

The Advertising Standards Council of India

NINTH REPORT AND ACCOUNTS

FOR THE YEAR

1994-95

The Advertising Standards Council of India

NINTH REPORT AND ACCOUNTS FOR THE YEAR 1994-95

CONSUMER COMPLAINTS COUNCIL MEMBERS:


Mr.Rajiv Agarwal


Mr. Tarique Ansari


Prof. U.A. Athavankar


Mr. A. Dasgupta


Mr. N. Jayaraman


Dr. P.K. Jhawer


Mr. M.V. Kamath


Ms. Swarn Kohli


Mr. E.A. Kshirsagar


Mr. K. Kurian


Mr. Justice B. Lentin (Retd.)


Ms. Zia Mody


Ms. Usha Sukthankar


Ms. Nargis V. Wadia

BOARD OF GOVERNORS:


Mr. F.T. Khorakiwala (Chairman)

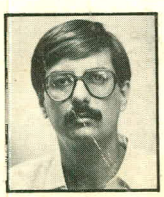

Mr. Tarique Ansari (Vice-Chairman)


Ms. Pheroza Bilimoria


Mr. Noshir Desai


Mr. Pradeep Guha


Mr. Ranjan Kapur


Mr. Bharat Kapadia


Mr. Jacob Mathew


Mr. Ashok Nerker


Mr. Bunty Peerbhoy


Mr. Roger C.B. Pereira


Mr. Ameen Sayani


Mr. S.V. Sista


Mr. D.R. Sopariwala


Mr. Atul Tandan


Mr. Mukul Upadhyaya


Mr. Brahm Vasudeva


Justice C.S. Dharmadhikari (Retd.)


Mr. J.B. D'Souza


Mr. D.S. Soman

The Advertising Standards Council of India

Ninth Report and Accounts of 1994-95

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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

Attendance of the members of the Board of Governors of The Advertising Standards Council of India at Board Meetings from the 82nd Meeting held on April 7, 1994 to the 94th Meeting held on March 6,1995.

Name of Member	Meetings Held	Meetings Applicable	Meetings Attended
Mr.F.T. Khorakiwala (Chairman)	13	13	13
Mr.Tarique Ansari (Vice Chairman) (a)	13	13	8
Ms.Pheroza Bilimoria	13	13	7
Mr.Noshir Desai (b)	13	7	4
Mr.Pradeep Guha	13	7	3
Mr.Ranjan Kapur	13	12	2
Mr.Jacob Mathew	13	13	6
Mr.Ashok Nerker	13	13	8
Mr.Roger C.B. Pereira	13	13	9
Mr.Bunty Peerbhoy	13	13	3
Mr.Ameen Sayani	13	13	12
Mr.R.C. Sheopuri (c)	13	6	3
Mr.S.V. Sista	13	13	8
Mr.Dorab R. Sopariwala (d)	13	6	4
Mr.Atul Tandan	13	13	8
Mr.Mukul Upadhyaya	13	13	7
Mr.Brahm Vasudeva	13	13	8
Mr.Justice(Retd.) Dharmadhikari (e)	13	4	2
Mr.J.B.D'Souza (f)	13	4	2
Mr.D.S.Soman (g)	13	3	2

(a) Resigned. Mar. '95.
(b) w.e.f. Sept ' 94.
(c) Resigned.Sept' 94.
(d) w.e.f. Sept. '94.
(e) w.e.f. Dec. '94
(f) w.e.f. Dec. '94
(g) w.e.f. Jan. '95.

Attendance of the members of the Consumer Complaints Council from the 93rd Meeting held on April 27, 1994 to the 101st Meeting held on March 21st, 1995.

Name of Member	Meetings Held	Meetings Applicable	Meetings Attended
Mr.Rajiv Agarwal	9	9	7
Prof. U.A.Athavankar	9	9	6
Mr.A.Dasgupta	9	9	5
Mr.N.Jayaraman	9	9	2
Dr.P.K.Jhawer	9	9	5
Mr.M.V. Kamath	9	9	6
Mr.F.T. Khorakiwala	9	5	3
Ms.Swarn Kohli	9	9	4
Mr.Ravi Kulkarni	9	4	0
Mr.K.Kurian	9	9	9
Mr.Justice (Retd.) B. Lentin	9	9	2
Mr.Bansi S. Mehta	9	4	0
Mrs.Usha Sukthankar	9	9	4
Ms.Nargis V.Wadia	9	9	5
Mr.E.A. Kshirsagar (a)	9	5	2
Ms.Zia Mody (b)	9	2	1
Mr.Tarique Ansari (c)	9	5	4

(a) w.e.f. Oct. '94.
(b) w.e.f. Feb. '95.
(c) Resigned. Mar. '95.

REPORT OF THE BOARD OF GOVERNORS

We take great pleasure in presenting the Ninth Annual Report of the Advertising Standards Council of India, together with the Statement of Accounts for the period April 1994 to March 1995.

During this period, the ASCI welcomed 19 new members. The total number of firms and companies who were members of the ASCI as on March 31, 1995 is 224, compared to 214 as on March 31, 1994, 9 members having resigned.

During the 12 months period ending March 31, 1995, annual subscriptions from members amounted to Rs.8,39,000/- as compared to Rs.7,74,500/- in the previous accounting period, ended March 31, 1994.

The Consumer Complaints Council (CCC) met 9 times from April 1994 to March 1995. It considered a total of 153 complaints, of which 100 were UPHELD, 53 were NOT UPHELD. A summary of these complaints is included in this Report.

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. Ravi Kulkarni and Mr. Bansi Mehta completed their terms as members of the CCC. The Board wishes to place on record its appreciation for the services rendered by Mr. Ravi Kulkarni and Mr. Bansi Mehta during their long association with the CCC. Mr. E.A. Kshirsagar and Ms. Zia Mody have been appointed to fill these vacancies.

During the year,for the first time under the Article 38 of the ASCI Memorandum which provides for appointing upto four eminent persons not being members of the Company, the Board co-opted as Additional members for one term, Justice (Retd) Dharmadhikari, Mr. J.B. D'Souza (Retd Chief Secretary) and Mr. D.S. Soman (Retd DGP, Maharashtra). Mr. Tarique Ansari, Vice-Chairman, resigned in March 1995, and in his place Mr. Jacob Mathew was appointed as Vice-Chairman. Mr. Bharat Kapadia was co-opted as a Board member representing Category B (press/media) to fill the consequential vacancy. The Board wishes to place on record its appreciation of the valuable services rendered by Mr.Tarique Ansari.

For the first time a decision was taken to have suo motto complaints submitted by the Secretariat and any member of the Board of Governors, which are then processed for deliberation and decision by the CCC.

Membership : The further liberalisation in the economy has brought in numerous new entrants in new businesses in goods and services, who are now engaged in Marketing and Advertising on a significantly expanded scale. The proactive observance of the new ASCI Code will be achieved better by enlisting these new firms as members of ASCI. (You, our existing members, can play your role in identifying such firms and sponsoring them for enrolment as members of ASCI. A copy of our membership application form is provided with this report for your immediate and positive response.)

Implementation of CCC Decisions : During the first half of the year we experienced delays and disinclination on the part of a number of advertisers/agencies publicising Surrogate advertisements of Liquor Products/Brands, to withdraw such offending advertisements in the face of complaints which were Upheld by the CCC. From January 1995 there has been some improvement in the positive responses received, and several advertisers/agencies have withdrawn such Surrogate advertisements.

Peer Group Influence : The process of implementation was followed up vigorously by our Secretariat. Complaints which were Upheld, but for which the advertisers/agencies had failed to provide assurance of compliance with the CCC decisions, were referred to the national press and other media with a request to refrain from carrying such advertisements. The response has been very encouraging.

The New Advertising Code : This was issued in April 1995, reinforced by the ASCI Mission Statement which was adopted by your Board on April 12, 1995. With the help of various associations concerned with the Advertising fraternity, fully supported by leading newspapers, the awareness of the Code has been heightened considerably. Some of the aspects of the existing Code were updated by appropriate amendments/additional clauses in the new Code.

ASCI Seminar - "Self-Regulation or Pre-Censorship": This was held on the 11th of January 1995, organised by your Council and co-sponsored by concerned associations, such as AAAI, INS, ISA, IAA and RAPA. It elicited very encouraging participation and response. The shared responsibility of the media, and the avoidable damage to the image of Advertising caused by Surrogate promotion of liquor Products/Brands, were discussed at length during the respective sessions. The Seminar organised by a Committee headed by Mr.S.V. Sista was well attended. The fall-out of the Seminar was that Surrogate advertising has been banned in Maharashtra and Delhi and other States are also considering the same. The Seminar participants which included liquor manufacturers, gave a very clear mandate for Self-Regulation. We have planned to organise similar Seminars at New Delhi and Bangalore during the July/September quarter of 1995.

Interaction between Industry and ASCI Constituents : The spin-off benefit of the ASCI Seminar and the dialogue which ensued has resulted in a series of meetings being organised by the Chairman and Board members, with office-bearers and counterparts in other associations having similar concerned responsibilities. It is anticipated that the ASCI Code and its proactive observance, followed by the implementation of CCC decisions, will be enhanced by the interaction and the ongoing dialogue now established firmly amongst the various constituents of the Advertising fraternity.

Industry Associations and ASCI : A major achievement during the year was getting increasing co-operation from the four Constituents of the advertising fraternity viz. advertisers, agencies, media and support services. Your Chairman and Board members have been in contact with various industry associations across the country and an ongoing programme has been initiated towards creating an awareness of ASCI - Its Code, its functions and the benefits of Self-Regulation (as preferred to Censorship and other Governmental intervention.)

All these actions are anticipated to induce many more firms to enrol as members of ASCI in the mutual interests of all concerned with Advertising and its positive impact on consumers.

Recent Trends in Advertising : The anticipated increase in competitiveness in the market place, with several new entrants, has resulted in more aggressive advertising, giving rise to more intra-industry complaints, plagiarism of advertisements published outside India, and advertisements on satellite television channels such as Star T.V., Zee T.V. etc in disregard of the ASCI Code. What is more disturbing is the recent increase in the vulgarity and obscenity evident in advertisements in various media, including outdoor. This violation of public decency has been linked with cinema (feature films) and television (serial programmes) in the perception of the general public, which has raised a hue and cry in the sensitive and discerning segments of the viewing/reading public, which includes opinion leaders and administrators at Government and Municipality levels.

False and misleading advertisements promoting elementary skills and training in the services sector, i.e., Education, Hospitality Industry, Travel and Tourism, Computer Systems and their applications, have been the subject of an increasing number of complaints, arising out of the spurt in advertising of such courses/programmes, all aimed at the hungry job market. The lack of authenticity of claims in respect of course content, actual skills/training imparted, recognition of such institutions by universities or other academic bodies and Government departments is the main cause for consumer complaints.

Advertisements inviting financial investments in industry, business, services and financial institutions, is another area in which the Code needs to be observed more rigidly in safeguarding the consumers' interests.

A decision has been taken to run a series of advertisements making consumers aware about truthful and fair advertising and requesting them to send their complaints against advertisements to ASCI.

General Comment : ASCI has come a long way in promoting the concepts of Self-Regulation, and in attempting to build up the credibility of Advertising in the eyes of consumers as well as government agencies. But it is a perennially uphill task, needing consistent watchfulness, balanced judgement and proactive perseverance. We look forward to the co-operation of current and potential ASCI members in our efforts to protect Truth, Decency and Legality in Advertising.

The Ninth Annual General Meeting will be held on Thursday, July 27, 1995. The Governors retiring from the Board, and eligible for re-election, are as follows :

Category A : Advertisers

Mr. F.T. Khorakiwala
Mr. Brahm Vasudeva

Category B : Press

Ms. Pheroza Bilimoria
Mr. Bharat Kapadia

Category C : Advertising Agencies

Mr. Ranjan Kapur
Mr. Bunty Peerbhoy

Category D : Allied Professions

Mr. Roger C.B. Pereira
Mr. Ameen Sayani

In keeping with the Notice of Election issued on 19th May, the Elections for the Board of Governors will be held in the course of the AGM on the 27th of July, 1995.

A Convention has also been established that a member of the Board of Governors need not seek re-election after serving a period of 10 years. However, the Board will invite 4 of such members to the Board meetings.

On behalf of the Board of Governors.

F.T. Khorakiwala
Chairman

Bombay, June 14, 1995.

NOTICE

A meeting of the Board of Governors shall take place immediately after the Annual General Meeting on July 27, 1995 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 Ninth Annual General Meeting are requested to attend this meeting.

F.T. Khorakiwala
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, 1995 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 :-

      (i) In the case of the Balance Sheet, of the state of the Council's affairs as at 31st March, 1995 and

      (ii) 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

The Advertising Standards Council of India

Balance Sheet as at 31st March, 1995

	Schedule	Rupees	This Year Rupees	Previous Year Rupees
I. SOURCES OF FUNDS :				
1. Corpus and Reserves				
(a) Council's Corpus	A	18,58,590		15,62,267
(b) Reserves and Surplus		-		-
			18,58,590	15,62,267
2. Loan Funds				
(a) Secured Loans	B	7,15,254		8,14,487
(b) Unsecured Loans	C	3,70,000		3,70,000
			10,85,254	11,84,487
TOTAL RUPEES			29,43,844	27,46,754
II. APPLICATION OF FUNDS				
1. Fixed Assets	D			
(a) Gross Block		20,36,053		20,13,988
(b) Less : Depreciation		3,68,058		2,54,294
(c) Net Block			16,67,995	17,59,694
2. Investments	E		7,00,000	4,00,000
3. Current Assets, Loans and Advances				
(a) Accured Interest on Investments and Bank Deposits		103,608		47,114
(b) Sundry Debtors	F	27,000		38,000
(c) Cash & Bank Balances	G	6,03,481		4,94,822
(d) Loans and Advances	H	23,882		31,499
		7,57,971		6,11,435
4. Less : Current Liabilities & Provisions				
(a) Current Liabilities	I	1,82,122		24,375
(b) Provisions		-		-
		1,82,122		24,375
Net Current Assets			5,75,849	5,87,060
TOTAL RUPEES			29,43,844	27,46,754

As per our report of even date attached
For Lalit Khanna & Co.,
Chartered Accountants

Lalit Khanna
Partner
Bombay. June 14, 1995.

For and on behalf of the Board of Governors

F.T. Khorakiwala
Chairman

Members

Jacob Mathew
Mukul Upadhyaya
Brahm Vasudeva
Bharat Kapadia
J.B. D'souza
Roger C.B. Pereira
Ashok Nerker
Ameen Sayani
D.S. Soman

The Advertising Standards Council of India

Income and Expenditure Account for the year ended 31st March, 1995.

Sl.No.	Particulars	Schedule	Rupees	This Year Rupees	Previous Year Rupees
	INCOME				
1.	Membership Subscription and Other Income	J		10,47,928	8,84,137
	EXPENDITURE				
2.	Salaries, Wages and Bonus		2,42,711		1,80,771
3.	Printing, Stationery and Xeroxing Charges		98,439		81,820
4.	Interest on Secured Loan		1,38,463		1,52,882
5.	Bad Debts		6,000		54,000
6.	Electricity Charges		25,988		26,392
7.	Telephone Expenses		13,866		5,597
8.	Repairs & Maintenance		11,724		7,335
9.	Legal & Professional Charges		-		27,200
10.	Other Expenses	K	1,19,650		89,494
11.	Depreciation		1,13,764		1,13,115
12.	Total Expenditure			7,70,605	7,38,606
13.	Surplus for the year			2,77,323	1,45,531
14.	Balance at the beginning year			-	-
				2,77,323	1,45,531
15.	Less : Transferred to Council's Corpus			2,77,323	1,45,531
16.	Balance carried to Balance Sheet			-	-

As per our report of even date attached

For LALIT KHANNA & CO.
Chartered Accountants

Lalit Khanna
Partner

Bombay. June 14, 1995.

For and on behalf of the Board of Governors,

F.T. Khorakiwala
Chairman

Members

Jacob Mathew
Mukul Upadhyaya
Brahm Vasudeva
Bharat Kapadia
J.B. D'souza
Roger C.B. Pereira
Ashok Nerker
Ameen Sayani
D.S. Soman

The Advertising Standards Council of India

Schedules annexed to and forming part of the Balance Sheet as at 31st March, 1995 and the Income and Expenditure Account for the year ended on that date.

	Rs.	This Year Rs.	Previous Year Rs.
SCHEDULE A			
COUNCIL'S CORPUS			
Balance as at the beginning of the year		15,62,267	13,80,736
Additions and adjustments during the year			
a) Entrance fees received during the year	19,000		36,000
b) Amount transferred from Income and Expenditure Account	2,77,323		1,45,531
		2,96,323	1,81,531
		18,58,590	15,62,267
SCHEDULE B			
Secured Loans			
Loan from Housing Development Finance Corporation Ltd.			
Secured by mortgage of the Office premises by deposit of the title documents		7,15,254	8,14,487
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 31stMarch, 1995.

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, 1995 Rs.	As at 31st March, 1994 Rs.
1. Office Premises	17,96,913	-	17,96,913	2,03,165	79,687	2,82,852	15,14,061	15,93,748
2. Computer	47,500	-	47,500	19,950,	11,020	30,970	16,530	27,550
3. Air Conditioners	76,520	-	76,520	19,702	7,903	27,605	48,915	56,818
4. Fax Machine	-	22,065	22,065	-	511	511	21.554	-
5. Typewriter	6,534	-	6,534	3,597	409	4,006	2,528	2,937
6. Office Furniture	86,521	-	86,521	7,880	14,234	22,114	64,407	78,641
Total Rupees	20,13,988	22,065	20,36,053	2,54,294	1,13,764	3,68,058	16,67,995	17,59,694
Previous Year Rupees	20,13,738	250	20,13,988	1,41,179	1,13,115	2,54,294	17,59,694	18,72,559

The Advertising Standards Council of India

Schedule to the Balance Sheet as at 31st March, 1995 and the Income and Expenditure Account for the year ended on that date (continued)

	This Year Rs.	Previous Year Rs.
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	6,00,000	3,00,000
	7,00,000	4,00,000
SCHEDULE F		
Sundry Debtors		
Subscriptions due but not received Unsecured considered good		
(i) Outstanding for a period exceeding six months	27,000	38,000
(ii) Other debts	-	-
	27,000	38,000
SCHEDULE G		
Cash and Bank Balance		
(i) Cash in hand	3,000	1,130
(ii) In Savings Account with a Schedule Bank	90,308	32,707
(iii) In Current Account with a Scheduled Bank	173	985
(iv) In Term Deposits with a Schedule Bank	5,10,000	4,60,000
	6,03,481	4,94,822
SCHEDULE H		
Loans and Advances Unsecured Considered good		
Advances recoverable in cash or in kind or for value to be received	23,882	31,499
	23,882	31,499
SCHEDULE I		
Current Liabilities		
a) Subscriptions received in advance	1,62,500	5,000
b) Sundry Creditors	19,622	19,375
	1,82,122	24,375

The Advertising Standards Council of India

Schedules to the Balance Sheet as at 31st March, 1995 and the Income and Expenditure Account for the year ended on that date (continued)

SCHEDULE J	Rs.	Rs.	Rs.
Membership Subscription and other Income			
(i) Membership Subscription		8,39,000	7,74,500
(ii) Interest on Investments		93,689	62,297
(iii) Interest on Bank Deposits and Savings Account		62,253	46,768
(iv) Income from Seminar (Net)		52,340	-
(v) Miscellaneous Income		646	572
		10,47,928	8,84,137

SCHEDULE K				
OTHER EXPENSES				
(i) Staff Welfare		10,987		13,733
(ii) Society Outgoings		10,680		7,072
(iii) Conveyance		47,978		19,505
(iv) Postage and Fax		14,477		17,348
(v) Meetings Expenses		14,222		18,370
(vi) Auditors Remuneration				
Audit Fees	6,000		5,000	
Taxation Matters	4,500	10,500	2,000	7,000
(vii) Miscellaneous expenses		10,806		6,466
		1,19,650		89,494

The Advertising Standards Council of India

Schedule to the Balance Sheet as at 31st March, 1995 and the Income and Expenditure Account for the year ended on that date (continued)

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. The Income from Seminar (Net) is arrived at as under :-

		Rs.	Rs.
Fees from Delegates			3,02,909
Less			
(i)	Printing, Stationery and Xeroxing Charges	1,07,555	
(ii)	Hotel Expenses	77,188	
(iii)	Projector, Photographs and Stage Back drop	18,855	
(iv)	Seminar Kit Expenses	14,156	
(v)	Postage	10,408	
(vi)	Compering	10,000	
(vii)	Other Expenses	12,407	
			2,50,569
		Rs.	52,340

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

Signatures to Schedule A to L

For LALIT KHANNA & CO.
Chartered Accountants

Lalit Khanna
Partner

Bombay. June 14, 1995.

For and on behalf of the
Board of Governors

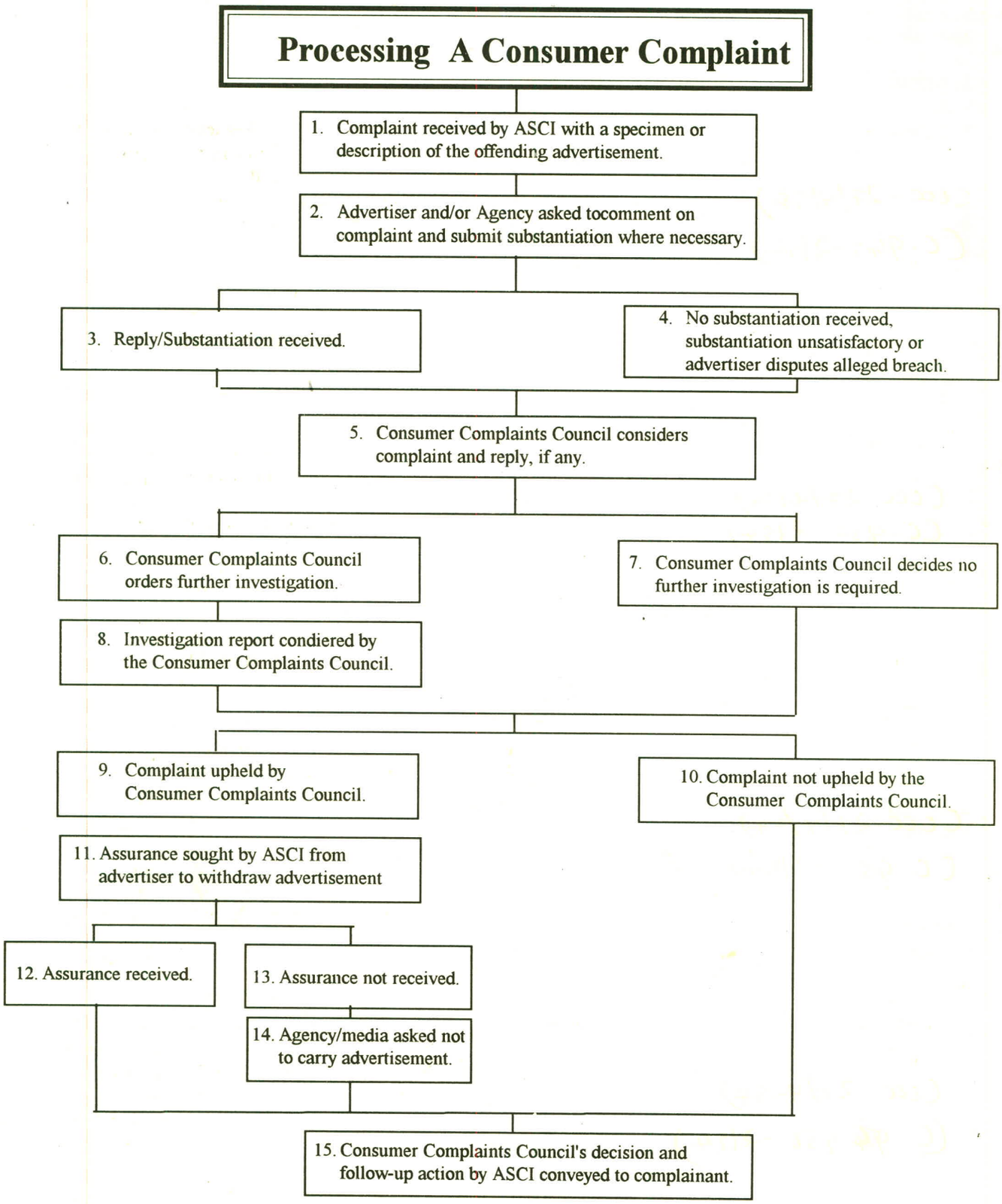
F.T. Khorakiwala
Chairman

Members

Jacob Mathew
Mukul Upadhyaya
Brahm Vasudeva
Bharat Kapadia
J.B. D'souza

Roger C.B. Pereira
Ashok Nerker
Ameen Sayani
D.S. Soman

Processing A Consumer Complaint



ASCI - Advertising Standards Council of India

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.	General Insurance (CCC. 27/4/94) - 93rd (C. 945-2/94) * Mr. Dhirajlal P. Shah	R K Swamy BBDO	Complaint against an Ad of GIC in Bombay Samachar, for House Holder and Mediclaim Insurance deposit link schemes. As per the Ad, the claim amount "will be paid within 10 days after submitting the full set of duly completed mediclaim papers". These were submitted on 12/11/93, but even after 3 months he had not received the claim amount. Intimation of House Holder claim to Oriental Insurance Co. Nasik was given on 3/7/93 and the surveyor visited his home after one month, whereas per the Ad claim, " a surveyor would visit on the 2nd day after receipt of the claim paper".	Chapter I.1 Grossly misleading.
2.	Recon Enterprises (CCC. 27/4/94) 93rd (C. 950-2/94) # Lintas (I) Ltd.	Brandsmith	Complaint against an Ad of Cococare Hair Oil, in the Times of India . According to the complainant, the "deliberately similar look and communication content" between the Cococare and Parachute press Ads, will definitely lead to confusion in the minds of consumers. Further, the complainant questions, "on what grounds is the advertiser stating that it takes only 2 finest quality coconuts to make a bottle of pure coconut oil (Cococare), whereas unspecified brands (which by the competitive nature of the Ad. is obviously hitting out at Parachute) start with 22 'ordinary' quality coconuts, out of which they chose the two best".	Chapter I.1 Misleading, claims not substantiated.
3.	Godrej and Boyce Mfg (CCC. 27/4/94) 93rd (C. 953-2/94) Mr. K. N. Narayanan	Ulka Advtg	Complaint against an Ad of Godrej Storwel Cupboard, in the Indian Express, Cochin, and the Mathrubhoomi. The matter advertised is an Unfair trade practice, A 7.55% reduction on the basic consumer price has been declared but actually, the reduction amounts to 5.3% on total price charged. Manufacturers have to declare the prices inclusive of all taxes. So, the advertiser should declare the percentage which the intended purchaser shall actually get on a comparable cash basis.	Chapter I.4 Reference in the Ad to "basic consumer price" (not stated in Ad), considered a distortion of fact.
4.	J K Chemicals Ltd (CCC. 27/4/94) 93rd (C. ~~956~~ 956-2/94) * Ahmisa & Shakahar Samity # Intra Indus. * - NOT ASSORTED	Lintas India	Complaint against an Ad of KamaSutra Premium Condoms, in the Navabharat Times.It states "this Ad is obscene and vulgar. The sentence written in the Ad tends to incite the younger minds in the family, where this newspaper reaches, for unwarranted sex".	Chapter II. Offensive to generally accepted standards of Public Decency.

Complaints that were UPHELD by the Consumer Complaints Council

Sr. No.	Advertiser	Agency	Nature of Complaint	ASCI Code
5.	J K Chemicals Ltd (Cccc.27/4/94) 93rd (CC.956-A-2/94) * Ahmisa & Shakahar Samity	Lintas India	Complaint against an Ad of KamaSutra Premium condoms, in the Navabharat Times, It states "the Ad is absolutely obscene and vulgar and tends to incite the young minds in the family for unwarranted sex and encourages them to lead immoral life with the use of the product advertised".	Chapter II. Offensive to generally accepted standards of Public Decency.
6.	J K Chemicals Ltd (Cccc.27/4/94) 93rd (CC.972-3/94) * Mr. Xavier Mathew	Lintas India	Complaint against an Ad of KamaSutra Premium Condoms, in the Malayala Manorama. It states "the Ads are very provocative, inducive to younger generations especially teenagers". The advertisement states that "mating has no place or time and with the use of KamaSutra Condoms it is fearless enjoyable irrespective of time and place".	Chapter II. Offensive to generally accepted standards of Public Decency.
7.	J K Chemicals Ltd (Cccc.27/4/94) 93rd (CC.974-3/94) * Dr. D.C. Jain	Lintas India	Complaint against an Ad of KamaSutra Premium Condoms, in the Navabharat Times. It states "the Ad is obscene and vulgar". The Newspaper is read by every family member including children. Reading this Ad, the younger minds are polluted. It hampers the studies of children and inculcates the feeling of immorality".	Chapter II. Offensive to generally accepted standards of Public Decency.
8.	Anjali Coating P. Ltd. (Cccc.27/4/94) 93rd (CC.958-3/94) # Dr. Hasmukh Shah		Complaint against an Ad of Anjali Coating P. Ltd. in the Times of India. It shows a logo of Asian Paints. "A little alteration does not change the real impression that is carried in the minds of the consumer. The first impression is that it is an Asian Paints subsidiary or an associate". This is misleading.	Chapter IV 2 & 3. Unfair advantage of goodwill attached to symbol of another firm.
9.	Michael Jackson Fashions (I) Ltd 93rd (Cccc.27/4/94) (CC.960-3/94) # — " —		Complaint against an Ad of Michael Jackson Fashions (I) Ltd. In the Times of India. It refers to well known personalities in the copy,"La Creme"Bill Clinton,Princess Di, Kerry Packer, Steffi Graf, Demi Moore shop at Malls. Would you? No prior permission has been obtained for use of their names in the claim.	Chapter I.3. No response from Advertiser Decision Exparte.
10.	Hawkins Cookers Ltd (Cccc.24-5/94) 94th (CC.947-2/94) # Maa Comms Pvt Ltd.		Complaint against an Ad of Hawkins Pressure Cooker in the Deccan Herald, Bangalore, It claims that Hawkins Stainless Steel Cooker is "twice as efficient as any Copper Bottom Cooker and that the efficiency of Hawkins heat diffusing 'Sandwich' bottom, is two to four times better than that of Copper Bottom Pressure Cookers" This is patently wrong and is misleading to the consumer and denigrates all Copper Bottom Cookers directly, by claiming higher efficiency of its (Hawkins) 'Sand-wich' bottom, without substantiating the same.	Chapter I 4. Distortion of facts.

Complaints that were UPHELD by the Consumer Complaints Council

Sr. No.	Advertiser	Agency	Nature of Complaint	ASCI Code
11.	Godrej Appliances Ltd CCCC.24-5/94) CC.963-3/94) Mr. K.N. Narayanan	94th	Complaint against an Ad of Godrej Refrigerator, in the Indian Express, Cochin and Mathrubhoomi. It gives an impression that the commodity can be purchased at a fair price and in addition Rs 600/- in cash will paid. No payment of cash is made to the purchaser, an adjustment is made to the price of the fridge sold to the purchaser. This is not as advertised. The payment of cash to be made by the purchaser is not mentioned. "It is an "Unfair Trade Practice".	Chapter I.4. No response from Advertiser. Decision Exparte. Misleading. Distortion of facts.
12.	Rencal Chemicals Ltd CCCC.24-5/94) 94th CC.968-3/94) # Dr. Hasmukh Shah	Pressman Advtg & Mktg	Complaint against an Ad of Rencal Chemicals (I) Ltd in Times of India, Bombay, The advertiser has used the names of well known companies which are shown in an interconnecting fashion at the top in a prominent way. It misguides the public at first glance that the advertiser is a group company, well established and connected with these well known companies. This is highly objectionable. The advertiser requires express permission from these companies, who happen to be their customers, to use their names in such Ads.	Chapter I.3 No evidence of due prior permission.
13.	Supreme Hosiery Indust. Pvt Ltd CCCC.24-5/94) CC.976-4/94) # Indo Saudi Services (Travel) Pvt Ltd.	Clickfast 94th	Complaint against an Ad of Supreme Hosiery Delhi, in the Star & Style. According to the complainant the company has been depicting flags of a few countries i.e. India, U.K., USA, AUSTRALIA and SAUDI ARABIA, against display of Bra's and Panties on Models. The National Flag of any country is given the highest place, as a symbol of the country. Our National Flag with Tri colour and chakra, definitely has some meaning,message and sanctity behind it. The complainant's attention is directed towards the SAUDI flag which has an inscription of HOLY VERSE (in Arabic).	Chapter II and III. 4. Offensive to generally accepted standards of Public Decency and also in breach of the law.
14.	BDA Limited CCCC.24/5/94) CC.977-4/94) * Mr. Laxmi Narain Modi Nation Building Forum	94th	Complaint against an Ad of Officers Choice Aqua Pura, in the Indian Express. The captions used in the Ad are "Why not wear just that tonight. My quite smooth whisper, meet him once and you've made your choice for a life time". The sensuous pose and scant clothing "what do they suggest", specially for people in Uniform, with badge implanted on bare arms of the lady, All these have nothing to do with Aqua Pura, but showing the Defence Officers are interested in extra martial sex. "Is this the message to be conveyed to create high morals" The whole Ad is most objectionable and should be withdrawn.	Chapter II. Offensive to generally accepted standards of Public Decency. It also seemed to be surrogate advertising of a liquor brand. Misleading

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Complaints that were UPHELD by the Consumer Complaints Council

Sr. No.	Advertiser	Agency	Nature of Complaint	ASCI Code
15.	Marico Industries Ltd CCCC.6/7/94) CC.959-3/94) T.V. Peoples Union for Social Honesty	Lintas India	Complaints against Ads of Parachute Coconut Oil. In an Ad in a local daily, the Advertiser states that "Parachute Coconut Oil is untouched by human hands" It is produced in a state of the art plant". Also, in the TV Ad, coconuts shown are wet nariyal of very good quality but coconuts used for extracting Parachute Coconut Oil are dry type kernel - copra. They in no way match with the quality shown in the Ad. Hence the Ad is misleading. In both Press & TV Ads, a lady, with long attractive hair etc, 'promotes' this product as a hair oil. However, Marico Industries Ltd., are classifying this product as an edible oil under Central Excise Act & Rules. The Ad is misleading.	Chapter I.1. Insufficient substantiation of claims made in the Ads.
16.	Vicco Laboratories CCCC.6/7/94) CC.964-3/94) Indian Confectionery Manufr. Association	Modern Advtg Bureau	Complaint against an Ad of Vicco Laboratories in the "Health magazine". The ad claims imply that 'chocolates open doors for tooth decay'. At the outset, chocolates are not directly responsible for tooth decay. A report of an independent research association indicates that chocolates do not, per se cause tooth decay.The Advertiser should support their allegation by independent research assessment. The Ad is not truthful and by implication is misleading.	Chapter I.1. Suo motto, the allegation "the excessive foaming agents which open the doors to tooth decay" is misleading.
17.	Fair Pharma CCCC.6/7/94) CC.985-5/94) # * Amol Kumar Bose Advtg.		Complaint against an Ad of Immuno QR medicine for AIDS, in the Daily.According to the complainant, FAIR PHARMA appears to be claiming a sure cure for AIDS. The Ad has quoted some well-known publications of the country, in a manner which appears to be giving authenticity to the claims. FAIR PHARMA should be asked to verify and substantiate their Ad claims with a request to keep in abeyance all such advertising till the matter is cleared. It is fraudulent.	Chapter I.4 and I.5 (d). Distorts facts. Exaggeration. Exceeds the limits of prudence by generally accepted standards, or medical practice
18.	Metro Appliance Ltd. CCCC.6/7/94) CC.982-4/94) # Usha International Ltd.		Complaint against an Ad of Ortem Fans which appeared in the Economic Times. According to the complainant the Company is trying to gain commercial mileage in an objectionable way by using visuals of the Rashtrapati Bhawan and referring to the President himself. Advertising like this not only lowers the esteem of national institutions/monuments but also gives the impression that the brand has the official sanction of the highest office in the country.	Chapter I.3, Prior due permission not obtained.

Complaints that were UPHELD by the Consumer Complaints Council

Sr. No.	Advertiser	Agency	Nature of Complaint	ASCI Code
19.	Mahanagar Telephone Nigam Ltd.	Imageads and Communications Pvt Ltd.	Complaint against an Ad of MTNL which appeared in Sanj Loksatta. In this Ad, the "one millionth" telephone was given free of charge to Tata Memorial Centre. In the Ad they have said that they have started 3,00,427 telephone lines in 1993-94. In the said Ad they say that 1,37,154 'new lines' were given. That means, the remainder were old lines converted into electronic lines, which cannot be taken as giving of new lines. Similarly they say that 1,10,000 lines were given on one day, that is on 23/3/94. That means, on remaining 364 days of the year they have given 27,154 lines which works out to be 75 lines per day.	Chapter I.1. Misleading.
20.	United Breweries Ltd	Ogilvy & Mather	Complaint against an Ad of Kingfisher Diet Mugs in Mid-Day. According to the complainant it appears to be an Ad for a liquor brand and appropriate action should be taken in the matter.	Chapters I.1 and I.4. Misleading. Distortion of facts.
21.	United Breweries Ltd	Ogilvy & Mather	Complaint against an Ad of UB Exports Mugs in The Metropolis. According to the complainant it appears to be an Ad for a liquor brand and appropriate action should be taken in the matter.	Chapter I.1 Misleading. Distortion of facts.
22.	Great Glen Distilleries & Wineries Ltd	Chaitra Leo Burnett	Complaint against an Ad of High Ball Aqua Pura of Great Glen Distilleries and Wineries Ltd, in the Metropolis. According to the complainant it appears to be an Ad for a liquor brand and appropriate action should be taken in the matter.	Chapters I.1 and I.4 Misleading. Distortion of facts.
23.	The Insurance Times		Complaint against an Ad of General Insurance Reference Diary 1993. According to the complainant, the Dairy does not contain several informative details, listed in the Ad.	Chapter I.1 Misleading.
24.	Godrej and Boyce Mfg Co.	Ulka Advtg P. Ltd.	Complaint against an Ad of Godrej Storwel Cupboard, in Mathrubhoomi. The Ad is misleading on several counts. The reduced price of wardrobe F model is Rs. 6744.60 against original price of Rs. 7430.55. The foot note under star says "Prices shown here are inclusive of excise duty and sales tax". But a purchaser has to pay Rs. 7420.00 for Wardrobe F. Thus, he has a gain of only Rs. 10.00, against the reduction of nearly Rs.700.00 as stated in the Ad.S.Tax is excluded, though it is stated to be inclusive. This is misleading . The same is the case for other models also.	Chapter I.1. Misleading (Malayalam language Ad confusing).

Complaints that were UPHELD by the Consumer Complaints Council

Sr. No.	Advertiser	Agency	Nature of Complaint	ASCI Code
25	J.K. Industries Ltd CCCC. 318/94) CC. 981-4/94) Mr. R-M. Devan	Sista's (P) Ltd. 96 m	Complaint against an Ad of J.K.Steel radial Contest, in the Hindu and the Times of India, Madras. According to the complainant, even after 30 months, the results have not been published in the Hindu. The Advertising Agency and the Company have not furnished a list of winners or any reply to his several letters.	Chapter I.5 (f). Failure to notify in the same media,that contest was discontinued on MRTPC stay order.
26.	Grover Vineyards Cccc. 318/94) Cc. 991-5/94) Mr. S.S. Shanbhag	Creative Unit (P) Ltd. 96 m	Complaint against an Ad of Grover Vineyards, in the Metropolis. According to the complainant it appears to be an Ad for liquor (wine) and appropriate action should be taken in the matter.	Chapter III.4. In breach of the law.
27.	Caltex India Ltd. CCCC. 318/94) CC. 997-5/94) # Everest Advtg. Pvt Ltd.	Rediffusion Advtg. 96 m	Complaint against an Ad of Caltex's Advanced CXT, in the Times of India. The claim made in the Ad reads Caltex CXT surpasses the most severe performance tests of America, Europe and Japan. It's API SG, CCMC G-4 and Japanese SG. This claim is incorrect. The claim, of the consumer "getting the world's finest engine oil" is obviously a distortion of facts with the intention of misleading the consumer. The claims that "Even the so called premium multigrade oils in the market are not enough to keep your car performing at its peak" and "it keeps going where others leave off" are a distortion of facts with the intention of misleading the consumer. In fact the entire Ad, appears to be a gross exaggeration of the product's capabilities and is derogatory to other similar products available in the market.	Chapter I.1 and IV (e). Misleading. Comparison claims derogatory.
28.	Great Glen Distilleries & Wineries Ltd. Ccc. 318/94) CC. 995-5/94) Mr. S.S. Shanbhag	Chaitra Leo Burnett Pvt Ltd. 96 m	Complaint against an Ad of Ritz Aqua Pura of Great Glen Distilleries and Wineries Ltd, in the Mid-Day. It appears to be an Ad for a liquor brand and appropriate action should be taken in the matter.	Chapters I.1 and I.4. Misleading. Distortion of facts.
29.	Great Glen Distilleries & Wineries Ltd. Cccc. 318/94) Cc. 998-5/94) Mr. Pramod Naik	Chaitra Leo Burnett Pvt Ltd 96 m	Complaint against an Ad of Ritz Aqua Pura of Great Glen Distilleries and Wineries Ltd, in the Times of India. Aqua Pura to any ones mind would mean pure water whereas this appears to be wine/ whisky. Promoting wine under the guise of Pure water.	Chapters I.1 and I.4. Misleading. Distortion of facts.

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Complaints that were UPHELD by the Consumer Complaints Council

Sr. No.	Advertiser	Agency	Nature of Complaint	ASCI Code
30.	Jagatjit Industries Ltd.	Mudra Communication Ltd.	Complaint against an Ad of Binnie's Aristocrat Aqua Pura, in the Saturday Times of India. According to the complainant the objectionable words used in this Ad are "AQUA PURA"which means PURE WATER in plain English. Whereas the product advertised is "apparently Aristocrat Whisky". So it appears from the liquid poured out in the glass with ice cubes floating on it. "Whisky is certainly not Pure water(Aqua Pura)"	Chapters I.1 and I.4. Misleading. Distortion of facts.
31.	J. K. Chemicals Ltd.	Lintas India Ltd.	Complaint against an Ad of KamaSutra Premium Condoms, in the Hindustan Times, New Delhi. These Ads are obscene and vulgar. Newspaper is read by every family member including children. Such Ads pollute children's minds and inculcate the feeling of immorality. The Advertiser should be instructed to withdraw such Ads, in public interest.	Chapter II. Offensive to generally accepted standards of Public Decency.
32.	Great Glen Distilleries & Wineries Ltd.	Chaitra Leo Burnett Pvt. Ltd.	Complaint against an Ad of Ritz Aqua Pura of Great Glen Distilleries & Wineries Ltd, in the Times of India. It announces a "spirited launch offer" of one shoulder bag with 6 Ritz glasses which will be given free with the purchase of 6 bottles of Ritz (door step delivery). "Call Mr. Daruwala at 4925261, (Fax) during office hours, today, and have a spirited celebration". 'Mr. Daruwala' was contacted on the telephone on two occasions, at which time he mentioned that the free articles will be given only if 6 bottles of Ritz Whisky (each costing Rs.135/-) are ordered. When 'Mr. Daruwala' was informed that the Ad did not mention Ritz Whisky but showed Ritz Aqua Pura bottle, he replied that "legally they cannot advertise for whisky, so 'Aqua Pura' has been mentioned." The ad is clearly misleading the consumers luring them with false promises carried by this offer.	Chapters I.1 and I.4. Misleading Distortion of facts.
33.	Lakhani Footwear Ltd.	Fusion Advtg Services	Complaint against an Ad of "Lakhani Footwear Ltd", in India Today, (Hindi Edition). The complainant has objected to the disrespectful depiction for commercial purposes, of an eminent personality, Mahatma Gandhi, revered as the "Father of the Nation".	Chapter III.4. In breach of the law. The Ad has been withdrawn.
34.	Lakhani Footwear Ltd.	Fusion Advtg Services	Complaint against an Ad of Lakhani Footwear Ltd", in India Today. According to the complainant, there is an act which restricts the use of national emblems, names, Rashtrapati Bhawan etc for advertising goods. The Ad carries a photograph of Mahatma Gandhi. This is disrespectful and without permission.	Chapter III.4. In breach of the law. The Ad has been withdrawn.

Complaints that were UPHELD by the Consumer Complaints Council

Sr. No.	Advertiser	Agency	Nature of Complaint	ASCI Code
35.	T T Limited (CCCC.5/10/94) (Cc.1011-8/94) # Hawkins Cookers Ltd.	Pratibha Advtg 97	Complaint against an Ad of "TTK Prestige Limited", in the Times of India. The complainant has objected to the claim,"we have become the world's largest manufacturers of pressure cookers".	Chapter I.1. Misleading. Claims not substantiated
36.	Great Glen Distilleries & Wineries Ltd (C.CCC.5/10/94) (Cc.1015/8/94) Mr. Pramod Naik	Chaitra Leo Burnett 97	Complaint against an Ad of "Ritz Aqua Pura" in the Times of India and Independent. According to the complainant, Aqua Pura would mean Pure Water whereas this appears to be wine/whisky.	Chapters I.1 & I.4. Not truthful. Misleads the consumer about the product advertised.
37.	Godrej and Boyce Manufacturing Co (CCCC.5/10/94) (Cc.1021-8/94) Mr. K.N. Narayanan	- 97th	Complaint against an Ad of "Godrej Storwel Cupboard" in Mathrubhoomi. According to the complainant, the Company has offered 7.5% discount, though the discount works out to only 5% of the total amount payable. It is misleading.	Chapter I.5 Exploits the lack of knowledge of consumer. Terms "basic Price" and "Consumers Basic Price" misleading.
38.	Maruti Udyog Ltd (CCCC.9/11/94) (Cc.996-5/94) # Everest Advtg. P. Ltd.	- 98th	Complaint against an Ad of "Maruti Genuine Oil Servo Superior FM", in the Times of India. According to the complainant, the Ad is misleading. The claim Maruti Genuine Oil Servo Superior FM is designed to meet the toughest international performance requirements", is not clear. "The Ad is not truthful" since the said product meets the API SG requirements but not the API SH, considered as the toughest performance test.	Chapter I.1. Misleading. Claims not substantiated
39.	T T Limited (Cccc.9/11/94) (Cc.1012-8/94) # Hawkins Cookers Ltd.	Maa Comm. P. Ltd. 94	Complaint against an Ad of TTK Group, in the Metropolis. The complainant has objected to the statement : "Three generations of Indian women have evolved and grown with the Prestige range of cookers, pans, barbecues, making it the largest selling brand in India".	Chapter I.1. Misleading. Claims not substantaited

Complaints that were UPHELD by the Consumer Complaints Council

Sr. No.	Advertiser	Agency	Nature of Complaint	ASCI Code
40.	Airhostess training Academy Pvt Ltd		Complaint against an Ad of "Airhostess Training Academy Pvt Ltd", in Mid-Day. According to the complainant, the Ad claims to "conduct government registered courses" for Airhostess, Ground Hostess, Flight Purser Job. a) The claim "First Time in India" is false. Preparatory training for Airhostess, Flight Purser Jobs, inclusive of in flight training and foreign language have been offered at least 5 years earlier. b) The claim, "conducts Govt. Regd Courses" is not true. The institute advertising viz CLASSIC AIRHOSTESS TRAINING ACADEMY PVT LTD is a limited company registered with the registrar of associations. The institute being registered with the government as a private limited company does not prove that the courses are Government registered".	Chapter I.1. Claims, "First Time in India" and "conducts Govt Regd Courses", are false.
41.	Standard Chartered Bank	Enterprise Advtg P. Ltd.	Complaint against the Ads of "Standard Chartered Bank", in the Times of India. According to the complainant, the slogan "Don't go to work without it" features prominently in these Ads as a punch line, whereas American Express has been using a slogan "Don't leave home without it" in its advertising campaigns world wide for many years now. Due to tremendous international usage, proprietary registrations and consequent goodwill accruing from "Don't leave home without it", in favour of American Express there is an immediate association in the mind of the consumer with the products and services offered by American Express. Standard Chartered Bank's "Don't go to work without it"is a colourable imitation of American Express "Don't leave home without it "and is an attempt to take unfair advantage of the goodwill acquired by immensely successful advertising campaigns of American Express.	Chapter IV.2. Takes unfair advantage of the goodwill acquired by the advertising campaign of the competitor.
42.	Godrej G.E. Appliances		Complaint against an Ad of "Godrej Refrigerator" in Mathrubhoomi. According to the complainant, the Advertiser has suppressed the following facts. 1) The Ad reads "Give any old refrigerator: Take Godrej Puf" The scheme "exchange offer" is not applicable to all models shown in the picture. It is limited to selected models. 2) A mere reference of "reasonable price" for any old refrigerator gives room for ambiguity. 3) The exact mode of payment for the new refrigerator after adjusting the purchase value of the old refrigerator is not stated in the Ad.	Chapter I.4. Claims "Get a fair price for it" and "take home one of the large model refrigerators" are ambiguous.

Complaints that were UPHELD by the Consumer Complaints Council

Sr. No.	Advertiser	Agency	Nature of Complaint	ASCI Code
43.	Kanchan Kitchen Aid Pvt Ltd	Wavelength Communications	Complaint against an Ad of "Kanchan Super Brown Non-Stick", in Women's Era and as a TV Commercial. According to the complainant, Kanchan has been highlighting that the black coating absorbs heat faster and therefore burns out faster as compared to the brown coating. Their claim is not substantiated by either theory or by fact. Dupont, the suppliers of the brown Teflon 2 coating to Kanchan, have categorically informed that the brown coating is in no way superior to the black coating supplied by them. The campaign of Kanchan is therefore factually incorrect. The campaign is misleading.	Exparte. Chapter I.1. Press Ad and TVC untruthful. Claims not substantiated.
44.	Kotak Mahindra Auto Finance	Trikaya Grey Advtg	Complaint against an Ad of "Maruti Car" in the Times of India. According to the complainant, the offer in big bold letters conveys that one Maruti will be given free with the delivery of every Maruti booked by them, They offer to book one Maruti Esteem for you, and the cost of booking - Rs.3000/-, is borne by them not by you. The Ad is therefore misleading.	Exparte. Chapter I.4. Grossly misleading.
45.	Jetking School of Electronic Technology	Triton Comm. P. Ltd.	Complaint against the Ads of "Computer Hardware Education", in the Times of India. According to the complainant, the Advertiser "guarantees job placement or money back (subject to conditions)". However, some of their ads did not specify "subject to conditions". The complainant doubts the Advertiser's capacity to fulfill this guarantee. Hence the Ad is considered misleading.	Chapter I. Not truthful.
46.	Forum of Management Studies		Complaint against the Ads of "Forum of Management Studies", in The Times of India. According to the complainant, the Ad claims to give guaranteed placements. It is not clear whether the guaranteed placement is for any specific subject or for all courses mentioned in the Ad. The complainant doubts the Advertiser's capacity to fulfill this guarantee Hence the Ad is considered misleading.	Chapter I.5. Exaggerated claims.
47.	Mahindra & Mahindra Limited	Arms Advtg	Complaint against an Ad of "Mahindra Di Tractor" in Amar Ujala. According to the complainant, the slogan 'tractor Ho to Aisa" for HMT tractors for the launch of their 25 HP tractor has been copied in the said Mahindra Tractors Ad. The complainant draws attention that the HMT Ad was released on 21st Aug'93 whereas the Mahindra Ad appeared on 4th May'94.	Chapter IV.2. Takes unfair advantage of the goodwill acquired by the advertising campaign of the competitor.

Complaints that were UPHELD by the Consumer Complaints Council

Sr. No.	Advertiser	Agency	Nature of Complaint	ASCI Code
48.	Great Glen Distilleries & Wineries Ltd	Chaitra Leo Burnett	Complaint against an Ad of "Ritz Aqua Pura", in The Metropolis. According to the complainant, it appears to be an Ad for a liquor brand and appropriate action should taken in the mattter.	Chapters I.1 and I.4. Not truthful. Misleads the consumer about the product advertised.
49.	Dabur India Limited	Response India Pvt Ltd	Complaint against an Ad of "Dabur Nature Care Isabgol", in Loksatta. The price of the pack is mentioned as Rs. 15/- without mentioning the quantity (weight) of the material in the pack.	Chapter I.4.Misleading by omission, about the product advertised.
50.	Housing Development Finance Corporation Limited	Canco Advtg P. Ltd	Complaint against an Ad of "Stamp Duty Loan Plan", in the Economic Times. According to the complainant, this loan is available from Rs.5000/- to Rs. 1 Lakh. There is a large number of persons who need loans to pay stamp duty below Rs.5000/- as Rs. 4999/- is also a quite a big amount. Similarly there are some persons, whose property is worth several crores of rupees and it could help them to pay stamp duty which is over Rs. 1 lakh. Several persons were disappointed by these lower and higher limits which precluded them from applying for loans, The Ad should have mentioned these limits.	Chapter I.4.Misleading by omission in the scheme advertised.
51.	Bharat Petroleum Corpn Ltd	-	Complaint against an Ad of "Bharat Gas" in Mid-Day. Although in the Ad they claim to provide an immediate commercial LPG connection, telephone callers are "advised" to contact the local dealer, particulars of which are not provided.	Chapter I.4.Misleading by omission of details regarding dealers/sub-distributors.
52.	Kanchan Kitchen Aid Pvt Ltd	Wave length Comm.	Complaint against an Ad of "Kanchan Super Brown Non-Stick", in the September issue of Femina According to the complainant, the claim that special brown Teflon 2 coating lasts longer than black coating is not capable of substantiation and is misleading to consumers. In fact, Dupont, the manufacturers of Teflon 2, have advertised in the same issue of Femina showing a pan coated with black Teflon 2. The Dupont Teflon 2 seal shown in the Kanchan Ad as well as the Dupont Ad makes no distinction between their black and brown coatings, thereby indicating that black and brown are merely colour variations of the same Non-stick coating and has no bearing on their performance. The Ad is false.	Chapter I.1. Exparte. Misleading. Untruthful, substantiation not provided.

Complaints that were UPHELD by the Consumer Complaints Council

Sr. No.	Advertiser	Agency	Nature of Complaint	ASCI Code
53.	Dindayal Aushadhi (P) Ltd	Raka Advtg & Mktg	Complaint against an Ad.of "303 Capsules - for Men", in the Statesman. The CCC decided suo motto that the following claims were not substantiated and contravened Chapter I.1 of the Code. 1) A highly effective and stimulating Ayurvedic combination, acknowledged since time immemorial. 2) A force that helps your mind and body to achieve their peaks by activating and commanding your inner-most potential.	Chapter I.1. Claims not substantiated.
54.	Red Tomato		Complaint against an Ad of "The Spiciest Pub at Sion" in the Afternoon. "It appears to be an Ad of liquor (beer)". Offer for Afternoon Readers - A Glass of Draft Beer with a Pitcher free.	Ch.III.4. In breach of the law. The Ad has been withdrawn.
55.	The Ghetto (PUB)	NAC Advtg Corp	Complaint against an Ad of "A free Mug of chilled Beer" in Mid-Day. "The offer - Turn your Pepe Jeans into a Free Beer, is an Ad for liquor".	Ch.III.4. In breach of the law. The Ad has been withdrawn.
56.	Herbertsons Limited	Everest Advtg P. Ltd	Complaint against an Ad of "Agni Romanov Unplugged", in Mid-Day. "It appears to be an Ad for a liquor brand". The Ad sponsored Razzberry Rhinoceros, musical event.	Ch.III.4. In breach of the law. The Ad has been withdrawn.
57.	Mcdowell & Co Ltd	Dacunha Assoc. P. Ltd	Complaints against the Ads of "Mcdowell's Vintage Classic", in the Afternoon and Mid-Day. "They appear to be ads for liquor". (ads mention "Mini Miniature Pet Bottle" - available on mail order).	Exparte. Standards of conduct. Ch.I.1 & I.4. Not truthful. Misleading.
58.	Mcdowell & Co Ltd	Dacunha Assoc. P. Ltd.	Complaint against an Ad of "McDowell's Vintage Classic Hungama", in the Metropolis. It appears to be an Ad for liquor". (Ad mentions "McDowell's Vintage Classic Premium Decanter", available by mail order).	Exparte. Standards of conduct. Ch.I.1 & I.4. Not truthful. Misleading.

Complaints that were UPHELD by the Consumer Complaints Council

Sr. No.	Advertiser	Agency	Nature of Complaint	ASCI Code
59.	Deejay Distilleries Pvt Ltd	Art Advtg Agency	Complaint against an Ad of "English Duet Lime", in Mid-Day. "It appears to be an Ad for a liquor brand". (the Ad mentions - Exclusive cut glasses available by mail order, on request).	Standards of Conduct. Ch.I.1 & I.4. Not truthful. Misleading.
60.	Deejay Distilleries Pvt Ltd	Art Advtg Agency	Complaint against an Ad of "Royal Gold", in Mid-Day. "It appears to be an Ad for a liquor brand". (The Ad mentions - Exclusive cut glasses available by mail order, on request).	Standards of Conduct. Ch.I.1 & I.4. Not truthful. Misleading.
61.	United Breweries Limited	Ogilvy & Mather	Complaint against an Ad of "Kingfisher Draught", in Mid-Day. "It appears to be an Ad for a liquor brand". (The Ad mentions Kingfisher Draught Board available by mail order only).	Standards of Conduct. CH.I.1, I.4 & III.4. Not truthful, misleading, in breach of the law. The Ad had been withdrawn.
62.	Shaw Wallace & Co Ltd	Lintas India Ltd	Complaint against the Ads of "Director's Special", in The Metropolis and Loksatta. "They appear to be Ads for liquor brands". (The Ads mention Director's special Playing Cards available by mail order).	Standards of Conduct. Ch.I.1 & I.4 Not truthful. Misleading.
63.	Shaw Wallace & Co Ltd	Rediffusion Advtg P. Ltd	Complaint against the Ads of "Karmazov - The Perfect Mixer", in Mid-Day. "They appear to be Ads for liquor brands". (The Ads mention The Karmazov Swizzle Sticks available on order).	Standards of Conduct. Ch.I.1 & I.4. Not truthful. Misleading.
64.	Mohan Breweries & Distilleries Ltd	R.K. Swamy BBDO Advtg	Complaint against an Ad of "Old Monk Cola Concentrate", in the Economic Times. "It appears to be an Ad for a liquor brand".	Standards of Conduct. Ch.I.1 & I.4. Not truthful. Misleading. The Ad has been withdrawn.

Complaints that were UPHELD by the Consumer Complaints Council

Sr. No.	Advertiser	Agency	Nature of Complaint	ASCI Code
65.	Jagatjit Industries Limited	Maa Comm Bozell P. Ltd	Complaint against an Ad of "Aristocrat Cocktail Stirrer", in the Afternoon. "it appears to be an Ad for a liquor brand".	Standards of Conduct. CH.I.1 & I.4. Not truthful. Misleading. The Ad has been withdrawn.
67.	BDA Limited	-	Complaint against the Ads of "Officer's Choice Aqua Pura", in the Metropolis and Mid-Day. "They appear to be Ads for liquor brands".	Standards of Conduct. Ch.I.1 & I.4. Not truthful. Misleading.
68.	Carew Phipson Ltd	HTA	Complaint against an Ad of "Premium Blue Riband - Lime Juice Cordial", in the Afternoon. "It appears to be an Ad for a liquor brand".	Standards of Conduct. Ch.I.1 & I.4. Not truthful. Misleading.
69.	International Distillers (India) Ltd	-	Complaint against an Ad of "Smirnoff - Pure Thrill", in The Metropolis. "It appears to be an Ad for a liquor brand". (The Ad mentions - The Smirnoff T-Shirt Collection available by mail order).	Standards of Conduct. Ch.I.1 & I.4. Not truthful. Misleading. The Ad has been withdrawn.
70.	Shaw Wallace & Co Ltd	Triton Comm P. Ltd	Complaint against an Ad of "High Command Prestige Glasses", in the Times of India. "The Ad steps out of the limits of morality and is detrimental to the dignity of women." (The Ad mentions "The Licence to Thrill, Bond Film Festival"). Ad not considered offensive to Public Decency. Suo motto - Ad considered as promotion of a liquor brand.	Standards of Conduct. Ch.I.1 & I.4. Not truthful. Misleading. The Ad has been withdrawn.
71.	Shaw Wallace & Co Ltd	-	Complaint against an Ad of "High Command", on a hoarding at Worli Naka and some other places. "It shows a glass of liquor (whisky) standing beside a smoking revolver with the words "Smooth and Exciting' and 'The Explosive New Thriller'. It is an Ad for a liquor brand and also promotes violence which is very disturbing".	Exparte. Standards of Conduct. Ch.I.1 & I.4. Not truthful. Misleading.

Complaints that were UPHELD by the Consumer Complaints Council

Sr. No.	Advertiser	Agency	Nature of Complaint	ASCI Code
72.	International Distillers (India) Ltd	-	Complaint against an Ad of "Spey Royal" on a hoarding. The words used are quite unequivocal - "Presenting a truly real Scotch. We have nothing more to add". It is an Ad for liquor.	Ch.III.4. In breach of the law. The Ad has been withdrawn.
73.	Indo Mobil Limited	Mudra Comm Ltd	Complaint against the Ad cards of "Mobil Lubricants on Sale Here", at several petrol pumps of Indian Oil Corporation. "There are certain discrepancies in the messages put up by Mobil". At one such petrol pump he asked for some compressor oil and he was told that ONLY engine oils were available there ; he had the same response at some other pumps carrying these cards. "The Ad cards are mis-informing the customers".	CH.I.4. Misleading by omission of, 'restricted availability'.
74.	National Organic Chemical Industries Ltd	Imageads and Comm	Complaint against an Ad of "NOCIL's - Dursban Insecticide:", in Indian Express, which claims, "Dursban is an eco-friendly insecticide". The active ingredient in Dursban is chlorpyrifos which is a highly toxic chemical. Moreover, to describe a product as eco-friendly or environment friendly, it must conform to certain criteria established by a Technical Committee instituted by the Government of India. "NOCIL's claim is not true. It would give a wrong signal to users about its harmlessness to the environment, and would lead to indiscriminate use".	Ch.I.1. Not truthful. No substantiation of the claim, "eco-friendly". The Advertiser assured modification of Ad.
75.	Anna Aluminium Limited	Advtg & Sales Promotion Company	Complaint against an Ad of "Chakson Pressure Cooker", in Mathrubhoomi. The complainant finds their following claims objectionable: i) To be the 'only' Pressure Cooker with a rough base. (Most pressure cookers have a rough base, by design). ii) That 'each' of their pressure cookers is tested at 7 times the cooking pressure of 1 kg. (this is a destructive test prescribed by BIS at a frequency of 0.2% of the volume of production). iii) Since it is made of 'pure aluminium' it is able to save 20% more fuel than other pressure cookers. (Almost all standard pressure cookers in India are made of pure virgin aluminium).	Ch.I.1. Claims not true. The Advertiser assured modification of Ad.

Complaints that were UPHELD by the Consumer Complaints Council

Sr. No.	Advertiser	Agency	Nature of Complaint	ASCI Code
76.	Procter & Gamble (I) Ltd	Madison Advtg	Complaint against the T.V.C. for "Vicks Action 500" on DD. "Vicks Action 500 claims that an ordinary headache tablet relieves only headaches but not a cold, whereas Vicks Action 500 relieves headache and colds. The ordinary headache tablets referred to and shown in the Ad, appear to resemble leading analgesic brands". The complainant considers this Ad to be misleading, intended to confuse and is clearly detrimental to the interest of 'other brands' of products which are effective, not only in headaches but also in symptomatic conditions arising out of colds.	'Other brands' not identifiable, hence no specific comparison apparent. Claim, "rids you from cold", not substantiated. Not truthful (Ch.I.1) The Advertiser assured modification of Ad.
77.	Dalmexx Fashions (India) Pvt Ltd	Zen Comm Pvt Ltd	Complaints against the Ads of "MEXX" in the Times of India. "The illustration of a woman and child, unclad, is against the moral values of our society and Indian culture. The Ad is in bad taste and undermines the dignity of women and womankind".	Ch.II. Offensive to generally accepted standards of Public Decency. The Ad has been withdrawn.
78.	India International Trade Center		Complaint against an Ad of "IITC Diploma in Airline Management", in Sunday Mid-Day. "This is an effort to capitalise on an Ad on "Airline Management", by another firm. "The Ad released by M/s. IITC is thoroughly misleading as they are passing off regular Travel and Tourism courses in the name of Airline Management". They do not cover the Air Cargo course nor a foreign language, which are extremely important for the Airline industry. "The Ad mentions no syllabus but claims that their 'Airline Management' course which is being offered for the first time, is 'internationally acclaimed".	Ch.I.1. Claim, "internationally acclaimed"' not substantiated. Not truthful.
79.	Apple Computer	R K Swamy BBDO Advtg	Complaint against an Ad of "Apple Computer", in the Indian Printer & Publisher. The Ad says "Cut out this part, present it at the Apple pavilion, IT ASIA, Hall 7D, and get a surprise gift". In fact, when the complainant presented the clipping at the Apple pavilion, Hall 7D, he was instructed to follow a confusing and time consuming procedure such as, "Collect and fill in a form, go round the pavilion and get five stamps affixed on the form from five different stalls and then return the form at the reception-cum-exit". "The Ad is misleading".	Exparte. Ch.I.4. Misleading. Omitted vital directions to potential respondents desirous of availing of the offer.

Complaints that were UPHELD by the Consumer Complaints Council

Sr. No.	Advertiser	Agency	Nature of Complaint	ASCI Code
80.	J.K. Chemicals Limited	Heartbeat Comm Pvt Ltd	Complaints against the Ads of "KamaSutra Premium Condoms", in THE PIONEER ON SUNDAY - PULSE and THE SUNDAY REVIEW. "The text is vulgar, offensive and sensual. The effect of such Ads on teenagers is disastrous. Such Ads should not be carried in Dailies circulated to households and general public".	Ch.I.4 & II. Misleading. Offensive to generally accepted standards of Public Decency.
81.	Colgate Palmolive (I) Ltd	Rediffusion Advtg	Complaint against an Ad poster of "Colgate Triguard Toothbrush", displayed recently in retail outlets. "The poster concept is similar to the press Ad on Promise 15 Toothbrush of M/s. Balsara Hygiene Products Ltd which appeared in the press as early as January 1986. The concept and the visual of "fingers having bristles so that it can clean your teeth better", has been lifted from the press Ad (Promise 15)".	Ch.IV.2. Takes unfair advantage of the goodwill acquired by the advertising campaign of a competitor. The Advertiser assured modification of Ad.
82.	Hawkins Cookers Limited	R K Swamy BBDO Advtg	Complaint against an Ad of "Hawkins Stainless Steel Cooker", in the Hindu. The complainant's previous complaint (2/94) was Upheld by the CCC. An assurance was received from the Advertiser that the said Ad would be modified to avoid contravention of the Code. The earlier Ad stated: "Truly Stainless and twice as efficient as any copper bottom cooker" and then described the base and other features in the body of the cooker. The complainant questions the 'modified Ad' (11/94) which reads: "Truly Stainless and twice as efficient as any copper bottom", and goes on to state "The efficiency of the Hawkins Heat-diffusing bottom is two to four times better than that of the copper bottom in other stainless steel pressure cookers". The reference is still to pressure cookers, the visual shows a pressure cooker and therefore the impression that this modified Ad conveys is still the same as of the previous Ad.	Ch.I.4. Misleading. The Advertiser assured modification of Ad.

Complaints that were UPHELD by the Consumer Complaints Council

Sr. No.	Advertiser	Agency	Nature of Complaint	ASCI Code
83.	J.K. White Cement Works	Heartbeat Comm Pvt Ltd	Complaint against an Ad of "J.K. White Cement", in the Bombay Times Supplement of the Times of India. "The claim that J.K. currently produces 1.8 lakh tonnes per annum of white cement and are thus the leaders in the white cement industry, is factually incorrect". As per their balance sheet for the year 1993-94, J.K. have produced 1.29 lakh tonnes of white cement in the financial year 1993-94 as compared to Birla White whose production figures indicate a manufacture of 1.39 lakh tonnes of white cement in he same year.	Ch.I.1. Claim not substantiated.
84.	Pennzoil India Limited	Lintas India Ltd	Complaint against an Ad of "Pennzoil Multigrade Engine Oil", in the Times of India and in Auto India. The statement, "Pennzoil is the first and only lubricants company in India that's in a position to ensure you 100% quality engine oils, every time, due to our unique 'Gloseal' caps that are 100% tamper proof", is incorrect, since many other lubricants companies have packs which are tamper proof with multiple unique sealing systems. It is therefore not correct to say, "the only lubricants company which is in a position to ensure quality oils". In addition, the Advertiser is implying that the other lubricants companies do not ensure 100% quality engine oils.	Ch.I.1. Claim, "the only lubricants company in India ..... to ensure 100% quality engine oils, every time", not substantiated. The Advertiser assured modification of Ad.
85.	Trade Wings Institute of Management	Efficient Publicities Pvt Ltd	Complaint against an Ad of "Airline/Travel Agency/ Hotel management Course", in the Deccan Herald. "The Advertiser (located at Bangalore) claims that they are an "IATA-UFTAA authorised centre", whereas there is no such authorised centre in Bangalore". "The logo of Hotel Institute of Montreux (HIM), used in the Ad, is apparently without the consent of H.I.M., Switzerland". Such Ads are appearing on all India basis and they mislead students.	Exparte. Ch.I.1. Claim not substantiated. The Ad has been modified.
86.	Indian Oil Corporation Ltd	-	Complaint against an Ad - wall-painting displayed at an IOC Petrol Pump in Kanpur. "The design of the strips at the bottom, together with the slogan "World Champion Lubricants", is an exact copy of the strips/slogan which has been used consistently in Castrol ads during the past few years".	Exparte. Ch.IV.3. Similar to another Ad slogan and visual, likely to mislead, confuse consumers.

Complaints that were UPHELD by the Consumer Complaints Council

Sr. No.	Advertiser	Agency	Nature of Complaint	ASCI Code
87.	Indo Mobil Limited	Mudra Comm Ltd	Complaint against an Ad of "Mobil Engine Oil", in the Times of India, New Delhi and also on hoardings in Delhi. "The line, "Think of it as lifeblood for your car engine", as also, the visual for the same, have been used extensively from as early as June 1991, for Castrol GTX campaigns which stated "The lifeblood of your engine". This appears to be an obvious copy of the Castrol Ad".	Ch.IV.3. similar to another Ad slogan and visual, likely to mislead, confuse consumers. The Ad has been withdrawn.
88.	Mama's Nach Pub	Sarjan Advtg	Suo motto consideration of an Ad of "Pub Service", in Mid-Day, stating 'DRINKS FREE' on a specific date (28th Dec'94).	Ch.III.4. In breach of the law.
89.	United Breweries Limited	HTA	Suo motto consideration of an Ad of "Kingfisher Froth Mania", in Mid-Day, which mentions "Kingfisher - The King of Good Times. Kingfisher Froth Mania", an event covering 5 days, to be held at 5 Pub's (named).	Standards of Conduct. Ch.I.1 & I.4. Not truthful. Misleading.
90.	Shaw Wallace & Co Ltd	Lintas India Ltd	Suo motto consideration of an Ad of "Antiquity Rare Treasure Chest", in India Today, stating "Antiquity Rare Treasure Chest - The True Blue, available by mail order form Shaw Wallace & Co Ltd".	Standards of Conduct. Ch.I.1 & I.4. Not truthful, Misleading.
91.	Mcdowell & Co Ltd	Sista Saatchi & Saatchi Advtg	Suo motto consideration of an Ad of "McDowell's Cariba", in Mid-Day, stating "McDowell's Cariba. Now it's time to rhumbakola". Spirit of Jamaica. Laced with cola. The Ad mentions - "McDowell's Cariba coloured Pet bottles available from CDL, Bangalore1".	Standards of Conduct. Ch.I.1 & I.4. Not truthful. Misleading.
92.	Rajasthan Breweries Limited	Tara Sinha Mccann Erickson	Suo motto consideration of an Ad of "Stroh's", in Mid-Day, stating "Guess who she toasted to?" "The only constant in her (well known film star) life was probably her favourite brew. Stroh's is here in India now. With Rajasthan Breweries Ltd. So you too can now enjoy it". Stroh's - The Great American Brewery.	Ch.III.4. In breach of the law.

Complaints that were UPHELD by the Consumer Complaints Council

Sr. No.	Advertiser	Agency	Nature of Complaint	ASCI Code
93.	Associated Breweries & Distilleries	Zen Comm	Suo motto consideration of an Ad of "London Draft Mugs", in Mid-Day, stating "Made this morning. Enjoyed this evening. It can only be London Draft". "Refreshingly fresh. The freshest draft made right here in Bombay. Reaching you within hours of manufacture". The Ad mentions - "London Draft Mugs available on mail order from Associated Breweries and Distilleries, Bombay".	Standards of Conduct. Ch.I.1 & I.4. Not truthful. Misleading. The Ad has been withdrawn.
94.	Shaw Wallace & Co Ltd	-	Suo motto consideration of an Ad of "Royal Challenge", in Mid-Day, stating "Royal Challenge present Bohemian Rhapsody". "Topped up with unlimited froth and fun. That's the essence of good taste". The Ad mentions - "Specific Live Jazz event, Venue - The Resort Gardens".	Standards of Conduct. Ch.I.1 & I.4. Not truthful. Misleading.
95.	United Breweries Limited	HTA	Suo motto consideration of an Ad of "Kingfisher - Pint King, Canned King", in Mid-Day, stating "Good Times Come in Small Measures". The Ad mentions - "Kingfisher Outdoor Gear available by mail order. Write to United Breweries Limited, Bangalore".	Standards of Conduct. Ch.I.1 & I.4. Not truthful. Misleading.
96.	Seagram India Ltd	Ogilvy & Mather	Suo motto consideration of an Ad of "Chivas Regal", in the Times of India, stating "My art is partly acquired, but mostly inherited". The Ad further states, "Colin Scott, Master Blender, Chivas Brothers, Seagram, tests as many as one hundred 12 year-old malts a week. By careful selection and blending, he then creates the outstanding and consistent taste of Chivas Regal, year after year". The Ad mentions - "Seagram will be happy to share its Annual Report with you. Please send in your visiting card along with your request to Seagram India Ltd, Bangalore".	Ch.III.4. In breach of the law.
97.	The Ugar Sugar Works Ltd	Graphic Arts Industries	Suo motto consideration of an Ad of "Vatted Malt Rare", in Mid-Day, stating "Ugar's Vatted Malt Rare - only Vatted Malt". "Vatted Malt goes on for ever. In the spirit of a very mature friend". The Ad mentions - "A Toast to you from The Ugar Sugar Works Ltd. Ask for the original seasoned Oak Casks".	Standards of Conduct. Ch.I. & I.4. Not truthful. Misleading. The Ad has been withdrawn.

Complaints that were UPHELD by the Consumer Complaints Council

Sr. No.	Advertiser	Agency	Nature of Complaint	ASCI Code
98.	Macdonald Mohan Limited	Ulka Advtg	Suo motto consideration of an Ad of "Highland Queen", in the Hindustan Times, stating "A Scotsman will never quite forgive you for separating him from a bottle of Highland Queen. To understand this rather extreme loyalty, you'll first need to open a bottle". The Ad mentions - "To place your order for Highland Queen Scottish Replica Bottles, please write to G-23, NSDE 1, New Delhi".	Standards of Conduct. Ch.I.1 & I.4. Not truthful. Misleading.
99	Hiram Walker (India) Ltd	Contract Advtg	Suo motto consideration of an Ad of "Teacher's", in the Times of India, stating "The Timeless Taste, Now in India. Now this 164 year old masterpiece is about to make an irrevocable impression on a very special country". The Ad mentions - "To order from the Teacher's Memorabilia collection write to Hiram Walker (India) Ltd, New Delhi, for a free catalogue".	Standards of Conduct. Ch.I.1 & I.4. Not truthful. Misleading.
100.	House of Kedia	Percept Advtg	Suo motto consideration of an Ad of "Kedia - India No.1", in the Hindustan Times, stating "Name the Corporation behind India No.1 liquor brand". Brand - Kedia India No.1 from the House of Kedia. "Creating a blend that has today become a password for taste and quality. Following ably in the footsteps of its predecessors : Palm Beach, Ice Berg, Honey Drops. And continuing the India No.1 tradition, Darlington, Rum Cola, Ritz, High Ball, Safari".	Ch.III.4. In breach of the law.
101.	Shaw Wallace & Co	Triton Comm	Suo motto consideration of an Ad of "Haywards Draught", in Mid-Day, stating "Haywards Draught. Ultimate Cool takes you over the edge. It doesn't break the rule. Just wrings its neck". The Ad mentions - specific musical event - Chakraview "Come Burn".	Standards of Conduct. Ch.I.1 & I.4. Not truthful. Misleading.

THE ADVERTISING STANDARDS COUNCIL OF INDIA
COMPLAINTS THAT WERE NOT UPHELD BY THE CONSUMER COMPLAINTS COUNCIL

Sr. No.	Advertiser	Agency	Nature of Agency		Comment
1.	Sardar Sarovar Narmada Nigam		Complaint against various Press Ads, by Sardar Sarovar Narmada Nigam Ltd. It questioned the Financial, social and environmental results projected. The World Bank has withdrawn from the project. A lot of window dressing has been done to make the project look financially and socially attractive. A number of facts are hidden in their Ads, for their nonconvertible Bonds issue.		Nothing misleading in the Ads themselves. Project viability and projection outside the purview of the Code.
2.	Castrol India Ltd.	Norvicson Advertising	Complaint against an Ad of Castrol in the Times of India, with the headline 'Come to Castrol for Answers', which has been run widely in the English language press. An attempt to prempt Shell by "plagiarising one of Shell's International' campaigns".		The comparable Ad cited as subject of plagiarism, has not been publicised in India, but only abroad (ASCI Code did not apply to Ads in media published abroad at that time.
3.	Menaxi Pharmaceuticals		Complaint against an Ad of Rich Feel Hair Oil, in the Indian Express. In an over enthusiasm to promote sale, the company chose the headline "Mathematics may be wrong".		Non specific, intangible.
4.	Hotel Ramee International		Complaint against an Ad of Hotel Ramee International's "Madness - The Pub World," which appeared in the Mid-Day. The Ad headline states, "introducing Madness Pub, to get entry, leave your sanity behind". In the copy it has been said .... "Madness" offers a dazzling combination of lights, sounds, images, foods and drink "to blow all your senses". These words are objectionable, against the interests of society and peace.		Not objectionable.
5.	Venkateshwara Hatcheries GRP	Enterprise Advtg	Complaint against an Ad of Venkateshwara Hatcheries which appeared in the Economic Times. According to the complainant, if "Chicken and Eggs are meeting international standards", What are these the "international standards"? Who monitors the same? In absence of any standards' inspection, such a claim is not tenable. "Sprinkle eggs" is a mis-declaration. Eggs are broken, semi liquid is processed and powder prepared. Hence eggs can never be sprinkled. What technique has been utilised to make "cholesterol free eggs or only egg powder"?This Ad is misleading.		Not misleading. No specific contravention of the Code. Not mislead-

Complaints that were NOT UPHELD by the Consumer Complaints Council

Sr. No.	Advertiser	Agency	Nature of Complaint	ASCI Code
6.	Indian Express (Madurai) (CCC.27-4/94) 93rd CC.965-3/94) Mr. R. Jothiraman		Complaint against an Ad of The Dinamani Cinema Express Butterfly Super gift, which appeared in the Dinamani, Indian Express and Cinema Express. The Advertiser has wrongly advertised that the annual subscription of the above editions is Rs.889/- (News -stand cost) but the annual subscription is Rs.815/- only. The special reduced subscription offer for limited period is Rs. 711/- The savings offered in the Ad was mentioned as Rs.178/- whereas it should have mentioned Rs.104/- only. This Ad is wrong.	ing. The Ad compared News-stand cost with special subscription offer.
7.	Zenith Computers Limited CCCC.27-4/94) 93rd CC.966-3/94) Dr. Hasmukh C. Shah	Zen Communications	Complaint against an Ad of Zenith Computers Limited which appeared in the Times of India. The Ad shows a photograph of a well known personality from the sports field, which requires express permission from the person concerned.	Photograph was of an unidentified, unknown sports person merely indicative of the sport itself.
8.	Universal Cans Containers Limited CCCC.27-4/94) 93rd CC.969-3/94)	Pressman Advtg & Mktg	Complaint against an Ad of Universal Cans & Containers Ltd which appeared in the Times of India, which uses the names and monograms of well known companies who are their customers for containers. The Advertiser requires express authority from these companies to use their names and monograms in their Ad.	Prior due permission had been obtained by the advertiser.
9.	Maharashtra State Govt. Milk Corp Ltd CCCC.27-4/94) 93rd CC.971-3/94) Mr. Dilip S. Joshi	Jyeshta	Complaint against an Ad of Mahanand Cows Milk which appeared in the Maharashtra Times, which states, "this milk is a substitute for Mother's Milk". This is in violation of Infant Milk substitutes, feed bottle and infant food - Regulation of Production, Supply and Distribution Act 1992, which states that there should not be any statement in the Ad which may lead to confusion in the minds of mothers.	Ad actually conveys "when mother's milk is not sufficient, then 'cows milk' is ideal".
10.	Bajaj Auto Ltd CCCC.24-5/94) 94th CC.938-12/93) Mr. Gurdial S. Salaria	Lintas India Ltd	Complaint against Bajaj Sangeet Safar programme (No.2) over Vividh Bharathi Commercial Service, wherein the complainant was declared a winner on 24/5/93 but did not receive the prize from the Advertiser.	Scheme was implemented as advertised. Isolated case of "intimation misplaced in the post".

Complaints that were NOT UPHELD by the Consumer Complaints Council

Sr. No.	Advertiser	Agency	Nature of Complaint	ASCI Code
11.	Anubhav Plantation Ltd (Cccc.24-5/94) (Cc.957-3/94) Dr. Hasmukh Shah	Fifth Estate Comm. P. Ltd.	Complaint against an Ad of Anubhav Plantation, which shows a photograph of an identified lady doctor, with the words, "I hand over prescriptions for health, but for my financial health I trust Anubhav Teak Farm". She is said to be one of 7000 Anubhav Teak Farm owners. According to the complainant the medical profession requires registration for practising and one of the conditions of registration is that the doctor would not use his/her professional expertise in promoting or soliciting business for others, companies or products. The doctor is probably not aware of the implications in this case.	Medical Council rules concern medical practice, do not have the force of law. Code not contravened.
12.	Ushak Kaal (Cccc.24-5/94) (Cc.954-2/94) Mr. Chetan Sampat		Complaint against the Ad "AIDS - Weak Minds Spread it", which appeared in the Elan Supplement of the Times of India, New Delhi. According to the complainant, the picture of the topless woman is wholly unnecessary, unwarranted and in bad taste". The text of the Ad "describes a modern young woman as having decided she doesn't mind going to bed with a man she likes". Such a perception of the modern young woman is both erroneous and perverse.	Not considered offensive to Public Decency.
13.	Ushak Kaal (Cccc.24-5/94) (Cc.955-3/94) # Maharaja Features P. Ltd.		Complaint against the Ad - "AIDS - Weak Minds Spread it" which appeared in the Asian Age, Bombay and Delhi, According to the complainant the Ad not only misinforms the readers about the disease of Aids,but "is an invitation to young Indians to whom it is addressed, to indulgence in promiscuity, as having decided she doesn't mind going to bed with a man she likes". Such a perception of the modern young woman is both erroneous and perverse.	Not considered offensive to Public Decency.
14.	India Online (Cccc.24-5/94) (Cc.967-3/94) Dr. Hasmukh Shah	Forefront Advtg & Mktg	Complaint against an Ad of India Online in the Times of India. The Ad uses the names of both Mr. Sherlock Holmes and Dr. Watson, the famous detective and his assistant, in a wrongful way.	Not objectionable. References not related to claims in Ad.
15.	S.S. Medico Engineers (Cccc.24-5/94) (Cc.970-3/94) Mr. Dhirajlal Premchand Shah		Complaint against an Ad leaflet for Sabar Electronic Massage pillow. The complainant had purchased an Electronic Massage Pillow, on the basis of the Ad, but unfortunately, the electronic pillow, when in use, causes a lot of noise which disturbs the rest of the household from their sleep at night.	Isolated instance of product performance not satisfying the user.
16.	Bennet Coleman & Co. (Cccc.24-5/94) (Cc.973-3/94) # Mid-Day Publications Ltd.		Complaint against an Ad of Times FM in the Times of India. According to the complainant the claim being made is that 58,07,000 listeners are tuned in to Times FM. Times FM has not stated on what basis they are making this claim of listenership and thus the advertising is false and misleading.	Claim substantiated.

Complaints that were NOT UPHELD by the Consumer Complaints Council

Sr. No.	Advertiser	Agency	Nature of Complaint	ASCI Code
17.	Transelektra Domestic Products Ltd (CCCC.24-5/94) 94 th (CC.975-4/94) Mr. H.C. Shah	Zen Comm	Complaint against an Ad of Transelektra Domestic Products Ltd in the Times of India Bombay. According to the complainant the whole Ad series has been misconceived and shows well known personalities, living or dead, both in sketch/photograph and in words, using their names for furthering their own interest. The Ad in reference shows Albert Einstein and the main heading reads - Meet our R & D Chief, Albert Einstein. The other Ads have headings reading, Mohammed Ali taught us how to handle competition, our consultant on strategy is Chanakaya, we find solutions the way Alexander did. All these captions and the use of names and sketch/photos of these persons are violating the code of Ad. Practice, because no prior permission seems to have been obtained for using these names".	Reference not in direct support of claims in Ad.
18.	Wipro Ltd (CCCC.24-5/94) (CC.978-4/94) 94 th Mr. R.M. Devan	Everest Advtg P. Ltd	Complaint against an Ad of Wipro Shikakai posters and coupons which appeared between 1/5/93 and 31/7/93. According to the complainant, though eight months have passed, results of the contest have not yet come. There is no response either from the company or from their Advertising Agency.	Scheme was implemented as advertised. Isolated instance of awareness/ communication gap.
19.	Blue Dart Express Pvt Ltd (CCCC.6/7/94) (CC.952-2/94) 95 th # Elbee Express Service	R K Swamy BBDO Advtg	Complaint against an Ad of Blue Dart Courier Service, which appeared in the Economic Times. According to the complainant, in a series of advertisements, Blue Dart has been claiming a fleet of more than 1500 vehicles. This statement is an obvious untruth or exaggeration and is likely to mislead the consumer about Blue Darts service infrastructure. Such misleading statements contravene the code of Advertising.	Claim substantiated.
20.	Mahanagar Telephone Nigam Ltd (CCCC.6/7/94) (CC.979-4/94) 95 th Mr. S.P. Deuskar	Prem Associates	Complaint against an Ad of MTNL which appeared in the Maharashtra Times. According to the complainant this Ad is misleading. It claims that the "waiting list of telephones as on 30th April 93 has been cleared". The complainant's phone registration was made in June 1988 for Telephone in Non-OYT (General) category. The instrument had been fixed in March 1994 wherein he was allotted a telephone number. "Does MTNL feel that by only fixing an instrument their duties are over and hence they claim that the waiting list is cleared upto the date mentioned?"	Ad not misleading. Isolated instance of non performance of goods/services.

Complaints that were NOT UPHELD by the Consumer Complaints Council

Sr. No.	Advertiser	Agency	Nature of Complaint	ASCI Code
21.	Andhra Bank CCCC. 6/7/94) 95 M CC. 983-4/94) Mr. Dhirajlal Premchand Shah		Complaint against an Ad pamphlet of Andhra Bank Mediclaim Deposit scheme. According to the complainant the Scheme to protect people from Financial loss due to illness and accident by the way of Andhra Bank Mediclaim Deposit scheme for two years, gets automatically insured in addition to earning interest on the deposit. Andhra Bank charged Rs. 95/- for the first year as premium, but paid only a certain premium to Oriental insurance and kept the balance amount. According to the pamphlet the balance will be paid to the insurance company, on completion of one year, which they have failed to do.	No contravention of the code. Service not satisfactory under extenuating circumstances relating to the scheme between the insurance Company and the Bank.
22.	Pearls Green Forests Ltd CCCC. 6/7/94) 95 M CC. 986-5/94) Smt. Cr. Cu. Rege	Shree Ads	Complaint against an Ad of Pearls Green Forests Ltd, in Indian Express and Navakaal. According to the complainant he has paid Rs. 1000/- through a lady agent on 22/2/93 for which he has the receipt of payment. He was told that it will be invested in a Forest Scheme, or in Fixed Deposits. Thereafter he has received nothing. No certificate. No scheme details or intimation inviting him to see the site of the forest scheme. For over 3 months, there has been no response despite reminder.	Isolated instance of non performance. Ad not considered false.
23.	Indian Oil Corpn Ltd CCCC. 6/7/94) CC. 989-5/94) 95 M Mr S. S. Shanbhag	Dacunha Associates	Complaint against an Ad of Nutan Jyoti Hurricane Lanterns, in the Sunday Times of India. For over 6 months the complainant has been corresponding with the Advertiser seeking proof of "saving of 25% kerosene" as claimed in the Ad, and other details about the product to satisfy himself before purchasing the same. So far he has received no response.	Claims substantiated. Isolated instance of communication gap.
24.	Mcdowell & Co Ltd CCCC. 3/8/94) CC. 993-5/94) 96 M Mr. S. S. Shanbhag	Anubhuti Mktg & Advtg Consultants	Complaint against an Ad of the McDowell Derby which appeared in The Metropolis. According to the complainant it appears to be an Ad for a liquor brand and appropriate action should be taken in the matter.	The Ad focussed mainly on announcement of a sporting event sponsored by Advertiser.
25.	SITA World Travel (India) Pvt Ltd 96 M CCCC. 3/8/94) # CC. 1005-6/94) O & M ~~Ltd.~~		Complaint against an Ad of SITA World Travel (India) Pvt Ltd, in India Today. According to the complainant the Ad is near identical in its treatment to the American Express Travel Service Ad which was released in the Press a few months earlier.	Ad not considered misleading.

Complaints that were NOT UPHELD by the Consumer Complaints Council

Sr. No.	Advertiser	Agency	Nature of Complaint	ASCI Code
26.	Core Parenterals Limited CCCC. 3/8/94) CC. 1004-6/94) Mr. Ashutosh Deshmukh	Mudra Comm Ltd 96th	Complaint against an Ad of Core Parenterals Limited in Nai Dunia, Indore. According to the complainant the said Ad is misleading, unethical and against the directives issued by the Government of India, in view of the Drugs and Magic Remedies (objectionable advertisement) act 1954. Core Parenterals cannot say that other I.V. manufacturers are compromising quality at the cost of human life. Core claims that quality of their product is equivalent to British & US Pharmacopoeia, which is highly misleading. It is a gross misleading statement that in the wake of Latur tragedy, 'doctors relied only on Core products', as if they have rejected all other I.V. Fluids.	On the basis of expert medical opinion, claims in respect of Advertiser's products, not considered misleading. Reference to comparable products, not considered unfair or derogatory.
27.	Procter & Gamble Godrej Ltd CCCC. 3/8/94) CC. 1006-6/94) Mr. P.G.V. Ranga Rao	96th	Complaint against a T.V. Commercial of Camay Soap which was aired on Hyderabad Doordarshan. According to the complainant the Ad says that the soap contains cream of milk which makes one look lovely and costs Rs.6/- per cake. But on its wrapper it is printed as Rs.8.50 inclusive of all taxes and is charged Rs.8.50. The Ad is a misleading one and necessitates proper action.	Misunderstanding on part of complainant. The product in the Ad was different from the wrapper submitted by the complainant.
28.	Godrej G.E. Appliances CCCC. 5/10/94) CC. 980-4/94) Mr. K.N. Narayanan	HTA 97th	Complaint against an Ad of "Godrej Refrigerator" in Mathrubhoomi. According to the complainant, the Ad is a non-standard one for the following reasons: They have published deliberately a lesser amount than the actual price as the retail price. For e.g. 230 litre double door fridge costs only Rs.10639.00 as per Ad. Actually a purchaser has to pay Rs. 12350.00 for purchasing that fridge. Not a single sale has been made at the advertised price of Rs. 10639.00 It is an unfair trade practice.	Ad clearly states, 'prices net of tax'.
29.	Modi Xerox Ltd CCCC. 5/10/94) CC. 1007-7/94) Mr. V. M. Sachdeva	Lintas India Ltd 97th	Complaint against an Ad of "Modi Xerox Ltd", in The Hindustan Times. The complainant feels that the words "Nobody can 'Xerox' or have anything 'Xeroxed' and "because Xerox isn't a verb or even a noun", appearing in the subject Ad violate the prevailing standard advertising norms, because of the following reason : The English Dictionary defines the word 'Xerox' which can be used generically.	The presence of a word in a dictionary, in no way affects its legal status as a trade mark.

Complaints that were NOT UPHELD by the Consumer Complaints Council

Sr. No.	Advertiser	Agency	Nature of Complaint	ASCI Code
30.	Alexcon Foamcast Limited CCCC. 5/10/94) CC.1020-8/94) Dr. Hasmukh C. Shah	Cosmos Publicity	Complaint against an Ad of "Alexcon Foamcast Limited", in the Times of India. According to the complainant, the ad has used abusive words which no decent man can tolerate and has ridiculed and denigrated supervisory cadre of organisations. The Ad also makes fun of an engineering degree. All this makes the Ad highly objectionable.	No specific contravention of the Code.
31.	Dawood P. Ltd CCCC-5/10/94) CC.1025-9/94) Mr. Sathyan Nair		Complaint against an Ad of "Dawood Shoes" in the Afternoon. According to the complainant The Ad shows a pair of Gents shoes and says "Pay only for the Right Shoe and get the Left shoe free". The Ad also says "sale - upto 50% off". This means an irrevocable 50% reduction, not anything LESS or MORE, which can pertain to any other products that they sell in their show room. In actual fact the Advertiser has offered reduction of 50% only in ladies and gents footwear other than gents shoes. The complainant bought a pair of shoes priced originally @ Rs. 420.95 per pair, offered on SALE @ Rs. 299.95. It amounts to approx. 29% discount only.	Not misleading or fraudulent. Indivual misinterpretation of the offer in the Ad.
32.	Sanskrut Comfort Systems Ltd CCCC.9/11/94) CC.1008-7/94) Mr. J. Narayana Swamy	Mudra Comm Ltd	Complaint against an Ad of "Symphony Kaizen - 3000 Air Cooler", in The Hindu and Eenadu According to the complainant. 1) The Advertiser has mentioned that it will "Quietly Cool the room". But the piece purchased by the complainant is "noisy and creating much sound and disturbing their attention". 2) As per the Ad they have mentioned that "it will cool a room of 300 sq.ft". But it was "far below the standards of a normal air cooler and not cooling even 100 sq.ft. room".	An individual experience of relative under performance of the product.
33.	Araveli Plantations & Ecoprotect Ltd . CCCC.9/11/94) CC.1014-8/94) Mr. Omprakash Verma		Complaint against an Ad pamphlet of "Araveli Plantations & Ecoprotect Ltd - Rose Annual Income Scheme". In response to the Ad, the complainant had sent the amount of Rs.12,500/- (Rupees twelve thousand Five hundred only) vide bank draft No.024659 dated 11.03.1993 together with duly filled in application form No.146466 for ten units in the plantation project of the Co. Till now he has received only the acknowledgement slip of the application. Repeated requests for sending the bank cash certificate and ownership certificate have failed to elicit any response from the Co.	Exparte. Indivual experience of non performance of service advertised.

Complaints that were NOT UPHELD by the Consumer Complaints Council

Sr. No.	Advertiser	Agency	Nature of Complaint	ASCI Code
34.	Coca-Cola India	Ambience Advtg	Complaint against an Ad of "Thums Up" , in the Indian Express. According to the complainant, the said Ad is of a soft drink sold under the brand name "Thums Up". The words, "DON'T BE A BANDAR, TASTE THE THUNDER" are offensive to the reader/consumer. It suggests that if one does not taste the thunder, i.e. Thums Up, he is bandar i.e. Monkey. This Ad is in bad and poor taste, and it offends the complainant who feels insulted.	No specific contravention of the Code.
35.	Uptron Academy of Computer Learning	-	Complaint against an Ad of "Uptron Academy of Computer Learning - Diploma in Software Technology Course", in The Hindu. According to the complainant, the wording "A Government Undertaking" is misleading and dubious and misleads the students and public that the said institute is a Government Undertaking. The complainant feels this is not true. Moreover the Ad is released by the local. Visakhapatnam center of UPTRON - ACL which is also not a Government Undertaking. Hence the intentions of the advertisers to mislead are very clear.	Statement "A Government Undertaking" is true.
36.	Tips & Toes Cosmetics (India) Ltd	Chaitra Leo Burnett	Complaint against an Ad of "Instinct - After Shave Lotion", in the Times of India. According to the complainant, the Ad depicts an enlarged view of the kissing act in an extremely passionate manner. This is highly objectionable on moral and legal grounds. This can lead to moral turpitude of the society as a whole and the youth in particular.	The Ad not considered objectionable.
37.	Tips & Toes Cosmetics (India) Ltd	Chaitra Leo Burnett	Complaint against an Ad of "Instinct - After Shave Lotion", in the Time of India. According to the complainant, the Ad emphasizes more on sex than the lotion. There should not be any such sexy Ad. The complainant considers the Ad objectionable..	The Ad not considered objectionable.
38.	Avanti Kopp Electricals Pvt Ltd	Mudra Comm Ltd	Complaint against the Ad of "Electrical/Electronic items", in the Inside Outside Magazine. Influenced by the Ad the complainant went in for the electrical - electronic - items, though the price was high. Once the electronic items started giving complaints, he took up the matter with the dealer and then the Company at Hyderabad in stages. He had sent relevant copies of the documents regarding the purchase of the items from their authorised dealer at Kozhikode. Other than the high cost of the material, a specific period of time (25 years) is guaranteed throughout, in their Ads for which a customer really goes in for their appliances. And now, within a short period after the installation of the items, the complainant feels bad in running after personnel in getting repairs done.	An individual experience of under performance of the product advertised.

Complaints that were NOT UPHELD by the Consumer Complaints Council

Sr. No.	Advertiser	Agency	Nature of Complaint	ASCI Code
39.	Voltas Limited	Ulka Advtg	Complaint against an Ad of "Voltas Air Conditioner", in Business Today. According to the complainant, they have claimed to air condition a tent in a DESERT, when the sand is on fire. Such claim is erroneous for the following reasons: 1) There is no electricity supply for such a situation. 2) Even if electricity is provided, without water no one can live. 3) Large amount of energy would be required for such equipment. 4) In any case, one AC would be totally inadequate. Hence, such Ads are not based on factual situation and are misleading.	Claims not misleading, considered capable of substantiation.
40.	Dindayal Aushadhi (P) Ltd	Raka Advtg & Mktg	Complaint against an Ad of "303 Capsules - for Men", in the Statesman. According to the complainant, the product appears to be some sort of an aphrodisiac. The total presentation, the camouflaged description, the thumbnail and sign-off "Mardana Andaz" are not in good taste. The Ad tries to bypass standards of decency and presentation by being suggestive. The Council should review the Ad and take whatever action may be deemed necessary.	Not considered offensive to standards of public decency.
41.	Satnam Overseas Group	Ushak Kaal Advtg	Complaint against an Ad of "Kohinoor Basmati Rice", in The Metropolis. According to the complainant, the Ad compares good rice with 'wine' thereby disturbing the sentiment of rice-eaters, who do not drink liquor. This is objectionable.	No specific contravention of the Code.
42.	Bharat Petroleum	Ogilvy & Mather	Complaint against an Ad of "LPG Cylinder", in The Metropolis. In response to the offer in this Ad, the complainant wrote to the address, P.O. Box No. 16605, as requested in the Ad, but has failed to get any reply or information such as free booklet offered etc. The Ad is therefore considered misleading.	Unanticipated delay in preparation of Booklets, which were sent subsequently.
43.	Municipal Corpn of Greater Bombay	Dynamic Advtg & Research Team	Complaint against an Ad of "Prevent Plague", in the Afternoon. According to the complainant, in response to the Ad which mentions the names and addresses of contacts for further details, they have not supplied any brochure or information to the general public. They said it is only available for doctors, but this is not published in the Ad. Even to doctors who have contacted them, they have not sent any information. This is misleading.	Exparte. No evidence of Ad being incapable of substantiation. Ad itself quite comprehensive and informative.

Complaints that were NOT UPHELD by the Consumer Complaints Council

Sr. No.	Advertiser	Agency	Nature of Complaint	ASCI Code
44.	Videocon International Ltd	-	Complaint against an Ad of "Videocon Washing Machine", in the Deccan Herald. "A new campaign was released on 22nd July'94 by BPL, for their Washing Machines, based on the concept of "Pressure Cleaning", which it would appear is their distinct property". A few months later M/s. Videocon have released Ads which are almost a ditto copy of not just the (BPL) concept but also of the styling and design of the BPL Ad. This amounts to plagiarism and will probably confuse the consumer.	Exparte. No obvious similarity. Unlikely to confuse consumers.
45.	Bajaj Auto Ltd	Pratibha Advtg	Complaint against an Ad of "Dream Scheme", "Bachat Yojana", in the Mathrubhoomi (Malayalam Daily). The slogan "Stop Saving", is anti national. The "Dream Scheme" table is quite misleading, offering buyers, "a subsidy ranging from Rs.8,400 - 21,000" for different classes of vehicles. The price of the vehicles is not mentioned. The "Easy instalment scheme" payments vary from Rs. 700 - 1750 p.m. This is not 'easy' for all prospective buyers? In the table under "Bachat Yojana" scheme,The present price of vehicles is not specified. Instalments are not so easy to meet.	Price not required to be mentioned. 'Capacity to pay', is subjective and varies widely.
46.	Tinsel Town	-	Complaint against an Ad of "HMV Quiz XXV", published in June 1994 issue of Tinsel town, and the result of which was printed in the August 1994 issue. The complainant had won a prize in "HMV Quiz - XXV". However, the prize had not been delivered till Nov'94, despite several reminders.	An isolated instance of break in communication. Advertiser has made good subsequently.
47.	Choksons Private Limited	Headquarters Advtg	Complaint against an Ad of "Modular Switches", in India Today. "Some of the sentences used, have double meaning, specially with the picture of a lady in a sensous mood".	Not objectionable in respect of the Code.
48.	Wiltech	Mudra Comm Ltd	Complaint against two Ads of "Wilman II Shaving Systems", in the Times of India. The Ads are showing products (Razor blade and sandwich shaving blade) intended primarily for shaving, but the Razor blades are shown in a denigrating manner, for jobs which the products are not intended for. One Ad states,"Pick Pocket Pandu's Best Friend" , in the caption, and mentions, "leave the ordinary blade for Pandu's livelihood". The other Ad says, "Raju Beta's Pencil Sharpener".	No specific contravention of the Code.

Complaints that were NOT UPHELD by the Consumer Complaints Council

Sr. No.	Advertiser	Agency	Nature of Complaint	ASCI Code
49.	National Plastic Industries Ltd	Advertising Avenues	Complaint against an Ad of "National - Moulded Furniture", in the Deccan Herald and Indian Express. "Such vulgar illustrations (woman in humourous mood sitting astride a man on a single chair), are in bad taste. This is offensive to the moral and cultural values cherished by Indians, for ages".	No specific contravention of the Code. There was dissent to the decision from a member of the CCC.
50.	Hindustan Latex Ltd	R K Swamy BBDO Advtg	Complaint against an Ad of "Moods Condoms", in India Today. "The text and photographs (woman sitting in senuous mood and in close proximity with a man) are offensive and unethical".	The Ad not considered objectionable or offensive, in respect of the Code.
51.	Pennzoil India Limited	Lintas India Ltd	Complaint against an Ad of "Pennzoil ZDX Multigrade Engine Oil and LONG-LIFE Motor Oil", in the Times of India. The Ad makes false claims : "Let the power, that drives America, power your diesel vehicles ". The 'power' is from gasoline, petrol, diesel, which drive vehicles. Lubricants, oils, are not the main power. Pennzoil markets only lubricant oils, not fuels that provide power.	No specific contravention of the Code. Advertising cliche.
52.	Confederation of Indian Food Trade & Industry, And others	Trikaya Grey Advtg (I) Ltd	Complaint against an Ad of "Canned Juice", in The Hindu. The ad makes false, misleading claims which are prejudicial to the public interest : "There is no better way to start the day than with canned juice. If a child has a can of juice every morning he will win every time". It is issued by, among others, the Ministry of Food Processing, and is therefore "more likely to be taken to be correct in its claims".	Exparte. No specific contravention of the Code.
53.	Kinetic Engineering Ltd	Ogilvy & Mather	Suo motto consideration of an Ad of "Kinetic Pride", in Mid-Day. It states "Ride with pride". Kinetic Pride for young achievers". The illustration of the young man and woman in the Ad is considered offensive.	No specific contravention of the Code.

List of Members
As on March 31, 1995.

Category A - Advertisers

1. A.T.E. Enterprise Ltd.
   Bombay
2. Ahmed Oomerbhoy
   Bombay
3. Airfreight Ltd.
   Bombay
4. Ajanta Pharma Ltd.
   Bombay
5. Akbarallys
   Bombay
6. Alembic Chem. Works Co. Ltd.
   Vadodara
7. Ashok Leyland Ltd.
   Madras
8. Ayurved Sumshodhanalaya
   Pune
9. Bajaj Electricals Ltd.
   Bombay
10. Bajaj Hindustan Ltd.
    Bombay
11. Bakelite Hylam Ltd.
    Secunderabad
12. Bata India Ltd.
    Calcutta
13. Blue Star Ltd.
    Bombay
14. Bombay Dyeing & Mfg Co.
    Bombay
15. Brilliant Tutorials
    Madras
16. Brooke Bond Lipton (I) Ltd.
    Bangalore
17. Bush Boake Allen India Ltd.
    Madras
18. Cadbury (I) Ltd.
    Bombay
19. Cadila Laboratories
    Ahmedabad
20. Camlin Ltd.
    Bombay
21. Caprihans (I) Ltd.
    Bombay
22. Castrol India Ltd.
    Bombay
23. Charagh Din
    Bombay
24. Citibank N.A.
    Bombay
25. Coca-Cola India
    Bombay
26. Colgate Palmolive (I) Ltd.
    Bombay
27. Colour-Chem Ltd.
    Bombay
28. Crompton Greaves Ltd.
    Bombay
29. DCM Shriram Indus. Ltd.
    New Delhi
30. Duncans Agro Industries Limited
    Calcutta
31. E.I.D. Parry (I) Ltd.
    Madras
32. Escorts Limited
    Faridabad
33. Eureka Forbes Ltd.
    Bombay

List of Members
As on March 31, 1995.

34. Geoffrey Manners & Co. Ltd.
Bombay

35. German Remedies Ltd.
Bombay

36. Glaxo India Ltd.
Bombay

37. Godfrey Phillips (I) Ltd.
New Delhi

38. Godrej Soaps Ltd.
Bombay

39. Guj. Ambuja Cements Ltd.
Bombay

40. Hard Castle & Waud Ltd.
Bombay

41. Hawkins Cookers Ltd.
Bombay

42. Hindustan Ciba-Geigy Ltd.
Bombay

43. Hindustan Lever Ltd.
Bombay

44. Hindustan Petroleum
Bombay

45. I.T.C. Ltd.
Calcutta

46. Infar (I) Ltd.
Calcutta

47. Ion Exchange (I) Ltd.
Bombay

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

49. Jagatjit Cotton Textiles Mills Ltd.
New Delhi

50. Khoday India Ltd.
Bangalore

51. Lakme Ltd.
Bombay

52. Larsen & Toubro Ltd.
Bombay

53. London Rubber Co. (I) Ltd.
Madras

54. Machine Tools (India) Ltd.
New Delhi

55. Mafatlal Industries Ltd.
Bombay

56. Mahajan Silk Mills
Bombay

57. Mahindra Ugine Steel Co.
Bombay

58. Marico Industries Ltd.
Bombay

59. Modi Xerox Ltd.
New Delhi

60. MRF Limited
Madras

61. Nestle India Ltd.
New Delhi

62. Nicholas Piramal (I) Ltd.
Bombay

63. Parke-Davis (I) Ltd.
Bombay

64. Pond's (India) Ltd.
Madras

65. Procter & Gamble (I) Ltd.
Bombay

66. Reckitt & Colman of India Ltd.
New Delhi

67. Roche Products Ltd.
Bombay

List of Members
As on March 31, 1995.

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

69. Sandoz (India) Limited
Bombay

70. Seagram India Private Ltd.
New Delhi

71. Shalimar Paints Ltd.
Howrah

72. Shriram Foods & Fertiliser Industries
New Delhi

73. Spic Fine Chemicals Ltd.
Madras

74. T.T. Ltd.
Bangalore

75. Talbros Automotive Components
Faridabad

76. Tata Chemicals Ltd.
Bombay

77. The Associated Cement Cos. Ltd.
Bombay

78. The Gramophone Company of India Ltd.
Bombay

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

80. The Ravalgaon Sugar Farm Ltd.
Bombay

81. The Tata Iron & Steel Co. Ltd.
Jamshedpur

82. The Tata Oil Mills Ltd.
Bombay

83. Ti Diamond Chain Ltd.
Madras

84. Titan Watches Ltd.
Bangalore

85. Voltas Ltd.
Bombay

86. VST Industries Ltd.
Hyderabad

Category B - Press

1. Bennett Coleman & Co.
Bombay

2. Bhavan's Journal
Bombay

3. Blitz Publication P. Ltd.
Bombay

4. Business India
Bombay

5. C.R. Competition Refresher P. Ltd.
New Delhi

6. Chitralekha
Bombay

7. Courier Publications P. Ltd.
Bombay

8. Daily "Aikya" Satara
Satara

9. Dainik Bhaskar
Bhopal

10. Dainik Janambhumi
Assam

11. Fortune Publications (P) Ltd.
Bombay

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

13. Jai Hind - Daily
Ahmedabad

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

List of Members
As on March 31, 1995.

15. Kasturi & Sons Ltd.
Madras

16. Living Media (I) Ltd.
Bombay

17. Lokmat Newspapers (P) Ltd.
Nagpur

18. Malayala Manorama
Calicut

19. Mauraya Publications P. Ltd.
Bombay

20. Mid-Day Publications Ltd.
Bombay

21. Naiduniya
Indore

22. Parsiana Publications (P) Ltd.
Bombay

23. Rajasthan Patrika
Jaipur

24. Ranchi Express
New Delhi

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

26. Ross Murarka Finance Ltd.
Bombay

27. Shakti Publications (P) Ltd.
Bombay

28. Sterling Newspapers Ltd.
Bombay

29. The Daily Amar Ujala
Agra

30. The Hindustan Times Ltd.
New Delhi

31. The Hitavada Purohit & Co.
Nagpur

32. The Printers (Mysore) Ltd.
Bangalore

33. Ushodaya Publications
Hyderabad

Category C - Advertising Agencies

1. 3 Brothers & Fils
Bombay

2. Admas Advtg (Nagpur) P. Ltd.
Nagpur

3. Advertising Avenues
Bombay

4. Advtg & Marketing Associates
Bombay

5. Adwit India Private Ltd.
Bangalore

6. Akshar Advting. Ascts. P. Ltd.
Bangalore

7. A. Kumar & Associates
Bombay

8. Ambience Advertising
Bombay

9. Amol Bose Advtg.
Bombay

10. Anthem Communications Pvt. Ltd.
New Delhi

11. Anugrah Marketing & Advtg Services P. Ltd.
Madras

12. Art Advtg Agency
Bombay

13. B.D. Khanna Publicity
Delhi

14. Bidhan Advtg & Marketing
Ahmedabad

List of Members
As on March 31, 1995.

15. Canco Advtg (P) Ltd.
Bombay

16. Chaitra Advtg (P) Ltd.
Bombay

17. Clarion Advtg Services Ltd.
Bombay

18. Classique Advertisers
Bombay

19. Clea Advtg & Mktg Ltd
Bombay

20. Concept Communication Ltd.
Bombay

21. Contract Advtg (I) Ltd.
Bombay

22. Cosmos Publicity
Bombay

23. Creative Unit (P) Ltd.
Bombay

24. Dattaram Advtg (P) Ltd.
Bombay

25. Design Shop (India) Ltd.
Bombay

26. Dynamic Advtg & Research Team (D.A.R.T.)
Bombay

27. Enterprise Advtg (P) Ltd.
Bombay

28. Everest Advertising Pvt. Ltd.
Bombay

29. Ferreira Associates
Bombay

30. Forefront Advtg & Marketing Co. Pvt. Ltd.
Bombay

31. Fountainhead Communications Pvt. Ltd.
Madras

32. Folklore Communication Management Services P. Ltd.
Bombay

33. Graphic Arts Industries
Bangalore

34. Graphisads Private Limited
New Delhi

35. Hindustan Thompson
Bombay

36. Hira Advertising Agency
Meerut City

37. Impact Advtg (P) Ltd.
New Delhi

38. Insight Advertising & Communications P. Ltd.
Madras

39. Inter Publicity (P) Ltd.
Bombay

40. Jaya Advtg Agency
Bombay

41. Kapooria Advertising & Marketing
Varanasi

42. Karishma Advertising Ltd.
Bombay

43. L.A. Advertisers
Hyderabad

44. Lintas India Ltd.
Bombay

45. Maa Communications (P) Ltd.
Bangalore

46. Madison Advertising
Bombay

List of Members
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47. Marketing Consultants & Agencies
Bangalore

48. Mass Marketing & Advtg Services (P) Ltd.
Bangalore

49. Mudra Communications Ltd.
Bombay

50. Nac Advertising Corporation
Bombay

51. Navnitlal & Co.
Ahmedabad

52. Naren Advertising & Marketing
Ahmedabad

53. NDD Works Private Ltd.
New Delhi

54. Neptune Advertising
Bombay

55. Nexus Equity Advertising (P) Ltd.
Bombay

56. Ogilvy & Mather
Bombay

57. Oysters Advertising Pvt. Ltd.
Bangalore

58. Padukone Advertising
Bombay

59. Pratiba Advertising
Pune

60. Prem Associates
Bombay

61. Pressman Advtg. and Marketing Pvt. Ltd.
Bombay

62. R.K. Swamy BBDO Advertising (P) Ltd.
Madras

63. Radeus Advertising (P) Ltd.
Bombay

64. Raka Advertising & Marketing
Bombay

65. Ratan Batra (P) Ltd.
Bombay

66. Rediffusion Advtg. P. Ltd.
Bombay

67. Rhizic Communications (P) Ltd.
Bombay

68. Seasons Advtg. Associates
Bombay

69. Sista's (P) Ltd.
Bombay

70. Speer Communications (P) Ltd.
Bombay

71. Sunflower Marketing & Advertising
Bombay

72. Swastika Advtg & Marketing
Bombay

73. Swift Advtg.P. Ltd.
Indore

74. Tara Sinha McCann-Erickson (P) Ltd.
New Delhi

75. The Associated Advertisers
Hyderabad

76. Trikaya Grey Advertising (I) Ltd.
Bombay

77. Triton Communications (P) Ltd.
Bombay

78. Ulka Advertising P.Ltd.
Bombay

List of Members
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79. Vishesh Advertising P. Ltd.
Bangalore

80. Zen Communications Pvt. Ltd.
Bombay

Category D - Allied Professsions

1. Aaren Advtg (P) Ltd.
Bombay

2. Alert Packaging House P. Ltd.
Bombay

3. Captions Outdoor Advtg
Pune

4. Cogent (India)
Ludhiana

5. Commercial Art Engravers P. Ltd.
Bombay

6. Excel Service
Madras

7. Highlight Video
Bombay

8. Icon Creation
Bombay

9. Institute of Hotel Catering & Tourism Management (I.H.C.T.M.)
Bombay

10. Marg Marketing and Research Group Private Ltd.
Bombay

11. Marketing & Business Associates P.Ltd.
Bangalore

12. Neonite Corporation
Lucknow

13. Pro Video
Bombay

14. Roger Pereira Communications (P) Ltd.
Bombay

15. Sachin Enterprises
Bombay

16. Sahyadri Films
Bombay

17. Saphire Information Technologies
Ghaziabad

18. Saptarang Graphics P. Ltd.
Bombay

19. Saraswati Audiovisuals Pvt. Ltd.
Bombay

20. Sayani Video Promotions
Bombay

21. Scanwel
Bangalore

22. Selvel Publicity & Consultants (P) Ltd
Bombay

23. Shunyata
Bombay

24. Tholasi Prints India
Bangalore

25. Unique Blocks
Bombay

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True lies

{ Now showing in Newspapers, Magazines and other publications around the country.}

If you read an advertisement that's lying, making false claims, insulting your sense of decency, send us a cutting. If the ad is on radio, TV, film, posters, or hoardings, tell us when and where it appeared. Together we'll set it right.

Contact:The Advertising Standards Council Of India, Secretariat: 205, Bombay Market, Post Box No 7939, Tardeo Road, Bombay 400034.Tel: 493 6863, 493 7066

The Advertising Standards Council of India

The conscience of advertising

ASCI's Mission

ASCI has one overarching goal: to maintain and enhance the public's confidence in advertising.

ASCI seeks to ensure that advertisements conform to its Code for Self-Regulation which requires advertisements to be

* truthful and fair to consumers and competitors.
* within the bounds of generally accepted standards of public decency, and
* not used indiscriminately for the promotion of hazardous products to a degree unacceptable to society at large.

ASCI propagates its Code and a sense of responsibility for its observance amongst advertisers, advertising agencies and others connected with the creation of advertising, and the media.

ASCI encourages the public to complain against advertisements with which they may be unhappy for any reason and ensures that each complaint receives a prompt and objective consideration by an impartial committee which takes into account the view point of the advertiser and an appropriate decision is communicated to all concerned.

ASCI endeavours to achieve compliance with its decisions through reasoned persuasion and the power of public opinion.

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