G.E. Appliances Ltd (C.942-1/94) Mr. K. N. Narayanan	HTA	Complaint against an Ad. of Godrej Refrigerator, which appeared in Matrubhoomi, which does not furnish the address of the advertiser. Hence ''it is defective/non standard''.	(92ND CCC 23/3/94)
68.	Hero Cycles Ltd (C.946-2/94) Sonitpur Zila Grahak Suraksha Samity		Complaint against a Press Ad. of Hero Cycles Ltd., ''a 1994 Diary on a valid purchase of Hero bicycle during the said period of January 1-15, 1994''. The complainant and a few others did not receive the Diaries. This according to the complainant is cheating the consumers. The advertisement is misleading, dishonest and in bad taste.	Isolated case of non performance under extenuating cicrumstances. (92ND CCC 23/3/94)
69.	Jyothy Laboratories (C.948-2/94) # Tara Sinha McCann Erickson P. Ltd.	Situations Advtg. & Mktg.	Complaint against the Ad. of ''Ujala Supreme'' Soap Powder, which appeared in the Statesman and the Telegraph. The advertisement caption ''No dirty blue spots'', uses a scientific terminology ''V Plus'', referring to a special formula which is supposedly added to the brand ''Ujala Supreme''. The complainant would like to know what exactly is the scientific basis and formulation of V Plus and substantiation of their claim through an independent research laboratory. The source and date of such report should not mentioned in the advertisement to ensure that, ''V Plus the special formula'', should not mislead the consumer.	Claims substantiated. Specific non performance of the product as advertised, not cited or proved. (92ND CCC 23/3/94)

THE ADVERTISING STANDARDS COUNCIL OF INDIA

Complaints that were considered NON ISSUES

Sr. No.	Advertiser	Agency	Nature of Complaint	Comment
1.	Sweetie Confectionery Pvt. Ltd. (C.772-12/92) Mr. Tushar Gr. Gujar		Complaint against a TVC for a product named 'SWISS CANDY' of a Baroda based confectioner which, according to the complainant contains flavours of Brandy and Whisky and, therefore could be harmful to children.	Complainant failed to provided details of telecast of the above TV C. (83RD CCC 23/6/93)
2.	Lotus Youth Foundation (C.894-9/93) Mr. R. Sanjeev	Excl Ads	Complaint against Ad. issued by Lotus Youth Foundation, in the Times of India, offering different types of schemes for developing youth, which the complainant considers as misleading, as despite his remitting money and sending reminders he had not received any application form from the advertisers.	Non-performance, and is outside the purview of the Code. (88TH CCC 24/11/93)
3.	Times Eye Research Foundation (C.926/11/93) Mr. Dhirajlal Premchan Shah		Complaint against and Ad of the Times Eye Research Foundation, from an eye donor, that despite his paying the registration fees, which was acknowledged vide their receipt till date he has not received the registration card.	A one time lapse, probably due to 'Loss in the post.' (89TH CCC 22/12/93)
4.	I.T.C. (C.884-9/93) Mr. Laxmi Narain Mode		Complaint against a picture of a Cigarette Vending Machine, without any Statutory warning on it, as published in Business World.	The subject matter was not an advertisement, but editorial matter. (90TH CCC 25/1/94)
5.	Hindustan Lever Ltd. (CC.941-1/94) # chaitra Leo Burnett P. Ltd.	Lintas India	Complaint against a T.V. Commercial of Rin Bar, aired on Door Darshan, in which according to the complainant the 'other bar' shown in the commercial is clearly recognizable as a Ariel Bar in more ways than one. The TVC is an attempt to identify Ariel Bar and disparage it by an unfair comparison and unsupported claim of superiority.	The Complaint was withdrawn following a reported out of Court settlement. (92ND CCC 23-3/94)

List of Members

As on March 31, 1994

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. ASEA Brown Boveri Limited.
   New Delhi
9. The Associated Cement Cos.Ltd.
   Bombay
10. A.T.E. Enterprises Ltd.
    Bombay
11. Bajaj Electricals Ltd.
    Bombay
12. Bajaj Hindusthan Ltd.
    Bombay
13. Bakelite Hylam Ltd.
    Secunderabad
14. Bata India Ltd.
    Calcutta
15. Blue Star Ltd.
    Bombay
16. Bombay Dyeing & Mfg co. Ltd.
    Bombay
17. Brilliant Tutorials
    Madras
18. Brooke Bond Lipton (I) Ltd.
    Bangalore
19. Bush Boake Allen India Ltd.
    Madras
20. Cadbury (I) Ltd.
    Bombay
21. Cadila Laboratories
    Ahmedabad
22. Camlin Ltd.
    Bombay
23. Caprihans (I) Ltd.
    Bombay
24. Castrol India Ltd.
    Bombay
25. Colgate Palmolive (I) Ltd.
    Bombay
26. Colour Chem Limited
    Bombay
27. Crompton Greaves Ltd.
    Bombay
28. Charagh Din
    Bombay
29. Citibank N.A.
    Bombay
30. Coca - Cola India
    Bombay
31. Dalmia Industries Ltd.
    New Delhi
32. Duncans Agro Industries Ltd.
    Calcutta
33. DCM Shriram Industries Ltd.
    New Delhi
34. Escorts Limited
    Faridabad
35. E.I.D. Parry (I) Ltd.
    Secunderabad
36. Eureka Forbes Ltd.
    Bombay
37. Geoffrey Manners & Co Ltd.
    Bombay
38. Glaxo India Ltd.
    Bombay
39. Godfrey Phillips (I) Ltd.
    New Delhi

List of Members

As on March 31, 1994

40. Godrej Soaps Ltd.
Bombay

41. The Gramophone Company of India Ltd.
Bombay

42. Gujarat Ambuja Cements Ltd.
Bombay

43. Hardcastle & Waud Ltd.
Bombay

44. Hawkins Cookers Ltd.
Bombay

45. Hindustan Ciba - Geigy Ltd.
Bombay

46. Hindustan Lever Ltd.
Bombay

47. Hindustan Petroleum
Bombay

48. I.T.C. Ltd.
Calcutta

49. Infar (I) Ltd.
Calcutta

50. Ion Exchange (I) Ltd.
Bombay

51. J.L. Morison(I) Ltd.
Bombay

52. Jagatjit Cotton Textiles Mills Ltd.
New Delhi

53. Khoday India Ltd.
Bangalore

54. Lakme Ltd.
Bombay

55. Larsen & Toubro Ltd.
Bombay

56. London Rubber Co (I) Ltd.
Madras

57. Mahajan Silk Mills
Bombay

58. Modi Xerox Ltd.
New Delhi

59. MRF Limited
Madras

60. Mafatlal Industries Ltd.
Bombay

61. Mahindra Ugine Steel Co.
Bombay

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

63. Nestle India Ltd.
New Delhi

64. Nicholas Piramal (I) Ltd.
Bombay

65. Parke - Davis (I) Ltd.
Bombay

66. Pond's(India) Ltd.
Madras

67. Procter & Gamble (I) Ltd.
Bombay

68. The Ravalgaon Sugar Farm Ltd.
Bombay

69. Reckitt & Colman of India Ltd.
New Delhi

70. Roche Products Ltd.
Bombay

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

72. Shalimar Paints Ltd.
Howrah

73. Shriram Foods & Fertiliser Industries
New Delhi

74. Sandoz (India) Limited
Bombay

75. T.T. Ltd.
Bangalore

76. Talbros Automotive Components
Faridabad

77. Tata Chemicals Ltd.
Bombay

78. The Tata Iron & Steel Co Ltd.
Jamshedpur

79. The Tata Oil Mills Ltd.
Bombay

List of Members

As on March 31, 1994

80. TI Diamond Chain Ltd.
Madras

81. Titan Watches Ltd.
Bangalore

82. Voltas Ltd.
Bombay

83. VST Industries Ltd.
Hyderabad

Category B - Press

1. Bennett Coleman & Co. Ltd.
Bombay

2. Bhavans Journal
Bombay

3. Blitz Publications P. Ltd.
Bombay

4. Business India
Bombay

5. Chitralekha
Bombay

6. C.R. Competiton Refresher P. Ltd.
New Delhi

7. Courier Publications P. Ltd.
Bombay

8. Daily 'Aikya' Satara
Satara

9. The Daily Amar Ujala
Agra

10. Dainik Bhaskar
Bhopal

11. Dainik Janambhumi
Assam

12. Fortune Publications (P) Ltd.
Bombay

13. The Hindustan Times Ltd.
New Delhi

14. The Hitavada Purohit & Co.
Nagpur

15. Indian Express News Papers (Bombay) Ltd.
Bombay

16. Jai Hind - Daily
Ahmedabad

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

18. Kasturi & Sons Ltd.
Madras

19. Living Media (I) Ltd.
Bombay

20. Lokmat Newspapers (P) Ltd.
Nagpur

21. Maurya Publications P. Ltd.
Bombay

22. Malayala Manorama
Calicut

23. Mid-day Publications Ltd.
Bombay

24. Mitra Prakashan Pvt Ltd.
Allahabad

25. Naiduniya
Indore

26. Parsiana Publications (P) Ltd.
Bombay

27. The Printers (Mysore) Ltd.
Bangalore

28. Rajasthan Patrika
Jaipur

29. Ranchi Express
New Delhi

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

31. Ross Murarka Finance Ltd.
Bombay

32. Sakal Papers Ltd.
Pune

33. Shakti Publications (P) Ltd.
Bombay

34. Ushodaya Publications
Hyderabad

List of Members

As on March 31, 1994

Category C - Advertising Agencies

1. ADMAS Advtg (Nagpur) P. Ltd.
   Nagpur
2. Advertising Avenues
   Bombay
3. Advtg & Marketing Associates
   Bombay
4. Akshar Advertising Associates
   Bangalore
5. Ambience Advertising P. Ltd.
   Bombay
6. Amol Bose Advertising
   Bombay
7. Art Advertising Agency
   Bombay
8. The Associated Advertisers
   Hyderabad
9. B.D. Khanna Publicity
   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 & Marketing Pvt. Ltd.
    Bombay
16. Contract Advertising India Ltd.
    Bombay
17. Cosmos Publicity
    Bombay
18. Creative Unit (P) Ltd.
    Bombay
19. Concept Communication Ltd.
    Bombay
20. Dattaram Advertising Pvt. Ltd.
    Bombay
21. Dynamic Advertising & Research Team
    (D.A.R.T.)
    Bombay
22. Enterprise Advertising Pvt. Ltd.
    Bombay
23. Everest Advertising Pvt. Ltd.
    Bombay
24. Folklore Communication Management
    Services P. Ltd.
    Bombay
25. Ferreira Associates
    Bombay
26. Graphic Arts Industries
    Bangalore
27. Hindustan Thompson Associates P. Ltd.
    Bombay
28. Hira Advertising Agency
    Meerut
29. Impact Advertising Pvt. Ltd.
    New Delhi
30. Insight Advertising &
    Communications P. Ltd.
    Madras
31. Inter Publicity Pvt. Ltd.
    Bombay
32. Jaya Advertising Agency
    Bombay
33. Kapooria Advertising & Marketing
    Varanasi
34. Karishma Advertising Ltd.
    Bombay
35. Lintas India Ltd.
    Bombay
36. MAA Communications Pvt. Ltd.
    Bangalore
37. Madison Advertising
    Bombay
38. Marketing Consultants & Agencies Ltd.
    Bangalore

List of Members

As on March 31, 1994

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

40. Mudra Communications Ltd.
Bombay

41. NAC Advertising Corporation
Bombay

42. Navnitlal & Co
Ahmedabad

43. NDD Works Pvt. Ltd.
New Delhi

44. Neptune Advertising
Bombay

45. Nexus Equity Advertising P. Ltd.
Bombay

46. Ogilvy & Mather Pvt. Ltd.
Bombay

47. Padukone Advertising Pvt. Ltd.
Bombay

48. Pratiba Advertising
Pune

49. Prem Associates Advertising & Marketing
Bombay

50. R.K. Swamy BBDO Advertising Pvt. Ltd.
Bombay

51. Radeus Advertising Pvt. Ltd.
Bombay

52. Raka Advertising & Marketing
Bombay

53. Ratan Batra Pvt. Ltd.
Bombay

54. Rediffusion Advertising Pvt. Ltd.
Bombay

55. Rhizic Communications Pvt. Ltd.
Bombay

56. Swastika Advertising & Marketing
Bombay

57. Seasons Advertising Associates
Bombay

58. Sista's Pvt. Ltd.
Bombay

59. Speer Communications Pvt. Ltd.
Bombay

60. Sunflower Marketing & Advertising
Bombay

61. Swift Advertising Pvt. Ltd.
Indore

62. 3 Brothers & Fils
Bombay

63. Tara Sinha Mccann-Erickson Pvt. Ltd.
New Delhi

64. Trikaya Grey Advertising India Ltd.
Bombay

65. Triton Communications Pvt. Ltd.
Bombay

66. Ulka Advertising Pvt. Ltd.
Bombay

67. Visesh Advertising Pvt. Ltd.
Bangalore

Category D - Allied Professions

1. Aaren Advertising Pvt. Ltd.
Bombay

2. Alert Packaging House P. Ltd.
Bombay

3. Captions Outdoor Advertising
Pune

4. Cogent (India)
Ludhiana

5. Commercial Art Engravers (P) Ltd.
Bombay

6. Excel Service
Madras

7. Icon Creation
Bombay

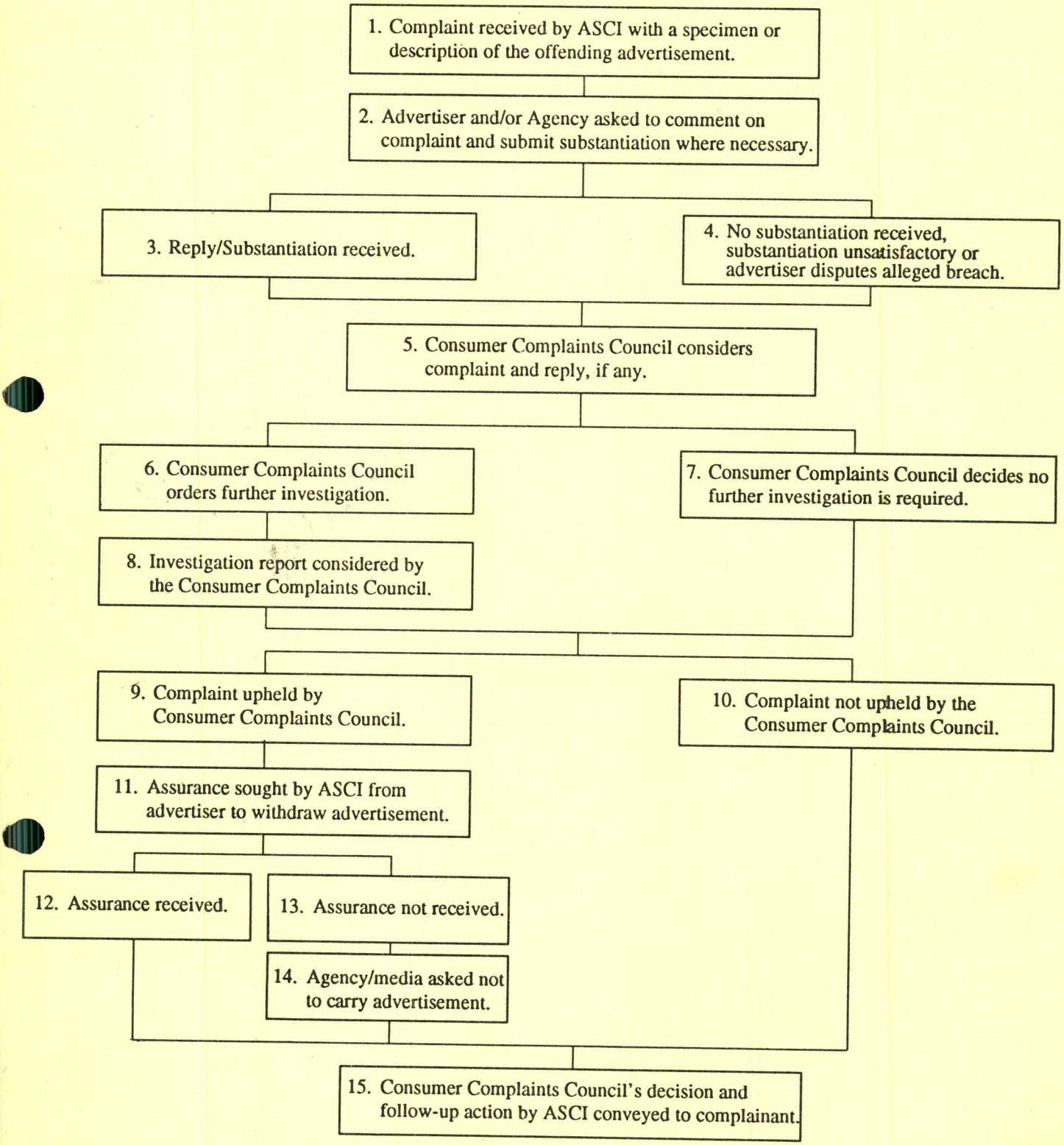
8. Marg Marketing and Research Group Private Ltd.
Bombay

List of Members

As on March 31, 1994

9. Neonite Corporation
   Lucknow
10. Pro Video
    Bombay
11. Roger Pereira Communications (P) Ltd.
    Bombay
12. Sachin Enterprises
    Bombay
13. Sahyadri Films
    Bombay
14. Saptarang Graphics Pvt. Ltd.
    Bombay
15. Saphire Information Technologies & Advtg. Ltd.
    Ghaziabad
16. Sayani Video Promotions
    Bombay
17. Selvel Publicity & Consultants (P) Ltd.
    Bombay
18. Shunyata
    Bombay
19. Tata Press Ltd.
    Bombay
20. Unique Blocks
    Bombay

Processing A Consumer Complaint



The Advertising Standards Council of India

The Advertising Standards Council of India was incorporated on 21st October 1985 under section 25 of the Companies Act, 1956, as a not-for-profit body. **Membership of the Advertising Standards Council of India is open to firms and companies in the following categories:**

(a) Advertisers of goods and/or services;

(b) Proprietors or publishers of newspapers, periodicals and other media that carry the advertisements of goods and/or services;

(c) Advertising agencies;

(d) Outdoor contractors, film / video / TV / radio producers / distributors, blockmakers, printers and such other types of allied and ancillary trades and professions who assist in the creation or placement of advertising or are in any manner concerned with advertising.

Membership is growing. Please consider joining this movement because it is the right thing to do. And consider the benefits.

The solution. A code for self-regulation.

The Advertising Standards Council of India has adopted a Code for Self-Regulation in Advertising.

The solution. The benefits.

As the Code becomes increasingly accepted and observed, three things will begin to happen.

1. Fewer false, misleading claims.
   Result : more credibility.
2. Fewer unfair advertisements.
   Result : fairer competition.
3. Increasing respectability.
   Result : less likelihood of the imposition of an onerous code.

Which, taken together, only **means more freedom for you to practice your craft or carry on your business effectively.**

The solution. Make it happen.

If any advertisement with which you are concerned is the subject matter of a complaint, it will be judged by the Consumer Complaints Council in the light of the Code for Self-Regulation in Advertising, whether or not you are a member of the Advertising Standards Council of India. The judgement of the Consumer Complaints Council will be completely impartial. **As a member, you can mould the course of Self Regulation and participate** in the protection of healthy, effective advertising. You can have a say, through the Board of Governors, in the further development of the Code and the future appointments to the Consumer Complaints Council.

Membership of the Advertising Standards Council of India entitles you to appoint your nominee to discharge your functions as a member, including standing for election to the Board of Governors and voting at general meetings.

Why not have a say in matters affecting your own destiny? Why not make Self-Regulation truly work?

Join now.

Become a member of the Advertising Standards Council of India. And help make Advertising honest, truthful and credible.

Because the Code for Self-Regulation in Advertising is a code for self respect.

Apply for membership today. Fill in the application form, enclose a cheque for the required amount of entrance fee and annual subscription applicable to you as per the scale mentioned and send to :

The Advertising Standards Council of India,

Registered Office & Secretariat :

205-Bombay Market,

Tardeo Road, Bombay 400 034.

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.