

The Advertising Standards Council of India

TENTH REPORT AND ACCOUNTS

FOR THE YEAR

1995-96

The Advertising Standards Council of India

TENTH REPORT AND ACCOUNTS FOR THE YEAR 1995-96

CONSUMER COMPLAINTS COUNCIL MEMBERS:


Mr. S.V. Sista
(Vice-Chairman)


Prof. U.A. Athavankar


Mr. N. Jayaraman


Dr. P.K. Jhawer


Ms. Swarn Kohli


Mr. K. Kurian


Mr. E.A. Kshirsagar


Mr. Asit Mehra


Ms. Zia Mody


Mr. M. B. K. Nair


Ms. Usha Sukthankar


Ms. Nargis V. Wadia


Mr. N. G. Wagle


Mr. M.V. Kamath


Mr. Justice B. Lentin
(Retd.)

Mr. Digvijay Singh

BOARD OF GOVERNORS:

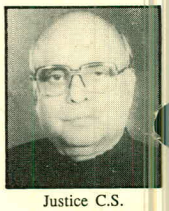

Mr. Jacob Mathew
(Chairman)


Mr. S.V. Sista
(Vice-Chairman)


Mr.Rajiv Agarwal

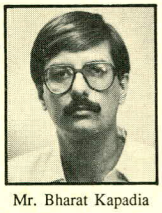

Ms. Pheroza Bilimoria


Mr. J.B. D'Souza


Justice C.S.
Dharmadhikari
(Retd.)


Mr. Pradeep Guha


Mr. Urmila Jain


Mr. Bharat Kapadia


Mr. F.T. Khorakiwala


Mr. Ashok Nerker


Mr. Bharat Patel


Mr. Roger C.B. Pereira













The Advertising Standards Council of India

10th Report and Account of 1995-96

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Auditors
Lalit Khanna & Co.
Commissariat Building
231, Dr. D. N. Road
Mumbai

Solicitors
Little & Co.
Central Bank Building
Mumbai

Registered Office & Secretariat
205, Bombay Market
Tardeo Road,
Mumbai 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 95th Meeting held on April 12th 1995 to the 107th Meeting held on March 14, 1996.

Name of Member	Meetings Held	Meetings Applicable	Meetings Attended
Mr. Jacob Mathew (Chairman)	13	13	10
Mr. S.V. Sista (V. Chairman)	13	13	8
Mr. Rajiv Agarwal (a)	13	9	5
Ms. Pheroza Bilimoria	13	13	5
Mr. Noshir Desai (i)	13	4	1
Mr. J.B. D'Souza	13	13	3
Mr. Justice Dharmadhikari	13	13	2
Mr. Pradeep Guha	13	13	1
Ms. Urmila Jain (b)	13	3	1
Mr. Bharat Kapadia	13	13	6
Mr. F.T. Khorakiwala	13	13	8
Mr. Ashok Nerker	13	13	7
Mr. Bharat Patel (c)	13	9	7
Mr. Roger C.B. Pereira	13	13	9
Mr. Burjor Poonawala (f) (h)	13	9	1
Mr. Goutam Rakshit (e)	13	7	5
Mr. Ram Sehgal (d)	13	6	4
Mr. D.S. Soman	13	13	9
Mr Dorab Sopariwala	13	13	10
Mr. Mukul Upadhyaya	13	13	8
Mr. Atul Tandan (g)	13	10	–

a) w.e.f. July 95
b) w.e.f. Jan 96
c) w.e.f. July 95
d) w.e.f. Oct 95
e) w.e.f. Sept 1995
f) w.e.f. July 95
g) Resigned Dec 95
h) Resigned Dec 95
i) Resigned July 95

Attendance of the members of the Consumer Complaints Council from the 102nd Meeting held on April 5th, 1995 to the 113th Meeting held on March 27, 1996.

Name of Member	Meetings Held	Meetings Applicable	Meetings Attended
Mr. S.V. Sista (f)	12	8	5
Prof. U.A. Athavankar	12	12	7
Mr. N. Jayaraman	12	12	4
Dr. P.K. Jhawer	12	12	6
Ms. Swarn Kohli	12	12	5
Mr. K. Kurian	12	12	11
Mr. E.A. Kshirsagar	12	12	3
Mr. Asit Mehra (e)	12	4	–
Ms. Zia Mody	12	12	1
Mr. M.K.B. Nair (a)	12	4	2
Mr. Digvijay Singh (b)	12	3	1
Ms . Usha Sukthankar	12	12	4
Ms. Nargis Wadia	12	12	8
Mr. N.G. Wagle (h)	12	4	4
Mr. M.V. Kamath (g)	12	5	1
Mr. Rajiv Agarwal (c)	12	4	3
Mr. Justice (Rtd.) B. Lentin (d)	12	8	1
Mr. Jacob Mathew	12	4	3

a) w.e.f. Dec 95
b) w.e.f. Jan 96
c) Resigned July 95
d) Resigned July 95
e) w.e.f. Dec 1995
f) w.e.f. July 95
g) Resigned Sept. 95
h) w.e.f. Dec 1995

REPORT OF THE BOARD OF GOVERNORS

We take great pleasure in presenting the Tenth Annual Report of the Advertising Standards Council of India, together with the Statement of Accounts for the period April 1995 to March 1996.

During this period, the ASCI welcomed **29 new** members. The **total** number of firms and companies who were members of the ASCI as on March 31, 1996 is **238,** compared to 224 as on March 31, 1995, 15 members having discontinued their memberships.

During the 12 months period ending March 31, 1996, annual **subscriptions** from members amounted to **Rs.9,46,000/-** as compared to Rs. 8,39,000/- in the previous accounting period, ended March 31, 1995.

The Consumer Complaints Council (CCC) met 12 times from April 1995 to March 1996. It considered a **total of 245 complaints,** of which **106** were **UPHELD, 119** were **NOT UPHELD,** and **20** were considered **NON-ISSUES.** A summary of these complaints is included in the Report for the Year.

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. Rajiv Agarwal, who was elected to the Board of Governors, resigned his membership of the CCC. Mr.Justice (Retd) B.Lentin completed his term as a member, after a long association with the CCC. Mr. M.V.Kamath who has been a member of the CCC since its inception resigned his membership.

The Board wishes to place on record its appreciation for the services rendered, by Mr. Rajiv Agarwal, who consistently interacted in the decision making, by Mr.Justice (Retd) B.Lentin, for reinforcing the interpretation of the ASCI Code in deliberations which required considerable debate, and by Mr. M.V. Kamath, whose punctual and regular attendance at meetings over the past 10 years has been an inspiration to members of the CCC. His dedication to the cause and activities of the ASCI deserves special mention.
Mr. M.K.B. Nair, Mr. Asit Mehra and Mr. Digvijay Singh have been appointed to fill these vacancies.

The Board of Governors: During the year, under the Article 38 of the ASCI Memorandum which provides for appointment of 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. Noshir Desai, Mr. Atul Tandan, Mr. Burjor Poonawalla resigned from the Board. **The Board wishes to place on record its appreciation of the valuable services rendered by these members during their tenure.**

Mr. Goutam Rakshit and Mr. Ram Sehgal in Category 'C' (advertising agencies) and Ms. Urmila Jain in Category 'D' (allied professions), were co-opted by the Board to fill consequential vacancies.

Membership: Despite several approaches made by members of your Board, **the number of members of the Council remains woefully inadequate** in the face of the significant increase in the number of new entrants in active marketing and advertising of goods and services, stimulated by the liberalisation in the economy. In particular the multinationals who have entered the Indian market for the first time and businesses which have stepped up their advertising activities considerably to meet rapidly expanding markets, have yet to come into the fold.

It is you, our existing members, **who can help strengthen the movement of Self-Regulation in Advertising.** You can do this by communicating the benefits of this movement to your counterparts in allied fields, so that the base of your Council's membership is widened. It is important that all new entrants in the field of marketing goods and services (especially the financial sector) who are users of Advertising must be made aware of their responsibilities towards our emerging but more discerning consumers.

Our immediate goal is to double our membership and this would be best achieved by each member helping to enrol one new member, and in the process generate the resources required to step up the awareness programmes which will bring in not only further memberships but will stimulate consumer interest in credible advertising. This would benefit all of us because it would constitute a firm step towards strengthening the SELF-REGULATION movement.

Implementation of CCC Decisions: The improvement in the degree of positive responses received from several advertisers/agencies as a result of timely and meaningful communications of the CCC decisions, was sustained during the year and has **reached a high 70% of assured compliance** by the advertisers/ agencies, in respect of CCC recommendations on complaints which were Upheld.

An even more encouraging development is the increase in the number of instances wherein the advertisers/ agencies have offered to withdraw or modify

appropriately their advertisements which have been complained against, merely on their being approached by ASCI for their comments, and well before the complaints have been decided upon by the CCC.

The threats of legal action against the ASCI in instances of non-compliance with the CCC Upheld decisions regarding complaints on advertisements which have been considered as objectionable and more importantly offensive, have been motivated by a desire on the part of advertisers/agencies concerned, to resist peer group pressure, particularly the refusal by the media to carry such offending advertisements.

In a few instances the advertisers have approached the Courts for injunctions against such self-regulatory action by ASCI. These attempts at thwarting the observance of Self-Regulation through peer group pressure, have been camouflaged by raising fundamental principles of "denial of natural justice", the "right" to be provided with the "identity of the complainant" and the actual "copy of the complaint", "the right to be heard personally", before the final decision is taken by the CCC in such matters.

In some complaints which have a technical bias the advertisers have demanded the "right to make a technical representation by their experts", before an expert committee of the CCC, prior to a decision being taken.

Members of the Council will appreciate that **the very purpose of Self-Regulation by a voluntary organisation devoid of statutory authority, will be defeated.** Your Board once again will address itself on this debatable issue, in the interests of all members and more importantly in the interests of the consuming public and Practitioners in Advertising.

Peer Group Pressure: Nevertheless, of the **106 complaints** which were Upheld by the CCC, your Council has **yet to receive assurance of compliance in respect of only 32** complaints during the year, of which only 11 advertisers/agencies reiterated their non-agreement with the decisions of the CCC and were disinclined to withdraw or modify the offending advertisements. Another 7 of these complaints were advertisements pertaining to liquor products, which were considered to be in breach of the law and hence in contravention of the ASCI Code.

Whilst a majority of these complaints were communicated in **Media Releases issued by your Council periodically,** it is disconcerting to note that in 9 instances the communications sent out to the advertisers/agencies and specific media concerned, were neither acknowledged nor responded to, thereby raising the need for a greater awareness amongst Practitioners in Advertising, of the mutually beneficial purpose of the observance of Self-Regulation in Advertising.

Your Board appeals to you to exert peer group pressure on those responsible for placing or carrying such offending advertisements, and by way of reiteration **these complaints have been 'singled out' (*),** in the detailed Compilation Report which is included in the annual review of your Council's activities.

The New Advertising Code: Although the revised Code was issued in April 1995, duly reinforced by the ASCI Mission Statement, both of which were communicated to you, and additional copies were provided from time to time along with our quarterly reviews to members, we have come across several instances wherein the earlier Code is still being referred to by members. What is more distressing is the total lack of awareness of the ASCI Code itself at operating staff levels in various member firms.

The Role of the Media: The power of the press was demonstrated in the first half of the year, during which your Council's **3-ADS Awareness Campaign,** "True Lies", "Cheaters Never Prosper", and "How To Tell A Lie", was carried as a service to ASCI by several leading publications, in English and local languages, on a national basis. For months thereafter, the number of complaints received from consumers in all walks of life was, almost double the earlier average each month.

On behalf of all members, your Board expresses its gratitude to all our friends in the Media and specially our **Publisher friends who willingly published the 3-ADS free of cost** in response to one appeal by our Board member Mr.S.V.Sista. Our thanks are also due to Mr. Noshir Desai and Lintas who created the campaign and to Mr. Ashok Nerker and Unique Blocks who processed all the Ads and supplied the material free of charge.

As the cutting edge of the spearhead of communications, **Media have the responsibility and the capability to with-hold** offending or seemingly misleading advertisements before they are thrust upon an unsuspecting public. Your Council appeals to the media as our members and in general, to support the observance of Self-Regulation in Advertising by refusing to carry advertisements which have been declared to be in contravention of the ASCI Code and particularly **the offending advertisements covered in our periodic Media Releases.**

The media should refer to ASCI, those advertisements which apparently are untruthful or misleading, so that

the interests of the consuming public and the professional and moral responsibility of Practitioners in Advertising are safeguarded.

The spurt in TV Channels and Cable distribution has multiplied manifold the Ad exposures in millions of homes through television commercials. Here there is an even greater need for awareness of and adherence to the ASCI Code, considering the instant impact of audio visual communications.

As you are aware, the revised Code **"applies to advertisements read or viewed in India by a significant number even if carried by media that are published or originate abroad".** It is regrettable that your Council has received very poor response from Channel TV even in instances of blatant contravention of the ASCI Code.

Undesirable Trends in Advertising: During the year there has been an increase in intra-industry complaints related to plagiarism, **unfair comparative advertising** and outright denigration of competitive products and advertisements, probably arising out of increased competition in the market place.

Even more disturbing is the **unethical claims in financial advertisements,** particularly agro-based businesses, and a lack of conformity with SEBI regulations, in the latter case even by large organisations. On the other hand there is a multiplicity of inocuous announcements/ advertisements related to **education and academic courses,** very often from "institutions" which do not even exist.

Finally there is a disturbing trend towards **exploitation of children,** in advertisements covering a range of products, either targeted at children as consumers or slanted at children as "influencers" within the family circles, all of which **take advantage of their gullibility, and persuasiveness with their parents and elders.** Conspicuous consumption/consumerism is an undesirable fall-out and this has brought about a backlash from consumer organisations and public spirited opinion leaders, besides local Governmental authorities.

The Tenth Annual General Meeting will be held on Thursday, **August 8, 1996.** The Governors retiring from the Board, and eligible for re-election, are as follows:

Category A: Advertisers
Mr. Harsh Mariwala
Mr. Mukul Upadhyaya

Category B: Press
Mr. Jacob Mathew
Mr. Pradeep Guha

Category C: Advertising Agencies
Mr. Goutam Rakshit
Mr. S.V. Sista

Category D: Allied Professions
Mr. Ashok Nerker
Mr. D.R. Sopariwala

In keeping with the Notice of Election issued on 14th June, the Elections for the Board of Governors will be held in the course of the AGM on the 8th of August, 1996.

On behalf of the Board of Governors,

Jacob Mathew
Chairman

Mumbai, July 12, 1996.

NOTICE

A meeting of the Board of Governors shall take place immediately after the Annual General Meeting on August 8, 1996 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 Tenth Annual General Meeting are requested to attend this meeting.

Jacob Mathew
Chairman

Is your Advertising losing its Credibility?

The threat and the solution.

The threat.
The consumer's point of vie .

An unfortunate fact of life in marketing is the quantity of false, misleading and offensive advertising

This has resulted in consumers having an increasing disbelief in advertising, and a growing resentment of it.

This can affect all advertising - including yours.

This is one aspect of the threat.

The threat.

In a competitive frame.

Misleading false advertising also constitutes unfair competition. If you play by the rules and your competition overpromises, it could lead to marketplace disaster or even litigation. Is that something you want to face?

This is the second aspect of the threat.

The threat. Imposed regulation.

If this kind of advertising continues, it won't be long before statutory regulations and procedures are imposed which make even fair, truthful, decent advertising cumbersome if not impossible. That will certainly affect your ability to compete and grow.

This is the third and possibly the most uncomfortable aspect of the threat

The solution. A code for self-regulation.

The Advertising Standards Council of India has adopted a Code for Self-Regulation in Advertising. It is a commitment to honest advertising and to fair competition in the marketplace.

It stands for the protection of the legitimate interest of consumers and all concerned with advertising, whether they be advertisers, media, advertising agencies or others who help in the creation or placement of advertising.

Who judges?

Any advertisement that is sent to the Advertising Standards Council of India with a complaint is judged in the light of the Code for Self -Regulation in Advertising by the completely independent Consumer Complaints Council, comprising 14 eminent people-only 6 of them connected with advertising.

How are judgments implemented?

If a complaint is upheld, the Advertising Standards Council of India tries its best to ensure that the offending advertisement is either suitably modified or withdrawn.

The pressures that the Advertising Standards Council of India can exert are primarily ethical. But that doesn't make it a toothless lion, because the media is likely to refuse to carry advertisements judged to be against the Code, preventing the pollution of advertising space and time And the Council will issue releases declaring offending advertisements unethical. That alone may be enough.

The solution. The benefits.

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

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

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

The solution. Make it happen.

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

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

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

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, 1996 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, 1996 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

Mumbai. 13th June 1996.

Lalit Khanna
Partner

The Advertising Standards Council of India

Balance Sheet as at 31st March, 1996

	Schedule	Rupees	This Year Rupees	Previous Year Rupees
I.SOURCES OF FUNDS:				
1. Corpus and Reserves				
(a) Council's Corpus	A	18,87,590		18,58,590
(b) Reserves and Surplus	B	2,94,715		-
			21,82,305	18,58,590
2. Loan Funds				
(a) Secured Loans	C	5,99,151		7,15,254
(b) Unsecured Loans	D	3,70,000		3,70,000
			9,69,151	10,85,254
TOTAL RUPEES			31,51,456	29,43,844
II.APPLICATION OF FUNDS				
1. Fixed Assets				
(a) Gross Block	E	20,44,998		20,36,053
(b) Less : Depreciation		4,73,008		3,68,058
(c) Net Block			15,71,990	16,67,995
2. Investments	F		9,00,000	7,00,000
3. Current Assets, Loans and Advances				
(a) Accrued Interest on Investments and Bank Deposits		1,45,866		1,03,608
(b) Sundry Debtors	G	9,000		27,000
(c) Cash & Bank Balances	H	5,83,398		6,03,481
(d) Loans and Advances	I	20,357		23,882
		7,58,621		7,57,971
4. Less : Current Liabilities & Provisions				
(a) Current Liabilities	J	79,155		1,82,122
(b) Provisions		–		–
		79,155		1,82,122
Net Current Assets			6,79,466	5,75,849
TOTAL RUPEES			31,51,456	29,43,844

As per our report of even date attached

For Lalit Khanna & Co.,
Chartered Accountants

Lalit Khanna
Partner

Mumbai. June 13, 1996.

For and on behalf of the Board of Governors

S.V. Sista
Vice-Chairman

Members
Roger C.B. Pereira
Dorab Sopariwala
Harsh Mariwala
D.R. Soman

The Advertising Standards Council of India

Income and Expenditure Account for the year ended 31st March, 1996.

Sl.No.	Particulars	Schedule	Rupees	This Year Rupees	Previous Year Rupees
	INCOME				
1.	Membership Subscription and other Income	K		11,36,089	10,47,928
	EXPENDITURE				
2.	Salaries, Wages and Bonus		2,56,600		2,42,711
3.	Printing, Stationery and Xeroxing Charges		1,41,986		98,439
4.	Interest on Secured Loan		1,21,593		1,38,463
5.	Bad Debts		22,000		6,000
6.	Electricity Charges		28,562		25,988
7.	Telephone Expenses		13,805		13,866
8.	Repairs & Maintenance		13,419		11,724
9.	Other Expenses	L	1,38,459		1,19,650
10.	Depreciation		1,04,950		1,13,764
11.	Total Expenditure			8,41,374	7,70,605
12.	Surplus for the year			2,94,715	2,77,323
13.	Balance at the beginning of year			–	–
				2,94,715	2,77,323
14.	Less : Transferred to Council's Courpus			–	2,77,323
15.	Balance carried to Balance Sheet			2,94,715	–

As per our report of even date attached

For Lalit Khanna & Co.,
Chartered Accountants

Lalit Khanna
Partner

Mumbai. June 13, 1996.

For and on behalf of the Board of Governors

S.V. Sista
Vice-Chairman
Members
Roger C.B. Pereira
Dorab Sopariwala
Harsh Mariwala
D.R. Soman

The Advertising Standards Council of India

Schedules annexed to and forming part of the Balance Sheet as at 31st March, 1996 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		18,58,590	15,62,267
Additions and adjustments during the year			
a) Entrance fees received during the year	29,000		19,000
b) Amount transferred from Income and Expenditure Account	–		2,77,323
		29,000	2,96,323
		18,87,590	18,58,590
SCHEDULE B			
RESERVES & SURPLUS			
Surplus as per Income and Expenditure Account		2,94,715	–
SCHEDULE C			
Loan from Housing Development Finance Corporation Ltd.			
Secured by mortgage of the Office premises by deposit of the title documents		5,99,151	7,15,254
SCHEDULE D			
Unsecured Loans			
Deposits from members		3,70,000	3,70,000

SCHEDULE E

SCHEDULE OF FIXED ASSETS annexed to and forming part of the Balance Sheet as at 31st March, 1996

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 1996 Rs.	As at 31st March 1995 Rs.
1. Office Premises	17,96,913	-	17,96,913	2,82,852	75,703	3,58,555	14,38,358	15,14,061
2. Computer	47,500	8,600	56,100	30,970	7,185	38,155	17,945	16,530
3. Air Conditioners	76,520	-	76,520	27,605	6,804	34,409	42,111	48,915
4. Fax Machine	22,065	-	22,065	511	2,998	3,509	18,556	21,554
5. Typewriter	6,534	-	6,534	4,006	352	4,358	2,176	2,528
6. Office Furniture	86,521	345	86,866	22,114	11,908	34,022	52,844	64,407
Total Rupees	20,36,053	8,945	20,44,998	3,68,058	1,04,950	4,73,008	15,71,990	16,67,995
Previous Year Rupees	20,13,988	22,065	20,36,053	2,54,294	1,13,764	3,68,058	16,67,995	17,59,694

The Advertising Standards Council of India

Schedules to the Balance Sheet as at 31st March, 1996 and the Income and Expenditure Account for the year ended on that date (continued)

	This Year Rs.	Previous Year Rs.
SCHEDULE F		
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	8,00,000	6,00,000
	9,00,000	7,00,000
SCHEDULE G		
Sundry Debtors		
Subscription due but not received Unsecured considered good		
(i) Outstanding for a period exceeding six months	9,000	27,000
(ii) Other debts	–	–
	9,000	27,000
SCHEDULE H		
Cash and Bank Balances		
(i) Cash in hand	1,007	3,000
(ii) In Savings Account with a Scheduled Bank	71,980	90,308
(iii) In Current Account with a Scheduled Bank	10,411	173
(iv) In Term Deposits with a Scheduled Bank	5,00,000	5,10,000
	5,83,398	6,03,481
SCHEDULE I		
Loans and Advances Unsecured Considered good		
Advances recoverable in cash or in kind or for value to be received	20,357	23,882
	20,357	23,882
SCHEDULE J		
Current Liabilities		
(a) Subscription received in advance	70,000	1,62,500
(b) Sundry Creditors	9,155	19,622
	79,155	1,82,122

The Advertising Standards Council of India

Schedules to the Balance Sheet as at 31st March, 1996 and the Income and Expenditure Account for the year ended on that date (continued)

			Rs.	Rs.
SCHEDULE K				
Membership Subscription and other Income				
(i)	Membership Subscription		9,46,000	8,39,000
(ii)	Interest on Investments		1,24,444	93,689
(iii)	Interest on Bank Deposit and Savings Account		64,863	62,253
(iv)	Income from Seminar (Net)		–	52,340
(v)	Miscellaneous Income		782	646
			11,36,089	10,47,928
SCHEDULE L				
OTHER EXPENSES				
(i)	Staff Welfare		5,089	10,987
(ii)	Society Outgoings		13,388	10,680
(iii)	Conveyance		45,259	47,978
(iv)	Postage and Fax		30,149	14,477
(v)	Meetings Expenses		21,620	14,222
(vi)	Auditors Remuneration			
	Audit Fees	6,000		6,000
	Taxation Matters	3,000		4,500
			9,000	10,500
(vii)	Miscellaneous Expenses		13,954	10,806
			1,38,459	1,19,650

The Advertising Standards Council of India

Schedules to the Balance Sheet as at 31st March, 1996 and the Income and Expenditure Account for the year ended on that date (continued)

SCHEDULE M : Notes and significant accounting policies

1. Significant accounting policies :-
   (a) All Fixed assets are valued at cost less depreciation
   (b) Depreciation has been provided on the written down value basis at the rates and in the manner prescribed in Schedule XIV of the Companies Act, 1956.
2. Particulars as per Paras 4, 4A, 4C, and 4D of Schedule VI to the Companies Act, 1956 - NIL
3. Previous year's figures have been regrouped and rearranged wherever necessary

SCHEDULE N :
Information pursuant to Part IV of Schedule VI to the Companies Act 1956

BALANCE SHEET ABSTRACT AND COMPANIES GENERAL BUSINESS PROFILE

I Registration Details

Registration No.		37820		State Code	11
Balance Sheet Date	31 (Date)	03 (Month)	1996 (Year)		

II Capital raised during the year (Amount in Rs. Thousands)
Not Applicable

III Position of Mobilisation and Deployment of Funds
(Amount in Rs. Thousands)

Total Liabilities (including Corpus and Reserves & Surplus) 3151	Total Assets 3151
Sources of Funds	
Corpus 1887	Reserves & Surplus 295
Secured Loans 599	Unsecured Loans 370
Application of Funds	
Net Fixed Assets 1572	Investments 900
Net Current Assets 679	Misc. Expenditure –
Accumulated Losses –	

IV Performance of company (Amount in Rs. Thousands)

Turnover 1136	Total Expenditure (including Depreciation) 841
Profit before tax 295	Profit after tax 295
Earning per share in Rs. Not Applicable	Dividend rate % Not Applicable

V Generic Names of Three Principal Products/Services of Company (as per monetary terms)

Item Code No. (ITC Code)	Not Applicable
Product Description	The only activity of the Council is to monitor, administer and promote standards of advertising practices in India

Signatures to Schedules A to N

As per our report of even date attached

For Lalit Khanna & Co.,
Chartered Accountants

Lalit Khanna
Partner

Mumbai. June 13, 1996.

For and on behalf of the Board of Governors

S.V. Sista
Vice-Chairman
Members
Roger C.B. Pereira
Dorab Sopariwala
Harsh Mariwala
D.R. Soman

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.★	ANDREW YULE & CO - Yule Gold Tea	REDIFFUSION ADVTG PVT LTD	Complaint against a TVC of "Yule Gold Tea", on DD, which according to the complainant, very closely resembles the TVC for Parry's Tea, in both the idea and the content. This is sufficient to cause confusion in the minds of even discerning viewers. The Yule Gold Tea TVC was produced in mid October 1993, whereas the Parry's Tea TVC was produced in June 1993 and was first telecast on Madras Channel I on 27th July 1993.	April 1995 Exparte. Chapter IV.3. Similarity with the TVC of a competitor, likely to mislead or confuse consumers.
	C. 1068 - 11/94 102ND - 5/4/95 [redacted] Chaitra Leo Burnett P. Ltd.			
2.	DABUR INDIA LIMITED - Dabur Amla Hair Oil	OGILVY & MATHER	Complaint against a TVC of "Dabur Amla Hair Oil" on DD. According to the complainant, it mentions hair loss, if not cared for properly, with an analogy of leaves falling off a tree, and the real Amla in the oil goes to the root of hair and gives it new life. It shows leaves going back on to the tree, implying that lost hair grows back again. The TVC does not substantiate the claim that amla hair oil also stimulates hair growth.	April 1995 Exparte. Chapter I.1. Claim not substantiated. The TVC has been modified.
	C. 1093 - 1/95 102ND - 5/4/95 Hindustan Thompson Associates			
3.★	SUJANIL CHEMO INDUSTRIES - Licel	EXPRESSO ADVERTISERS	Complaint against an Ad of "Licel", in SAVVY. According to the complainant, the Ad states that in children using shampoo based lice killers, the chances of brain cancer become double. This creates fear in the minds of the users, besides prejudicing the readers. The allegation is baseless and false, abuses the trust of concerned consumers, denigrates competitive products. Clinical studies and/or research data/results not provided in support of this allegation.	April 1995 Chapters I.1, I.4 and IV.1 (e). Claims not substantiated, misleading, and denigratory in respect of competitive products.
	C. 1094 - 2/95 102ND - 5/4/95 P & G			
4.	INERTIA INDUSTRIES LIMITED - Sand Piper Mineral Water	ANTHEM COMMUNICATIONS PVT LTD	Complaint against an Ad of "Sand Piper Mineral Water", in Mid-Day. According to the complainant, the visual of a Mug with a yellow coloured liquid and froth on the top, is of an alcoholic beverage, not mineral water.	April 1995 Standards of Conduct. Chapters I.1 and I.4. Not truthful, misleading. The Ad has been withdrawn.
	C. 1095 - 2/95 102ND - 5/4/95 Mr. Keishore Mody			

★Compliance with CCC decision NOT ASSURED.
AD modification or withdrawal NOT EFFECTED despite ASCI reminders.

Complaints that were UPHELD by the Consumer Complaints Council

Sr. No.	Advertiser	Agency	Nature of Complaint	ASCI Code
5.★	TRADE-WINGS INSTITUTE OF MANAGE-MENT - 3-in-1 Diploma C. 1097-2/95 102ND - 5/4/95 IHCTM	–	Complaint against an Ad of "3-in-1 Diploma", in the Times of India. According to the complainant, the claim, "The ONLY institute in Bombay to offer", is incomplete and ambiguous as it does not specify what the Advertiser is offering. The course content and curriculum covered for the 3-in-1 Diploma is also available from other Institutions. The logos representing memberships of Associations are not exclusive to the Advertiser. It is not clear whether the logos of Foreign Universities represent a collaboration or just an affiliation.	April 1995 Chapter I.1. Not truthful. Claims not substantiated.
6.	TRADE-WINGS INSTITUTE OF MANAGE-MENT - The 7-Week Finishing School C. 1098-2/95) 102ND - 5/4/95 IHCTM	–	Complaint against an Ad of "The 7-Week Finishing School", in Mid-Day. According to the complainant, the claims that regular courses in Diploma, in International Airline and Travel Management and Hotel Management, Magnum 3-in-1 Diploma with Computers and German language are being conducted at 27 centres in India, "with international tie-ups from USA and Switzerland", are not substantiated.	April 1995 Chapter I.1. Not truthful. Claims not substantiated. November 1995 - Claims substantiated. On review, complaint NOT UPHELD.
7.	TRAINING AND ADVANCED STUDIES IN MANAGEMENT AND COMMUNICATIONS - M.B.A. 2 Year (Part-Time) Degree Programme of Newport University	MECHANIX MARKETING ASSOCIATES C. 1099-2/95 102ND - 5/4/95 IHCTM	Complaint against an Ad of "M.B.A. 2 Year (Part-Time) Degree Programme of Newport University", in the Afternoon. According to the complainant, the Ad does not mention that the diploma is not accredited/recognized either in USA or even by the Govt. of India.	April 1995 Chapter I.1. Claims not substantiated. The Ad has been modified.
8.	CASTROL INDIA LIMITED - Castrol GTX2 C. 1132-3/95 102ND - 5/4/95 Indian oil corp. ltd.	EVEREST ADVERTISING PVT LTD	Complaint against an Ad of "Castrol GTX2", in the Times of India. According to the complainant, the headline "From April'95 all new cars must run on Castrol GTX2. That's an order", is totally misleading, giving the impression that GTX2 is the 'only' engine oil compatible for use in cars using unleaded petrol/cars fitted with catalytic converters. There were several such engine oils already available in the Indian market.	April 1995 Chapter I.1. The claim, "first catalyst compatible oil", was not substantiated.

Complaints that were UPHELD by the Consumer Complaints Council

Sr. No.	Advertiser	Agency	Nature of Complaint	ASCI Code
			The claim, "Castrol GTX2 is India's 'first' catalyst compatible oil that's suitable for cars using unleaded fuels", is not true since there are a few brands of such oils which have been available in the Indian market prior to the introduction of Castrol GTX2, namely - Servo Superior Xee, Servo Multigrade, Bharat Petroleum Actuma, Hindustan Petroleum engine oil etc.	Not truthful. Likely to mislead consumers. The Ad has been modified appropriately.
9.	CADBURY (I) LTD - Cadbury's Gem Chocolates	AMBIENCE ADVERTISING	Complaint against a TVC of "Cadbury's Gem Chocolates", on DD. According to the complainant, the school teacher is shown to turn herself into a goat first, ultimately turning herself into a duck and the children in the school are shown to enjoy not only the gem sweets but the ridiculous joke even more. This is highly derogatory and disrespectful to teachers whose vocation ought to be held in the highest esteem.	May 1995 Chapter II. Ad likely to cause widespread offence to generally accepted standards of decency. "TVC withdrawn, unilaterally and immediately".
			C.1089 - 1/95 103rd - 9/5/95 Dr. A.V. Huilgol	
10.	MODILUFT LTD - On -Time Performance	iB&W COMMUNICATIONS (P) LTD	Complaint against an Ad of "on-time performance", in the Times of India, New Delhi. According to the complainant, this is a misrepresentation of facts. The claim of, "98.5 percent on-time performance", relates to performance achieved in 1993, but not in 1994 or early 1995. (Ad appeared in February 1995).	May 1995 Chapter I.1. Claim not substantiated. The Ad has been discontinued.
			C.1126 - 3/95 103rd - 9/5/95 Observer (I) Ltd.	
11.	JAGATJIT INDUSTRIES LTD - Fortune Gold - Ultra Aqua Pura	MUDRA COMMUNICATIONS LTD	Suo motto consideration of an Ad of "Fortune Gold - Ultra Aqua Pura", in India Today. The Ad states - "The things you can do with an empty bottle of Fortune Gold". Save up and then treat yourself to a full bottle of Fortune Gold. The Height of good fortune - Ultra Aqua Pura. It appears to be an Ad for a Liquor Product.	May 1995 Exparte. Standards of Conduct. Chapters I.1 and I.4. Not truthful. Misleading. Ad was a one time insertion.
			C.1127 - 3/95 103rd - 9/5/95	
12★	MCDOWELL & CO LTD - McDowell's Signature Rare Decanter	DACUNHA ASSOCIATES (P) LTD	Suo motto consideration of an Ad of "McDowell's Signature Rare Decanter", in India Today. The Ad states - "The Smooth Ride..to the top..signature". McDowell's Signature is an expression of your personality. The sign of Success. McDowell's Signature Rare Decanter. The Ad mentions, "Available on mail order from McDowell & Co Ltd, Bangalore". It appears to be an Ad for a Liquor Brand.	May 1995 Exparte. Standards of Conduct. Chapters I.1 and I.4. Not truthful. Misleading.
			C.1128 - 3/95 103rd - 9/5/95	

Complaints that were UPHELD by the Consumer Complaints Council

Sr. No.	Advertiser	Agency	Nature of Complaint	ASCI Code
13.	JAIPAN DOMESTIC APPLIANCES LTD - Jaipan Mixer & Grinder C. 1133 - 3/95 103rd - 9/5/95	-	Complaint against an Ad of "Jaipan Mixer & Grinder", in the Indian Express. According to the complainant, the claim, "Govt. Approved Mixer", is very misleading to consumers. CGSI	May 1995 Chapter I.1. Claim not substantiated. The Ad has been discontinued.
14.	MARICO INDUSTRIES LTD - Hair & Care Hair Oil C. 1136 - 4/95 104TH - 13/6/95	SSC&B LINTAS Tara Sinha McCann-Erickson P. Ltd.	Complaint against a TVC of "Hair & Care Hair Oil", on DD-Calcutta. According to the complainant, the TVC has shown a competitive product in a derogatory manner and has referred to it in the voice over as an 'um-tel' (ordinary oil), which does not go to the roots of the hair and provide nourishment.	June 1995 Chapters I.1 and I.4. Untruthful. Misleading. The TVC has been modified appropriately.
15★	UNITED DISTILLERS INDIA LTD - Black Dog C. 1139 - 5/95 104TH - 13/6/95	HINDUSTAN THOMPSON ASSOCIATES	Suo motto consideration of an Ad of "Black Dog", in India Today. The headline states, "In 12 years the world can change completely .....or reach perfection". The Ad mentions, "While in the heart of Scotland, Black Dog quietly matures to reach perfection. For only in the fullness of time do the select natural ingredients of the Highlands work their magic with age-old distilling secrets. Only after 12 years of ageing gracefully does Black Dog acquire its smokey, mellow taste. The rare taste of perfection". The Ad also mentions in "fine print" - Exquisite Black Dog hip-flasks available on mail order from United Distillers India Limited, Bombay-21. This appears to be an Ad for a liquor product and therefore would be in breach of the law.	June 1995 Exparte. Chapter III.4. In breach of the law.
16★	THE TREATMENT CLINICS & PHYSIOTHERAPY CENTRES - The Treatment - Ailments & Facilities C. 1129 - 3/95 105TH - 12/7/95	CENTUM ADVTG & MKTG P. LTD	Suo motto consideration of an Ad of "The Treatment - Ailments and Facilities", in the Deccan Herald. The Ad states - "The pain used to bring tears in my eyes ... The pain vanished in 10 days". "Ailments such as Lumbar Spondylitis did not respond to allopathic treatment. Within 10 days of starting treatment at The Treatment Clinics & Physiotherapy Centre the pain vanished. I feel more than 90% cured" - an individual testimonial. Main claims in the Ad - "provide treatment for Osteo Arthritis, Rheumatoid Arthritis, Spondylitis, Frozen Shoulder etc, under expert medical supervision, by qualified doctors using external Ayurvedic treatment".	July 1995 Exparte. Chapter I.1. Claims not substantiated.

Complaints that were UPHELD by the Consumer Complaints Council

Sr. No.	Advertiser	Agency	Nature of Complaint	ASCI Code
17.	CONVENIENCE MARKETING PVT LTD - Softel - The Home Ice Cream Maker C. 1138 - 5/95 105TH - 12/7/95	TRITON COMMUNI-CATIONS (P) LTD	Suo motto consideration of an Ad of "Softel - The Home Ice Cream Maker", in the Times of India and Hindustan Times, New Delhi. The headline states, "How come you eat stale ice cream". An allegation is made that "Ice cream from your friendly neighbourhood parlour could be fifteen or twenty days old. Yuck!". These statements are denigratory and unfair generically to ice cream available at neighbourhood parlours, and raise unwarranted fear in the minds of average consumers, without substantiating these statements in the Ad itself.	July 1995. Chapter I.1. In the headline, the comparison was not truthful. The Ad has been discontinued.
18.	DATAMATICS DIRECT MARKETING (P) LTD - Spey Royal Extra Rich Scotch Whisky C. 1140 - 5/95 105TH - 12/7/95	SSC & B LINTAS LTD	Suo motto consideration of an Ad - in a promotion mailer, for "Spey Royal Extra Rich Scotch Whisky". The letter addressed, 'Dear Club Member', states, "Therefore Club Classic - India's first co-operative mailer addressed to members of exclusive clubs - has been specially designed for you. Enclosed are several attractive offers. Exclusively for club members such as yourself and your family". The promotion offer states, "You're entitled to an exclusive gift with every empty bottle of Spey Royal that you return to us. An offer open to only a select few. Those who are connoisseurs of the finer things in life". "Just fill in the details on this coupon and mail it to us. We'll send our representative over to collect your empty bottle(s) and deliver the gift to you". The Ad mentions, "Offer valid till 30th June'95. For restricted circulation in the wine and spirits trade only". The promotion is for a liquor product - Spey Royal Extra Rich Scotch Whisky, addressed to an individual at his residence and not to the establishment of a wine and spirits trader.	July 1995. Chapter III.4. The Ad promoting a liquor product was in breach of the law. The Advertiser assured that the Ad was a one time insertion.
19.	COLGATE PALMOLIVE (I) LTD - Colgate Calciguard Toothpaste C. 1141 - 5/95 105TH - 12/7/95 Chaitra Leo Burnett P. Ltd.	REDIFFUSION DENTSU YOUNG & RUBICAM PVT LTD	Complaint against an Ad of "Colgate Calciguard Toothpaste", in the TV & Entertainment Guide, and on a hoarding at Opera House, Bombay. According to the complainant, the claim in the press Ad and hoarding and on bus panels says that the above brand "ensures zero cavity". This is false and misleading as "there is no product in the world which can ensure zero cavity". The press Ad itself says that the product "makes the teeth ..... more resistant to cavities". There is a significant difference between "zero cavity" and "more resistant to cavities".	July 1995 Chapter I.1. Not truthful. The Ad has been discontinued.

Complaints that were UPHELD by the Consumer Complaints Council

Sr. No.	Advertiser	Agency	Nature of Complaint	ASCI Code
20.	PARLE PRODUCTS LTD - Melody Chocolates C. 1143 - 5/95 105TH - 12/7/95 Dr. Dushyant V. Punwani	EVEREST ADVERTISING (P) LTD	Complaint against a TVC of "Melody Chocolates" on DD2. According to the complainant, the Ad shows a school assembly in progress. As soon as the speaker begins to read out a speech, a child in school uniform says, "bhashan shuroo, kuch karoon", and `shoots' a chocolate with a rubber-band catapult into the speaker's mouth, and a lot of canned laughter follows. A highly dangerous prank, and with rude comments.	July 1995 Chapter III.3. Ad manifests a disregard for safety. The Ad has been modified
21.★	MOHAN BROTHERS - Khazana Super Strong C. 1145 - 5/95 105TH - 12/7/95 Mr. S.S. Shanbhag	-	Complaint against an Ad of "Khazana Super Strong", in The Metropolis. The Ad states, "Cheers To The New Strong Taste In Town. Congratulations on launching their second strong taste in town - `Khazana'". The Ad mentions, "Khazana Super Strong Mugs. Available at select outlets only". It is an Ad for a liquor product.	July 1995 Exparte. Standards of Conduct. Chapters I.1, I.4 and III.6 (b). Not truthful. Misleading. Suggestive of an Ad for a product whose Advertising is prohibited.
22.★	MOHAN BROTHERS - Pure V.S.O.P. Grape Reserve No.1 C. 1146 - 5/95 105TH - 12/7/95 Mr. S.S. Shanbhag	-	Complaint against an Ad of "Pure V.S.O.P. Grape Reserve No.1", in The Metropolis. The Ad states, "You don't need an occasion to bring out great moments. Pure V.S.O.P. Grape Reserve No.1 - Original .... Good times .... Any time". The Ad mentions, "Reserve No.1 Very Special Glasses, available at select outlets only". It is an Ad for a liquor product.	July 1995. Exparte. Chapters I.1, I.4 and III.6 (b). Standards of Conduct. Not truthful. Misleading. Suggestive of an Ad for a product whose Advertising is prohibited.

Complaints that were UPHELD by the Consumer Complaints Council

Sr. No.	Advertiser	Agency	Nature of Complaint	ASCI Code
23.★	MOHAN BROTHERS - Khajuraho Super Strong	-	Complaint against an Ad of "Khajuraho Super Strong", in The Metropolis. The Ad states, "Anything Else is Something Less. The real choice of real men". The Ad mentions, "Khajuraho Super Strong Mugs available at Select Outlets Only". It is an Ad for a liquor product. C. 1147 - 5/95 105TH — 12/7/95 Mr. S.S. Shanbhag	July 1995 Exparte. Chapters I.1, I.4 and III. 6 (b). Standards of Conduct. Not truthful. Misleading. Suggestive of an Ad for a product whose Advertising is prohibited.
24.	INTERNATIONAL DISTILLERS (INDIA) LTD - Spey Royal Masterpieces Offer	-	Complaint against an Ad of "Spey Royal Masterpieces Offer", in Mid-Day. The Ad states, "A compact disc with every canister of Spey Royal. Making them the proud owners of two masterpieces". The Ad mentions, "Scotch Crystal Glasses available by mail order from P.O. Box No.16310, Delisle Road, Bombay 400 013". It is an Ad for a liquor brand. C. 1148 - 5/95 105TH — 12/7/95 Mr. S.S. Shanbhag	July 1995 Chapters I.1, I.4 and III.6 (b). Standards of Conduct. Not truthful. Misleading. Suggestive of an Ad for a product whose Advertising is prohibited. The Ad has been withdrawn.
25.★	MCDOWELL & CO LTD - McDowell's Single Malt	DACUNHA ASSOCIATES (P) LTD	Complaint against an Ad of "McDowell's Single Malt", in the Economic Times. The Ad states, "But now Single is something more. McDowell's Single Malt Rare Cask Decanter. Exquisitely crafted. The new meaning of Single .... stands apart". The Ad mentions, "Hurry! Get the Single Malt Rare Cask Decanter today!". It is an Ad for a liquor product. C - 1149 - 5/95 105TH — 12/7/95 Mr. S.S. Shanbhag	July 1995 Exparte. Chapters I.1, I.4 and III.6 (b). Standards of Conduct. Not truthful. Misleading. Suggestive of an Ad for a product whose Advertising is prohibited.

Complaints that were UPHELD by the Consumer Complaints Council

Sr. No.	Advertiser	Agency	Nature of Complaint	ASCI Code
26.	INTERNAT-IONAL DIS-TILLERS (INDIA) LTD - Spey Royal C.1150 - 5/95 105TH - 12/7/95 Mr. S.S. Shanbhag	SSC & B LINTAS LTD	Complaint against an Ad of "Spey Royal", in the Times of India. The Ad states, "Smuggling, violence, tax evasion. The things we went through to bring you Spey Royal. The Spey valley has been renowned as the home of the finest and most delicate blends. The fields of barley there are ripe and lush, the rivers ice-cold, the air crisp and the rest of the world far away. These ingredients and more are hand-picked to yield a blend that's especially beloved of connoisseurs". The Ad mentions, "Acquire a taste of Scotland's finest with Spey Royal Scotch Crystal Glasses. By mail order from P.O. Box No.16310, Delisle Road, Bombay - 13". It is an Ad for a liquor product.	July 1995 Chapters I.1, I.4 and III.6 (b). Standards of Conduct. Not truthful. Misleading. Suggestive of an Ad for a product whose Advertising is prohibited. The Ad has been with-drawn.
27.	INTERNAT-IONAL DIS-TILLERS (INDIA) LTD - Spey Royal C.1151 - 5/95 105TH - 12/7/95 Mr. S.S. Shanbhag	SSC & B LINTAS LTD	Complaint against an Ad of "Spey Royal", in the Times of India. The Ad states, "Spey Royal is made from some very rare ingredients. The area is liberally endowed with fields of ripe, golden barley; pure, sparkling waters tumbling down over moors of peat; and clean, crisp air. All of which are brought together by master blenders who ensure that every element harmonises with the other. The result is an especially rich and well-balanced blend". The Ad mentions, "Acquire a taste for Scotland's finest with Spey Royal Scotch Crystal Glasses. By mail order from P.O.Box No.16310, Delisle Road, Bombay - 13". It is an Ad for a liquor product.	July 1995 Exparte. Chapters I.1, I.4 and III.6 (b). Stand-ards of Conduct. Not truthful. Misleading. Suggestive of an Ad for a product whose Advertising is prohibited. The Ad has been with-drawn.
28.	INTERNAT-IONAL DIS-TILLERS (INDIA) LTD - Gilbey's C.1152 - 5/95 105TH - 12/7/95 Mr. S.S. Shanbhag	TRIKAYA GREY ADVERTIS-ING (I) LTD	Complaint against an Ad of "Gilbey's" in The Metropolis. The Ad states, "Purveyors of fine spirits to Charles Dickens. No wonder our customers have great expecta-tion. From 1857, when Walter and Alfred Gilbey set up a small shop in London, Charles would regularly stop for a nip. At hand were rare malts from the Speyside district of Scotland, and other fine spirits. Today, the House of Gilbey's is a part of the world's largest spirits company, IDV. Now that we are in India, we'll be making our products the same way we did in Charles' time". It is an Ad for a liquor brand.	July 1995 Exparte. Chapters I.1, I.4 and III.6 (b). Stand-ards of Conduct. Not truthful. Misleading. Suggestive of an Ad for a product whose Advertising is prohibited. The Ad has been with-drawn.

Complaints that were UPHELD by the Consumer Complaints Council

Sr. No.	Advertiser	Agency	Nature of Complaint	ASCI Code
29.	UNITED BREWERIES LIMITED - Kingfisher C. 1153 - 5/95 105TH – 12/7/95 Mr. S.S. Shanbhag	HINDUSTAN THOMPSON ASSOCI-ATES LTD	Complaint against an Ad of "Kingfisher", in the Economic Times. The Ad states, "Today, the world raises a toast to an Indian victory. Stockholm, October 11, 1994 - The famous Indian lager, Kingfisher, was today unanimously crowned **'The Best Light Lager'**, by a distinguished jury at the Stockholm Beer Festival. The final choice is reported to have been made after tasting and evaluating 240 different brands from across the world. Kingfisher - The King of Good Times". It is an Ad for a liquor product.	July 1995 Chapter III.4. In breach of the law. The Ad was a one time insertion.
30.	INTERNAT-IONAL DIS-TILLERS (INDIA) LTD - Spey Royal C. 1154 - 5/95 105TH – 12/7/95 Mr. S.S. Shanbhag	SSC & B LINTAS LTD	Complaint against an Ad of "Spey Royal", in the Times of India. The Ad states, "Over 100 years old, from a legendary Scottish valley and virtually unknown. The fields of barley there are ripe and lush, the air crisp and clean and the rivers ice-cold. These ingredients and more are hand-picked to yield a blend that's exceptionally smooth and rich". The Ad mentions, "Acquire a taste for Scotland's finest with Spey Royal Scotch Crystal Glasses. By mail order from P.O. Box No. 16310, Delisle Road, Bombay 13". It is an Ad for a liquor product.	July 1995 Exparte. Chapters I.1, I.4 and III.6 (b). Standards of Conduct. Not truthful. Misleading. Suggestive of an Ad for a product whose Advertising is prohibited. The Ad has been withdrawn.
31.★	DABUR INDIA LIMITED - Dentacare Toothpowder C. 1157 - 5/95 105TH – 12/7/95 Rediffusion Advtg. Pvt Ltd.	EVEREST ADVERTIS-ING (P) LTD	Complaint against a TVC of "Dentacare Toothpowder", on DD. According to the complainant, the commercial disparages another toothpowder. In the commercial, the advertiser has shown a red and white toothpowder pack which resembles Colgate toothpowder and claimed "that it is an age-old brand of toothpowder which kills only 2-4 germs". The above has been depicted by a visual animation which shows that the germs attack teeth, only few get killed and the rest make the teeth pale and discoloured. The Ad then claims that "Dentacare toothpowder contains powerful limonoids which kills all the germs". The above has been depicted by an animation which shows that all the germs are killed, leaving the teeth sparkling white and shining.	July 1995 Chapters I.1 and IV.1 (e). Claims not substantiated. Ad unfairly denigrates another product by implication.

Complaints that were UPHELD by the Consumer Complaints Council

Sr. No.	Advertiser	Agency	Nature of Complaint	ASCI Code
32.	MARICO INDUSTRIES LTD - Parachute Coconut Oil C. 1158 - 6/95 105TH – 12/7/95 Peoples Union for Social Honesty	LINTAS INDIA LTD	The TVC amounts to unfair trade practice, contains false and misleading claims, with a view to disparaging another identifiable toothpowder. Complaint against a TVC of "Parachute Coconut Oil", on DD. According to the complainant, the statement "Parachute hair oil with Aar-Par clarity i.e. of better clarity than other brands of coconut oils", is not factual. Parachute coconut oil bought in the market was compared with other coconut oils available. "All appeared to have the same clearness". The claim of "100% purity", needs to be supported with proof. The claim of "superior transparency, clarity", which is also mentioned on the Parachute pack, is not true.	July 1995 Chapters I.1 and IV.1 (c). Claims not substantiated. Comparison was not factual, accurate or capable of substantiation. The Ad has been modified.
33.	HOECHST SCHERING AGREVO LTD - Hexit C. 1155 - 5/95 106TH – 8/8/95 Padukone Advtg.	SSC & B LINTAS LTD	Complaint against a TVC of "HEXIT", on DD2. According to the complainant, the commercial depicts cockroaches crawling all over the kitchen. It is immediately followed by spraying of HEXIT on kitchen utensils and the claim made that it "hunts and kills household insects". The complainant takes strong objection to the visuals showing HEXIT being sprayed on the kitchen utensils. This is very harmful to humans. The Ad should comply with the warnings and safety precautions required by law to be mentioned on the pack.	August 1995 Complaint of "Hexit being sprayed on kitchen utensils" etc - **Not Upheld**. Chapter III.3. Suo motto, visual showing spraying of "some other insecticide" on utensils, refrigerator etc shows disregard for safety. The Ad has been modified.
34.★	JAYASWALS NECO LIMITED - NECO Cast Iron Pipes C. 1160 - 6/95 106TH – 8/8/95 Mudra Comm. Ltd.	L'AMOUR ADVERTISING	Complaint against an Ad of "NECO Cast Iron Pipes", in the Hindu and Gujarat Samachar. The complainant objects to "the gross misinformation" contained in the Ad, regarding PVC, which is "considered as one of the most suited products for the purposes and uses mentioned in the Ad". The prominent mention of the claim, "PVC Pipes, Feast For Rats", and the other adverse criticisms of PVC pipes is considered to be malicious and misleading.	August 1995 Exparte. Chapters I.1 and IV.1 (c). Not truthful. Comparison not factual, accurate or capable of substantiation.

Complaints that were UPHELD by the Consumer Complaints Council

Sr. No.	Advertiser	Agency	Nature of Complaint	ASCI Code
35.	KELVINATOR OF INDIA LTD - Kelvinator Refrigerators C. 1161 - 6/95 106TH 8/8/95 Godrej-GE Appliances Mal.	-	Complaint against an Ad of "Kelvinator Refrigerators", in The Tribune and Dainik Punjab Kesari. According to the complainant, "Kelvinator has sought to compare certain features of its Refrigerators with those of Godrej Refrigerators. The feature sought to be highlighted in the heading, as well as in the body of the Ad is the "Auto Drainage and Evaporation System". A comparative chart contained in the Ad goes on to declare that "whereas the Masterpiece Delux Model of Kelvinator has the Auto Drainage and Evaporation System, the Classic model of Godrej Refrigerator does not have the same facility". "The Ad under reference is deceptive and misleading since a Deluxe model of Kelvinator is being compared to a regular model of Godrej. In fact, the Deluxe Classic model of Godrej does have an Auto drainage and Evaporation System, and conversely, the regular Masterpiece model of Kelvinator does not have the said system". "The chart thus seeks to mislead the unwary consumer by making a comparison which is not only unwarranted and highly deceptive, but is also one which disparages Godrej Refrigertors".	August 1995 Exparte. Chapter IV.1 (b). Ad confers an artificial advantage upon the advertiser, suggesting a better bargain is offered than is truly the case. The Ad has been withdrawn
36.★	MALABAR BUILDING PRODUCTS LTD - Display - Artz Range	FOLK-LORE COMMU-NICATION MANAGE-MENT SERVICES C. 1162 - 6/95 Mr. P. Mohan Sachdev 106TH 8/8/95	Complaint against an Ad of "Display - Artz Range - The Artz Gallery, Hyderabad", in the Deccan Herald. The complainant considers the comparison between an "M.F. Husain piece of art" with a Washbasin, to be in bad taste, offending a well-known personality.	August 1995 Exparte. Chapter I.3. Reference to a person without permission, conferring an unjustified advantage on the product advertised.
37.	MALABAR BUILDING PRODUCTS LTD - Display - Artz Range	FOLK-LORE COMMU-NICATION MANAGE-MENT SERVICES C. 1163 - 6/95 Mr. P. Mohan Sachdev 106TH 8/8/95	Complaint against an Ad of "Display - Artz Range - The Artz Gallery, Bangalore", in the Deccan Herald. The complainant considers the comparison between a "Satish Gujral piece of art" with a Water Closet, to be in bad taste, offending a well-known personality.	August 1995 Chapter I.3. Reference to a person without permission, conferring an unjustified advantage on the product advertised. The Ad has been withdrawn.

Complaints that were UPHELD by the Consumer Complaints Council

Sr. No.	Advertiser	Agency	Nature of Complaint	ASCI Code
38.★	HINDUSTAN LEVER LTD - Lifebuoy Plus Soap	LINTAS INDIA LTD	Complaint against - a claim appearing on the wrapper of Lifebuoy Plus Soap - "Accepted by MTAs", and complaint against the TVC of Lifebuoy Plus Soap on DD. According to the complainant, despite the ASCI's Upheld decision (93/94), the advertiser continues to print on the wrapper of the Lifebuoy Plus soap, that it is "accepted by MTAs - Medical Technologists Association". Such a claim is msleading. The TVC of Lifebuoy Plus soap contains a claim which is false and misleading as could be seen from the following: **Ordinary soap** **Visual depicts "do not wash away most germs".** **Lifebuoy Plus** **Visual depicts "Lifebuoy Plus removes germs - 99%".** This TVC gives the impression that by using Lifebuoy Plus soap, 99% of the germs would be removed. This is a false and misleading claim. Any anti-bacterial benefit claim as is being made by the Lifebuoy Plus soap commercials is covered by BIS Standard No.IS:11479:1985. Considering the ingredients used in the product, the above claim is not at all sustainable if the said product is tested as per the protocol recommended in BIS Standard No.IS:11479:1985 for total skin bacterial population. The advertiser should substantiate the claim made in the above commercial by scientific evidence, based on the protocol recommended in the said BIS Standard.	August 1995 Chapter I.1. Compliance assured by advertiser, in respect of claim on soap wrapper. Chapter I.1. The claim in the TVC, "Lifebuoy Plus removes 99% germs as well as cures minor skin conditions", was not substantiated.
39.★	HERBERTSONS LIMITED - Bagpiper Club Soda	EVEREST ADVERTISING PVT LTD	Complaint against an Ad of "Bagpiper Club Soda", in the Lokprabha. According to the complainant, "It appears to be an Ad for a liquor brand and appropriate action should be taken in the matter".	August 1995 Chapters I.1, I.4, III.6 (a+b). Standards of Conduct. Not truthful. Misleading. Suggestive of an Ad for a product whose Advertising is prohibited.

Complaints that were UPHELD by the Consumer Complaints Council

Sr. No.	Advertiser	Agency	Nature of Complaint	ASCI Code
40.	RALLIS INDIA LIMITED - Herbofit Capsules	CLARION ADVERTISING SERVICES LTD	Complaint against an Ad of "Herbofit Capsules", in the Sanj Loksatta. The complainant is of the view that "the exclusion of pure ghee and sugar, from the contents of the capsule, as mentioned clearly in the Ad, disqualify the product from being labelled as `Chyawanprash', a well-known Ayurvedic formula/preparation in which pure ghee and sugar are essential ingredients. The Ad is misleading the public".	August 1995 Chapter I.4. The headline "Chyawanprash Kaal. Chyawanprash Aaj", distorts facts and is misleading. The Ad has been withdrawn.
41.	URSHESHU PETROLEUM LIMITED - Distributorships for Petroleum Products	NOBLE PUBLICITY SERVICES	Complaint against an Ad of "Distributorships for Petroleum Products", in the Sanj Loksatta. According to the complainant, "the Ad is misleading the public and particularly intending applicants for distributorship, by stating, `India's would be Largest Private Sector Petroleum Company', even before they have commenced business operations. Such a claim needs to be substantiated".	August 1995 Chapter I.4. Misleading. Exaggeration likely to mislead target consumers. Ad withdrawal assured.
42.	SUMAN MOTELS LTD - Suman Earth Bond	-	Complaint against an Ad - pamphlet and participation form, of "Suman Earth Bond". According to the complainant, "the Ad misguides the investors by stating CRISIL rating of `FA' in their pamphlet, whereas in the form for investment in Earth Bond this rating is omitted. Several ventures of Suman Group are listed in the same pamphlet", which is misleading.  "By all means they are taking the investors for a ride, by saying that CRISIL has given `FA' rating to their Earth Bond, which is not the case. (CRISIL rating applicable only to company deposits, not to Earth Bond)".	August 1995 Chapter I.1. Claim "CRISIL FA rating", not truthful. The Ad has been withdrawn.
43.	LIBRA PLANTATION LTD - Greenshare Issue I - Plan C	ELAN ADVERTISING	Complaint against an Ad - pamphlet of "Greenshare Issue I - Plan C". According to the complainant, "Libra Plantation Ltd is guaranteeing Rs.4.8 lac for Rs.5000/- investment, in 15 years. It has not highlighted any risk factors in this agro-based venture. This pamphlet is misleading the investing public".	August 1995 Chapter I.1. Headline, "Rs.5000/- + 15 years = Rs.4.8 lac (96 times) Risk Free, Tax Free", not substantiated and misleading. This pamphlet has been withdrawn.

Complaints that were UPHELD by the Consumer Complaints Council

Sr. No.	Advertiser	Agency	Nature of Complaint	ASCI Code
44.	PARADIGM AGRO PRODUCTS LTD - En-Friend - Newest Teak Scheme	MERCANTILE ADVERTISING	Complaint against the Ads of "En-Friend - Newest Teak Scheme", in Mid-Day. According to the complainant, "these Ads have misguided the public by saying - investment gives Tax-Free returns, and return of 15% P.A. guaranteed from third year, and 200% annualised capital appreciation will be provided". Although all agro-ventures are subject to natural calamities, the Ads have not mentioned their draw-backs or risk factors, in the scheme.	August 1995 Chapters I.4 and I.5 (e). Claims misleading by omission of information essential to the consumer interest. Risk factors contingent upon existing conditions not mentioned. The Ad has been modified.
45.★	RAJ TRAVELS & TOURS LTD - Raj's Grand Offer	-	Complaint against an Ad of "Raj's Grand Offer", in the Business Times section of the Times of India. According to the complainant, the Ad refers to an article, "Government derecognises Raj Travels" published in the Business Times of June 27. "The article quoted extensively a Government of India notification and was not based on hearsay". The Ad has reproduced only a part of the article and deleted those portions wherein the government circular has been quoted. Besides these omissions, the words like "misinformed" and "jealous" in the Ad are likely to mislead the reading public.	September 1995 Chapter I.4. Headline violative and misleading ,by means of implications and omissions.
46.	I.T.C. LTD - Wills World Series Cricket	HINDUSTAN THOMPSON ASSOCIATES LTD	Complaint against an Ad of "Wills World Series Cricket", in the Loksatta. The complainant is of the view that "Wills" brand name of cigarettes is prominent in the Ad and hence the Ad should mention the statutory warning, which however does not appear in the Ad.	October 1995 Chapter III.6 (b). Suggestive of an Ad for a product whose Advertising is restricted. The Ad has been discontinued

C. 1182 - 7/95
106TH - 8/8/95
Mr. S. S. Shanbhag

C. 1184 - 7/95
107TH - 13/9/95
TOI News Service

C. 1171 - 7/95
108TH - 18/10/95
Mr. S. S. Shanbhag

Complaints that were UPHELD by the Consumer Complaints Council

Sr. No.	Advertiser	Agency	Nature of Complaint	ASCI Code
47.	HOECHST SCHERING AGREVO LTD - Hexit C·1212-8/95 108TH - 18/10/95 Mrs. Filomena Alvares	SSC&B LINTAS LTD	Complaint against a TVC of "HEXIT", on DD. According to the complainant, the TV Ad shows a Catholic Confessional, wherein a lady penitent is "confessing to a Priest that she is guilty of having killed cockroaches and other insects by using HEXIT". The complaint mentions, "This is not only a blatant attack on the Sacred Sacramental Rites of the Catholic Church, but also a mockery and violation of the last norm of religious decency. This ridicules and severely offends the religious practices", and is offensive.	October 1995 Chapter II. Likely to cause widespread offence to Public. The Ad has been withdrawn.
48.	HOECHST SCHERING AGREVO LTD - Hexit C·1219-8/95 108TH - 18/10/95 Mr. A·G·D'Mello	SSC&B LINTAS LTD	Complaint against a TVC of "HEXIT", on DD. According to the complainant, the sequence showing a lady penitent confessing to a Catholic Priest, about having killed cockroaches and like insects, is "considered a blatant attack on the sacred character of the Sacramental Rites of the Catholic Church". The Ad "thoughtlessly violates the norm of religious decency, and grievously offends the finer faith, feelings and sensibility of the Catholics, ridiculing their beliefs and practices". "This Ad is offensive and objectionable".	October 1995 Chapter II. Likely to cause widespread offence to Public. The Ad has been withdrawn.
49.	MARICO INDUSTRIES LTD - Saffola Karadi Oil C·1231-9/95 108TH - 18/10/95 People's Union for Social Honesty	AMBIENCE ADVERTISING PVT LTD	Complaint against a TVC of "Saffola Karadi Oil", on DD. According to the complainant, the Ad shows a chaotic scene in which a person gets a heart attack and is rushed to hospital by his family. Then it is claimed that "if one uses Saffola which is a Life Insurance, such situations can be avoided". This creates unnecessary fear in the minds of viewers. In the Ad there is no evidence that by consuming Saffola (Karadi oil), heart attacks can be definitely prevented. Apart from cholesterol there are several other factors giving rise to cardiac disorders. The Ad does not show that the use of Saffola prevents these factors. Hence the claim of Saffola reducing cardiac disorders is not sustainable. "Saffola as a life Insurance", is an exaggeraged claim and gives the viewer the impression that Saffola is giving him assurance of life, which is a misleading and wrong statement.	October 1995 Chapter I.4. The claim, "Saffola is a Life Insurance against Coronary Heart Diseases", is a gross exaggeration likely to mislead consumers. Advertiser assured that Ad is being modified.
50.★	USHAK KAAL ADVERTISING PVT LTD - Chelsea Jeans C·1191-7/95 108TH - 18/10/95 Mr. P. Mohan Sachdev	-	Complaint against an Ad of "Chelsea Jeans", in the Cine Blitz magazine. According to the complainant, the headline and the illustration, by implication, are considered to be in bad taste and are offensive to public decency.	October 1995 Chapter II. Likely to cause widespread offence to Public. The Ad has been modified partially.

Complaints that were UPHELD by the Consumer Complaints Council

Sr. No.	Advertiser	Agency	Nature of Complaint	ASCI Code
51.★	USHAK KAAL ADVERTISING PVT LTD - Chelsea Jeans	-	Complaint registered against an Ad of "Chelsea Jeans", in the Society magazine. According to the complaint, the headline and the illustration, by implication, are considered to be in bad taste and are offensive to public decency.	October 1995 Chapter II. Likely to cause widespread offence to Public. The Ad has been modified partially
	C. 1192. 7/95 108TH - 18/10/95 Suo motu			
52.★	CONVENIENCE MARKETING PVT LTD - Softel - The Home Ice Cream Maker	TRITON COMMUNICATIONS (P) LTD	Complaint against an Ad of "Softel - The Home Ice Cream Maker", in the Times of India. According to the complainant, the Ad states, "Beware. Almost all ice creams available at parlours contain a non-veg extract. That's the bad news. The good news is, there is a vegetarian alternative: Softel makes delicious ice cream, in the flavour of your choice, at home. So why have a beast when you can have a feast?" The Ad gives false or misleading information disparaging comparable goods, services and trade to the public in general.	October 1995. Chapter IV.1 (e). Unfairly denigrates other comparable products.
	C. 1193 - 7/95 108TH - 18/10/95 Vadilal Dairy International ltd.			
53.★	CONVENIENCE MARKETING PVT LTD - Softel - The Home Ice Cream Maker	TRITON COMMUNICATIONS (P) LTD	Complaint against an Ad of "Softel - The Home Ice Cream Maker", in the Bombay Samachar. According to the complainant, the Ad (in Gujarati) mentions, (translated in English) "In the ice creams which are available at parlours there could be a gelatine which is manufactured from bones of the cow (truly). The true appeal is vegetarian, delicious, Softel ice cream in which you get, sitting at home, your choice of taste and smell. When you can easily have vegetarian then why go in for non-vegetarian".	October 1995 Chapter IV.1 (e). Unfairly denigrates other comparable products.
	C. 1194 - 7/95 108TH - 18/10/95 Vadilal Dairy International ltd.			
54.	STADMED PVT LTD - Zolam Alprazolam Tablet	PRESSCO ADVERTISING	Complaint against an Ad of "Zolam Alprazolam Tablet", in Indian Journal Of Clinical Practice. According to the complainant, in the Ad the visual shows a strip of another product, "VALIUM 5" with the words `ADIEU'. The advertiser claims certain advantages of Alprazolam over Diazepam (Valium). However, the Ad is silent regarding side effects of Alprazolam, such as withdrawal symptoms, etc. This is an unfair practice.	October 1995 Chapter IV.1 (e). Discredits a competitive product. The Ad has been modified.
	C. 1207 - 8/95 108TH - 18/10/95 Piramal Healthcare ltd.			
55.★	TIMES BANK LIMITED - Timesbank	-	Complaint against an hoarding of "Timesbank", at Sion, Bombay. According to the complainant, the hoarding reads "A new bank that is 150 years old". The statement is contradictory. What is new cannot be 150 years old. Secondly Times Group may be 150 years old, that does not make their latest offspring "Timesbank", equally old. The Ad is misleading and contrary to facts.	October 1995 Chapter I.4. False and Misleading.
	C. 1208 - 8/95 108TH - 18/10/95 Mr. Pramod Naik			

Complaints that were UPHELD by the Consumer Complaints Council

Sr. No.	Advertiser	Agency	Nature of Complaint	ASCI Code
56.	DHARAMPAL PREMCHAND LTD - Baba Premium Chewing Tobacco C. 1218 - 8/95 108 TH - 18/10/95	CRAYONS ADVTG & MKTG PVT LTD Mr. Akbar Pasha	Complaint against an Ad of "Baba Premium Chewing Tobacco", in the Capital Market. According to the complainant, the Ad is for a chewing tobacco but it does not have any statutory warning that `chewing tobacco is harmful for health'.	October 1995 Chapter III.4. Breach of the law(Omission of statutory warning). Advertising Agency assured that Ad is being modified.
57.	MIDEAST (INDIA) LTD - M'escos Shoes C. 1196 - 7/95 108 TH - 18/10/95 Mr. Jayanti Bhave	LINTAS INDIA LTD	Complaint against an Ad of "M'escos Shoes", in the Times of India. According to the complainant, "small cobblers are referred to in a derogatory tone doubting their capacities, portraying them only as capable of copying a model design having no originality or creativity". According to the Ad text, most cobblers are like "Madan bhaiyas" - deskilled, making inferior quality shoes and are worthy only of imitation. Thus they are not proficient workers who can make good shoes. Local Indian shoe makers are inferior, lack skills and produce poor quality products". Simultaneously, it is implied that "small cottage industries make inferior quality products". In the Ad, are 2 diagrams of shoes, one labelled "the local Indian make" and the other "a M'escos make". All parts of the "Indian shoe" are highlighted as "poor quality". Adjectives like "poor fit", "poorly processed leather", "really lousy leather" further emphasizes the claimed contrast between the local Indian make and an international M'escos make. However there is no proof cited to validate M'escos claim of a good quality other than M'escos claim, which is inherently biased.	October 1995 Chapter I.1. Claim not substantiated. The Ad has been withdrawn.
58.★	JAYASWALS NECO LIMITED - NECO Cast Iron Pipes C. 1201 - 8/95 108 TH - 18/10/95 Chemicals & Plastics (I) Ltd.	L'AMOUR ADVERTISING Mr. S. Subramanian	Complaint against an Ad of "NECO cast Iron Pipes", in Gujarat Samachar, Ahmedabad. According to the complainant, the following statements made in the Ad are considered totally wrong, malicious and issued with an intent to deceive the reader. Technical information in support of the complaint and refuting the following allegations in the Ad, were provided by the complainant.	October 1995 Chapters I.1 and IV.1 (c). Not truthful. Comparison not factual, accurate or capable of substantiation.

Complaints that were UPHELD by the Consumer Complaints Council

Sr. No.	Advertiser	Agency	Nature of Complaint	ASCI Code
			1)Rats feast on PVC pipes. 2)Europe and America have discarded PVC pipes as a fire hazard. 3)PVC pipes do not bear ISI mark. 4)PVC pipes tend to crack and leak. 5)PVC pipes are susceptible to damage, give way quickly.	
59.	AMRUTANJAN LIMITED - Amrutanjan Pain Balm C. 1221 - 8/95 108TH - 18/10/95 Mr. S. S. Shanbhag	OGILVY & MATHER	Complaint against an Ad of "Amrutanjan Pain Balm", in the Loksatta. According to the complainant, the claim, "Amrutanjan can give relief from the headache of leaving the children to their school in time", is misleading. The claim, "Amrutanjan can give relief from the headache of reaching the office in time", is misleading. "Such types of headaches cannot be relieved by pain balm like Amrutanjan".	October 1995 Chapter I.1. Claims were not true. The Ad has been withdrawn.
60.★	N.T.L. LTD - Readymade Garments C. 1195 - 7/95 109TH - 21/11/95 Mr. Prakash Kalyani	JYOTI PUBLICITY CO	Complaint against an Ad of "Readymade Garments for Sale", in the Times of India. The complainant is of the view that sub-standard goods at hiked up prices, which are then offered at substantial reduction, are being advertised to the public and this is misleading. The public should also be informed of who are the organisers of the sale - name and complete address of N.T.L Ltd and other relevant information which will confirm genuineness of the goods and the authenticity of the sale transactions.	November 1995 Exparte. Chapter I.1. Genuineness of the sale offer not substantiated.
61.	SUMAN MOTELS LTD - Suman Earth Bond C. 1180 - 7/95 109TH - 22/11/95 Mr. S. S. Shanbhag	JAYA ADVERTISING	Complaint against the hoarding of "Suman Earth Bond", at Mahim, Bombay. According to the complainant, the Ad states, "112% guaranteed return per annum". On inquiring their representative replied that "investors will not be getting 112% guaranteed income the next year, but only after the 6th, 9th and 15th year". The company's hoarding is misleading and gives the impression to the public that investors would get 112% the very next year. The words "after 6th, 9th and 15th years" should have been added below 112% per year.	November 1995 Chapter I.4. Misleading, omitted essential information. The Ad has been withdrawn

Complaints that were UPHELD by the Consumer Complaints Council

Sr. No.	Advertiser	Agency	Nature of Complaint	ASCI Code
62.	BAJAJ AUTO LTD - College Campus Ad	LINTAS INDIA LTD	Complaint against a TVC of "College Campus Ad", on DD. According to the complainant, the said Ad is not in good taste as this shows a man on a bike riding inside a school/college compound, coming right upto the class-room, calling a girl student from inside and riding with her out of the premises. Girl students are likely to be carried away by this Ad and cases of leaving the classroom to join boyfriends are likely to increase. It is also unfriendly to educational institutions and appears dangerous to those around. C·1197·1/9/95 109TH – 22/11/95 Mr. Pramod Naik	November 1995 Chapters II and III.2. Likely to cause grave or wide-spread offence, and might erode community values by exploiting the vulnerability of children (students). the TVS has been withdrawn.
63.	ZENITH COMPUTERS LIMITED - Zenith Computers	REDIFFUSION DENTSU YOUNG & RUBICAM PVT LTD	Complaint against an Ad of "Zenith Computers", in The Hindu, Madurai edition. The press Ad mentions, "available at Madras (several dealers names and addresses mentioned) and Coimbatore (few dealers and addresses mentioned)". Nowhere in the Ad is it mentioned that the offer is valid only for residents of Madras and Coimbatore. In Madras two of the dealers listed in the Ad were contacted. On learning that the complainant was a resident of Tiruchirappalli and had come to Madras to purchase a computer on an instalment plan, they declined to sell the computer on the instalment scheme (which was available only to residents in selected areas). The said Ad appeared in the Madurai edition of The Hindu. This is misleading if the scheme is not applicable to residents of Madurai. C·1234-9/95 109TH – 22/11/95 Mr. Ajay Singh	November 1995 Chapter I.4. Misleading. Omitted essential information for consumers to decide on availing of the special offer made in the Ad. The Ad has been modified.
64.	E.I.D. PARRY (I) LTD - Parry's Lacto King Chocolates	HINDUSTAN THOMPSON ASSOCIATES LTD	Complaint against an Ad of "Parry's Lacto King Chocolates", in Malayala Manorama. According to the complainant, the Ad is totally misleading, i.e. calling the consumers to collect the wrappers from even roads and footpaths. This shall lead to serious unhealthy situations especially among children. They may run into the streets in the event they see a wrapper there and may be run over by moving vehicles (dangerous). They may search for wrappers in the wayside dustbins and sweepings, which shall definitely cause serious unhealthy situations and even quarrels among the children. C·1246-9/95 109TH – 22/11/95 Mr. Xavier Mathew	November 1995 Chapter III.2 (a). Encouraged children to indulge in dangerous practices. The Ad has been modified.

Complaints that were UPHELD by the Consumer Complaints Council

Sr. No.	Advertiser	Agency	Nature of Complaint	ASCI Code
65.	OTTO-BURLINGTONS MAIL ORDER PVT LTD - Panties	IMPRESSIONS ADVERTISING PVT LTD	Complaint against an Ad of "Panties", in the Indian Express. According to the complainant, some of the photographs are objectionable "as they reveal more than the panty is supposed to conceal". C. 1248 - 9/95 109TH - 22/11/95 Mr. P. K. Naik	November 1995 Chapter II. Ad displayed in a Daily likely to cause widespread offence to the public, in the light of prevailing standards of propriety. Advertiser assured that Ad is being modified.
66.	OTTO-BURLINGTONS MAIL ORDER PVT LTD - International Home Shopping Bazar	IMPRESSIONS ADVERTISING PVT LTD	Complaint against an Ad of "International Home Shopping Bazar", in the Indian Express. The complainant requests a ban on "such vulgar Ads" (revealing photographs showing intimate feminine underwear), from being printed in daily newspapers. C. 1258 - 9/95 109TH - 22/11/95 Mr. K. K. Swaroop	November 1995 Chapter II. Ad displayed in a Daily likely to cause widespread offence to the public in the light of prevailing standards of propriety. Ad has been modified.
67.	CITIBANK N.A. - Highest Returns on Deposits	HINDUSTAN THOMPSON ASSOCIATES LIMITED	Complaint against an Ad of "highest returns on deposits", in the Times of India. According to the complainant, the Ad is misleading as it states that "Citibank only, offers 12% p.a., highest interest return to its depositors". This is far from the truth as the interest rates are governed by the Reserve Bank of India notification and no bank, Foreign or Indian, can violate the RBI directive. C. 1251 - 9/95 109TH - 22/11/95 Mr. S. N. Nadkarni	November 1995 Chapter I.1. Not truthful. The Ad has been modified.
68.	RAM KAASHYAP CHITS PVT LTD - Chit Funds	INSIGHT ADVTG & COMMUNICATIONS PVT LTD	Complaint against an Ad of "Chit Funds", in The Hindu. According to the complainant, the company has stated that a chit fund (obviously including itself) cannot fail when conducted in a professional, fair and honest way and that this is ensured "through RBI regulations in favour of the investor". This claim is not in order as there are no RBI regulations aimed at ensuring the proper conduct of chit fund business. The Ad, therefore, tends to mislead the unwary public. C. 1253 - 9/95 109TH - 22/11/95 Mr. P. R. R. Nair	November 1995 Chapter I.1. Not truthful. The Ad has been discontinued.

Complaints that were UPHELD by the Consumer Complaints Council

Sr. No.	Advertiser	Agency	Nature of Complaint	ASCI Code
69.	BPL LIMITED - Chicago Symphony Orchestra Performance	TRIKAYA GREY ADVERTISING (I) LTD	Complaint against an Ad of "BPL presents the Chicago Symphony Orchestra", in the Times of India. According to the complainant, in the same paper on the same day, on page 3, a newspaper report stated that in actual fact, the Chicago Symphony Orchestra is not performing, but only four musicians from the famous orchestra are performing, together with some others. This is a blatant misrepresentation of fact. Surely the advertiser and the advertising agency knew of the facts before the Ad was released. C. 1255 - 9/95 109TH - 22/11/95 Mr. Jayanta Sengupta	November 1995 Chapter I.1. Not truthful. One time announcement of an event not factually correct because of circumstances beyond the Advertiser's control.
70.	SIEMENS TELECOM LTD - Beetel Phones	LINTAS INDIA LTD	Complaint against an Ad of "Beetel Phones", in the Times of India. According to the complainant, it is a misstatement of facts with a view to mislead, misrepresent and play on the minds of readers. The Ad also imitates the layout style of Economic Times and names a fictitious "Gayatri Mehta". It is unfair to its competitors who have not resorted to such cheap tricks to gain attention. The Ad masquerades as a newsitem and nowhere is "ADVT" mentioned. C. 1257 - 9/95 109TH - 22/11/95 Mr. Mathew P. John	November 1995 Chapter I.4. Misleading. The Ad has been modified.
71.	INDIAN SCHOOL OF LABOUR EDUCATION - Recognised 6 Months Correspondence Courses	-	Complaint against an Ad of "Recognised 6 months Correspondence Courses", in The Hindustan Times, New Delhi. According to the complainant, the Ad mentions "Diploma in Labour Welfare and Diploma in Industrial Psychology are recognised by Govt. of India, Ministry of Defence, Ordnance Factory Board, Calcutta". Whereas the Ministry of Defence, Ordnance Factory Board, Calcutta has denied that they have ever issued any recognition letter to Indian School of Labour Education. Moreover, the claim "recognition for other courses applied with Ministry of Defence & Ministry of Labour, Govt. of India" - this is also another false claim by the said institute. The Chairman of the institute is aware that recognition to Management courses is to be obtained only from All India Council for Technical Education (a statutory body awarding recognition to Management courses), under Ministry of HRD, Govt. of India. C. 1262 - 10/95 109TH - 22/11/95 Mr. S. Swaminathan	November 1995 Chapter I.1. Not truthful. The Ad has been withdrawn.

Complaints that were UPHELD by the Consumer Complaints Council

Sr. No.	Advertiser	Agency	Nature of Complaint	ASCI Code
72.	LIVING MEDIA INDIA LIMITED - Free Gift cum Discount Offer C · 1285 - 10/95 109th - 22/11/95	NEXUS EQUITY ADVTG (P) LTD	Complaint against an Ad of "Free Gift cum Discount Offer", in India Today. According to the complainant, the Ad says that India Today will provide a free stereo with "feather-touch" controls, whereas the Ad has shown a stereo with large mechanical push button switches. Feather touch controls in Electronic equipment are quite different. They usually come with devices which have remote controls and are much more expensive. This Ad is misleading. Mr. Gaurav Bansal	November 1995 Chapter I.1. Not truthful. Advertiser assured that of Ad has been modified
73.	GOLDEN HILL FARMS - Incentive Offer C · 1225 - 8/95 110th - 27/12/95	AIMADS COMMUNICATIONS	Complaint against an Ad of "Incentive Offer", in the Malayala Manorama. As an incentive the Ad offers, "school uniforms for children, made to their size, will be sent free". The complainant invested, and in reply he got a post card from the company asking him to send measurements for the uniform. After doing so, uptill now no uniform has been sent to him. This is a false Ad. Mr. Kallada Hamza	December 1995 Exparte. Chapter I.1. Claim was false.
74.	COLGATE PALMOLIVE (I) LTD - Colgate Dental Cream C · 1277 - 10/95 110th - 27/12/95 Chaitra Leo Burnett	REDIFFUSION DENTSU YOUNG & RUBICAM PVT LTD	Complaint against a TVC of "Colgate Dental Cream", on DD and Zee TV. According to the complainant, the product claim of Colgate Dental Cream, "The best care for ones gums and teeth", is highly exaggerated. The complainant does not think that any manufacturer of any product can ever claim its product to be the best, without proof.	December 1995 Chapters I.4 and I.5. Claim misleading by omission of comparative information and considered an exaggeration which abuses trust of consumers. The TVC has been modified.

Complaints that were UPHELD by the Consumer Complaints Council

Sr. No.	Advertiser	Agency	Nature of Complaint	ASCI Code
75.	SYMPHONY COMFORT SYSTEMS LTD - Symphony Crystal Clear Water Purifier C. 1288 - 10/95 110th - 27/12/95 Triton Comms - P. Ltd.	MUDRA COMMUNI-CATIONS LTD	Complaint against a TVC (on DD, Zee TV and SUN TV) and a press Ad (in Mid-Day), of "Symphony Crystal Clear Water Purifier". According to the complainant, the Ads are unethical and misleading. The TVC flashes an "identifiable picture" of Aquaguard which is the brand leader in this category, whilst the copy runs down the Ultra Violet technology. These comparisons are unethical. The Symphony TVC and press Ad highlight the following: (1) "Why drink dead germs?" (2) "No germs. Dead or Alive". This is misleading because it is creating fear without a proven technical basis. In nature there are good as well as harmful bacteria. The harmful bacteria are harmful only as long as they are alive. Also the bacteria shown in the commercial are magnified which makes them look like worms. This is ridiculous.	December 1995 Chapters I.4 and IV.1 (e). TVC - Misleading visuals. Denigration of comparable product/ process (UV). Press Ad - Headline misleading. Claims, "Pure water, nothing else" and "No germs dead or alive", not substantiated. Denigration of comparable process (UV). The Ads have been withdrawn.
76.	GANGADHARAM APPLIANCES LIMITED - Butterfly Copper Bottom Pressure Cooker C. 1238 - 9/95 111TH - 24/1/96 Hawkins Cookers Ltd.	SISTA SAATCHI & SAATCHI ADVERTIS-ING	Complaint against an Ad of "Butterfly Copper Bottom Pressure Cooker", in the Deccan Herald, Bangalore. According to the complainant, the Ad states "It saves me gas. My other two pressure cookers don't". This claim is absurd, misleading and false. The advertiser should provide substantiation for the claim, "the special grade of Salem stainless steel that conducts heat better". The claimed property of "staying flat and making the flames spread evenly and of being a better conductor of heat than a steel-aluminium bottom", is dependent upon the thickness and mass of the copper used. The advertiser should specify the thickness of the copper plate used by them and compare its efficacy with the 4 mm thick aluminium plate used in another brand stainless steel pressure cooker, before propagating such false and misleading statements.	January 1996 Chapter I.1. Claim, "It saves me gas", not substantiated. The Ad has been modified.

Complaints that were UPHELD by the Consumer Complaints Council

Sr. No.	Advertiser	Agency	Nature of Complaint	ASCI Code
77.	MIRC ELECTRONICS LIMITED - Onida 29 TV	ADVERTISING AVENUES	Complaint against an Ad of "Onida 29 TV", in the Deccan Chronicle. According to the complainant, the Ad mentions, "Onida 29 - Strictly for the rich & famous". The complainant interpreted from this caption that the product is being treated as a luxury product and its target market is the rich (who mostly seek luxury and prestige), but not the poor and middle class. The caption will certainly hurt the feelings of the poor and middle class people. This is objectionable.	January 1996 Original complaint NOT UPHELD, claim not objectionable. Chapters I.3 and IV.2. Suo motto UPHELD. Unjustifiable use of the names of other firms and unfair advantage of their goodwill. The Ad has been withdrawn.
78.★	ORIENT TRUST OF INDIA LIMITED - Recruitment	NIHA COMMUNICATIONS (P) LTD	Complaint against an Ad of "Recruitment", in the Deccan Chronicle, Hyderabad. According to the complainant, this Ad appeared earlier in the same newspaper, and in responding to the Ad he was cheated by the company. `Severe preconditions for employment' not included in the Ad. He reported the same to the Deccan Chronicle, which published verbatim his complaint. There was no repetition of the Ad until this recent insertion.	January 1996 Exparte. Chapters I.4 and I.5. Misleading. Abuses trust of consumers. Remuneration package not genuine.
79.	BPL LIMITED - BPL Frost-Free Refrigerator	McCANN-ERICKSON (INDIA) PVT LTD	Complaint against an Ad of "BPL Frost-Free Refrigerator", in the Times of India. According to the complainant, the claims, "in times of power failure, water drips all over the food in ordinary refrigerators because of the melting of frost", and "BPL refrigerator is Frost Free. So Problem Free", are misleading the consumers. In ordinary refrigerators there is a "CHILLER tray" which collects the melted frost. When power is shut off, the ordinary (direct cooled) refrigerators take much longer to get warm as there is a considerable build up of frost and hence thermal inertia. In a frost free refrigerator, cooling is achieved by a fan which circulates chilled air. As soon as power is cut off, the fan stops and the refrigerator becomes warm faster than would ordinary refrigerators. In areas where power failures are frequent, the ordinary refrigerators may maintain food fresh for a longer period of time, due to thermal inertia.	January 1996 Chapter I.4. Misleading. The Ad has been withdrawn.

Complaints that were UPHELD by the Consumer Complaints Council

Sr. No.	Advertiser	Agency	Nature of Complaint	ASCI Code
80.	TIDE WATER OIL CO (INDIA) LTD - Mitsubishi Low Smoke 2T Engine Oil	CLARION ADVERTISING SERVICES LTD	Complaint against an Ad of "Mitsubishi Low Smoke 2T Engine Oil", in the Telegraph. According to the complainant, the Ad showing a very young child 'smoking' a cigar, is unethical and harmful.	January 1996 Chapter III.3. Without justifiable reason shows a dangerous practice. The Ad has been withdrawn.
	C. 1295 - 11/95 111TH - 24/1/96 Mr. Arta Mishra			
81.	TIDE WATER OIL CO (INDIA) LTD - Mitsubishi Low Smoke 2T Engine Oil	CLARION ADVERTISING SERVICES LTD	Complaint against an Ad of "Mitsubishi Low Smoke 2T Engine Oil", in Debonair. According to the complainant, the illustration of a baby shown with a half burnt cigar placed between the lips, appears to be "smoking". Exploiting children in this fashion and associating minors with tobacco-based products, is objectionable.	January 1996 Chapter III.3. Without justifiable reason shows a dangerous practice. The Ad has been withdrawn.
	C. 1297 - 11/95 111TH - 24/1/96 Dr. Hasmukh C. Shah			
82.	TIDE WATER OIL CO (INDIA) LTD - Mitsubishi Low Smoke 2T Engine Oil	CLARION ADVERTISING SERVICES LTD	Complaint against an Ad of "Mitsubishi Low Smoke 2T Engine Oil", in Chitralekha. According to the complainant, the Ad shows a small child with a cigar in the mouth. The complainant does not see any relevance with the engine oil and the illustration of the child in the Ad. The complainant requests ASCI to advise the advertiser/ agency to stop publishing the offending Ad.	January 1996 Chapter III.3. Without justifiable reason shows a dangerous practice. The Ad has been withdrawn.
	C. 1328 - 12/95 111TH - 24/1/96 Mr. Shailesh K. Shah			
83.	AMRUTANJAN LTD - Amrutanjan Maha Strong Pain Balm	VISESH ADVERTISING P. LTD	Complaint against an Ad of "Amrutanjan Maha Strong Pain Balm", in the Eenadu and Deccan Chronicle. According to the complainant, the advertiser has no right to claim - "The Only Multipurpose Pain Balm", as there are many such products in the market.	January 1996 Chapter I.1. Not truthful, claim not substantiated. The Ad has been modified.
	C. 1296 - 11/95 111TH - 24/1/96 Nova Advtg. Palace P. Ltd.			

Complaints that were UPHELD by the Consumer Complaints Council

Sr. No.	Advertiser	Agency	Nature of Complaint	ASCI Code
84.	TRANSELEKTRA DOMESTIC PRODUCTSLTD - GoodKnight Mats	HINDUSTAN THOMPSON ASSOCI-ATES	Complaint against an Ad of "Good Knight Mats", in the Times of India. According to the complainant, the Ad mentions that, "Good Knight is the safest and most effective mosquito repellant". The use of superlatives 'safest and most effective', connotes that it is the best mat available. Does it have a special ingredient that makes it more effective than the other mats? This is misleading the consumers with such erroneous unsupported advertising. C. 1301 - 11/95 111TH 24/1/96 Chaitra Leo Burnett	January 1996 Chapters III.4 and IV.1 (c). Breach of the law (Insecticide Rules 1971, bans use of word 'safe'). Comparison not factual, accurate or capable of substantiation. The Ad has been withdrawn.
85.	TRANSELEKTRA DOMESTIC PRODUCTS LTD - Malari Vaccine from Good Knight	HINDUSTAN THOMPSON ASSOCI-ATES	Complaint against an Ad of "Malaria Vaccine from Good Knight", in Mid-Day. The complainant strongly objects to the word "vaccine" used in the Good Knight Ad. To the best of ones knowledge, there is no such thing as a 'malaria vaccine', as yet. Secondly, the concept of 'vaccine' is very serious and important particularly in the Indian context (We still have polio deaths due to lack of awareness of vaccine). Therefore to associate the word'vaccine' both with Malaria and with a product like "mosquito mats" is grossly misleading. C. 1305 - 11/95 111TH 24/1/96 Folklore Comm. Management Services P. Ltd.	January 1996 Chapter I.5. Figurative use of the phrase, 'vaccine for malaria', objectionable. Exploits lack of knowledge. The Ad has been withdrawn.
86.	HINDUSTAN LEVER LTD - Hamam Soap	CLARION ADVERTIS-ING SER-VICES LTD	Complaint against a TVC of "Hamam Soap", on DD5. According to the complainant, Hamam is a bathing bar (not a soap). Ad is misleading because Toilet soaps are of two types according to the Total Fatty matter (TFM) percentage: Above 70% TFM is classified as Toilet soap, Below 70% TFM is a Bathing bar. Hamam with TFM of 50%, is a bathing bar, not a toilet soap. The wrapper of the Hamam bar states that (TFM is 50%). But in the TVC they refer to it as, "a honest soap". C. 1329 - 12/95 111TH 24/1/96 Mr. Johnny P.	January 1996 Chapter III.4. Breach of the law. The TVC has been modified.

Complaints that were UPHELD by the Consumer Complaints Council

Sr. No.	Advertiser	Agency	Nature of Complaint	ASCI Code
87.	ARCTIC INDIA SALES - Delair Compressed Air Dryers C. 1316 - 11/95 111 TH - 24/1/96 Mr. Anand Hule	RATAN BATRA PVT LTD	Complaint against an Ad of "Delair Compressed Air Dryers", in the Times of India. According to the complainant, the sentence in the Ad published i.e. "Our competitors are busy receiving complaints", is baseless and leads to cut-throat competition. This is unfair.	January 1996 Chapter IV.1 (e). Unfairly denigrates other products. The Ad has been withdrawn.
88.★	V.V. VANNIAPERUMAL & SONS - Idhayam Gingelly Oil C. 1275 - 10/95 112 TH - 28/2/96 I.H.C.T.M.	LEKHA ADVERTISERS & FILM MAKERS	Complaint against an Ad of "Idhayam Gingelly Oil", broadcast on Ceylon Commercial Broadcasting Corpn. The Ad misleads the unwary public by claiming that "this particular brand reduces the level of cholesterol in blood, if we use/consume this brand of oil". According to the complainant, "No oil can reduce the cholesterol level in the blood".	February 1996 Chapter I.4. Misleading, over-simplification.
89.	PHILIPS ELECTRONICS & ELECTRICALS LTD - Philips Champion AR & Philips Trulite Tubelights C. 1230 - 9/95 112 TH - 28/2/96 Ms. Lakshmipathy Bhat	CONTRACT ADVTG (I) LTD	Complaint against the press Ads of "Philips Champion AR & Philips Trulite tubelights". "Philips Champion tubelight is said to provide `100% brightness and 100% life'". According to the complainant, "no tubelight can provide `100% brightness and life'. All tubelights emit lesser light (and therefore are less brighter) over time. Independent laboratory tests have also confirmed this. To that extent the claim of `100% brightness and life' is false". In the Philips trulite Ad the product is claimed to be 'clearly the best tubelight in the world'. This is mentioned without any substantiation whatsoever.	February 1996 Chapter I.1. Claims not substantiated with standard or comparable data. The Ads have been withdrawn.
90.★	BROOKE BOND LIPTON (I) LTD - Flora Extra Refined Sunflower Oil C. 1311 - 11/95 CCC 112 TH - 28/2/96 Mr. G. Haritheertham	-	Complaint against the promotion message on the pack of "Flora Extra Refined Sunflower Oil". The promotion message on the pack states, "Pufa Packed Flora - Extra Refined Sunflower Oil - Cholesterol Fighter". Flora `fights cholesterol build-up' the tasty way. So take home `the cholesterol fighter' today. According to the complainant, these claims are not truthful and not substantiated.	February 1996 Chapter I.4. Misleading. Over-statement and over-simplification in respect of role of 'Pufa' in reducing cholesterol.

Complaints that were UPHELD by the Consumer Complaints Council

Sr. No.	Advertiser	Agency	Nature of Complaint	ASCI Code
91.★	TATA CHEMICALS LTD - Tata Salt	ZEN COMMUNICATIONS PVT LTD	Complaint against an Ad of "Tata Salt", in The Hindu. The headline, "Every year, nearly 1 lakh babies die because their mothers do not consume iodised salt", is not substantiated and is misleading. According to the complainant, even the claim, "iodised salt is recommended by leading health organisations", has not been substantiated. C. 1314 - 11/95 112TH - 28/2/96 Mr. Chandra Menokee	February 1996 Chapter I.4. Headline, a gross exaggeration and misleading.
92.★	INDO BIOTECH FOODS LTD - Nature World - 100% Natural Taste	ENTERPRISE ADVTG (P) LTD	Complaint against the Ads of "Nature World - 100% Natural Taste", in the Times of India. "What every Mama's son eats for breakfast - painted strawberries, dyed marmalade, coloured mango jam, and mentioning all kinds of dyes and colours - azo dyes. All these lead to asthma, bladder and liver problems, allergies and even cancer". According to the complainant, both the Ads try to terrorise the public in general by malicious and overly accentuated statements, false and without any authentic facts and figures about the products of other companies, and thereby implying that their products are free from all those objectionable ingredients. C. 1183 - 7/95 112TH - 28/2/96 Dr. Hasmukh C. Shah	February 1996 Chapter I.4. Exaggeration, Distortion of facts.
93.★	INDO BIOTECH FOODS LTD - Nature World - 100% Natural Taste	ENTERPRISE ADVTG (P) LTD	Complaint against an Ad of "Nature World - 100% Natural Taste", in the Loksatta. According to the complainant, the Ad showing mangoes as depicting the female form is highly obscene, objectionable and below the prescribed standards. Several women have complained that this Ad is very embarassing to them. The Ad is also creating adverse impact on youngsters and kids reading the newspapers. C. 1199 - 7/95 112TH - 28/2/96 People's Union for Social Honesty	February 1996 Original complaint NOT UPHELD. Ad not considered obscene. However, Ad likely to create an adverse impact on children. Suo motto UPHELD. Chapter I.4. Exaggeration, Distortion of facts.

Complaints that were UPHELD by the Consumer Complaints Council

Sr. No.	Advertiser	Agency	Nature of Complaint	ASCI Code
94.	RPG CELLULAR SERVICES LTD - RPG Cellular Phones C. 1320 - 11/95 112TH - 28/2/96 HTA Ltd.	OGILVY & MATHER LTD	Complaint against the Ads of "RPG Cellular Phones", in The Hindu. In the Ads, RPG Cellular has consistently claimed since September 28, 1995 that "they have 26 base stations", to be the "first", and "the only cellular service in Madras". According to the complainant, the claims made in the Ads are unsubstantiated and has "disadvantaged competitor's service in the eyes of potential customers". The claims have misrepresented the true facts and have been injurious to the interests of competitors.	February1996 Chapter I.1. Claims inadequately substantiated. The Ads have been withdrawn.
95.	JVG GROUP OF COMPANIES - Suppliers of FMCG's C. 1323 - 12/95 112TH - 28/2/96 Saral Products Pvt Ltd.	ELAN ADVERTISING PVT LTD	Complaint against an Ad of "JVG - Suppliers of FMCG's", in The Hindustan Times, New Delhi. JVG claims to employ more than 50,000 people, and having over 1600 offices all over India. They also claim to be having a turnover of Rs.100 crores per year and plan to reach Rs.1000 crores by the end of this year. According to the complainant, the claims are false and misleading the general public.	February 1996 Exparte. Chapter I.1. Claims in respect of the size of their operations not substantiated. The Ad has been modified.
96.★	INNOVATIVE CURE HEALTH & BEAUTY CLINIC - Computerised Slimming Programme C. 1325 - 12/95 112TH - 28/2/96 Mr. Pramod Naik	-	Complaint against an Ad of "Computerised Slimming Programme", in the Times of India. The Ad mentions, "Visible results on the very first day", "Treatment for Baldness (one sitting - guaranteed results)", "Leucoderma Treatment (one sitting - guaranteed results)". According to the complainant, the said claims are false.	February 1996 Exparte. Chapter I.1. Claims were considered false, in the absence of substantiation.
97	PARAS PHARMACEUTICALS PVT LTD - Moov C. 1332 - 12/95 112TH - 28/2/96 HTA Ltd.	TRITON COMMUNICATION PVT LTD	Complaint against a TVC of "Moov", on DD. According to the complainant, the TVC depicts another brand, in a negative light, conveying misleading implications. -The other brand has been visually represented by a bottle with a colour scheme almost identical to it. -This bottle is dismissed by the model in the TVC as "containing a medicine which is effective only for sprains". -The model then goes on to say that she needs a specialist product for joint pains. -Creating the impression in viewers' minds that the other brand is not effective for joint pains but is used only for sprains. This conclusion is not substantiated in any way in the TVC. It is an unfair comparison.	February 1996 Chapter IV.1 (e). Unfairly denigrates other comparable products. The TVC has been modified.

Complaints that were UPHELD by the Consumer Complaints Council

Sr. No.	Advertiser	Agency	Nature of Complaint	ASCI Code
98.	STATE BANK OF INDIA - Better Safe Than Sorry C. 1331 - 12/95 113TH - 27/3/96 Ms. Mausumi Ray	CHAITRA LEO BURNETT ADVTG (P) LTD	Complaint against an Ad of "Better Safe Than Sorry", in the Economic Times, Hyderabad. According to the complainant, the award of P1+ rating by CRISIL is for the Certificate of Deposit Programme and is in no way an indication of the degree of safety regarding timely repayment of ordinary Fixed Deposit/Time Deposits/Savings Bank Deposits, "presumably invested by the 85 million depositors in 8798 branches", as claimed. Credit rating agencies make explicit distinctions between short term, medium and long term debt by way of distinct prefixes like P, F etc. Such misleading Ads should be avoided by the Public Sector institutions who have to demonstrate a far higher level of ethics.	March 1996 Chapter I.4. Misleading. The Ad has been withdrawn.
99.	S&S INDUSTRIES AND ENTERPRISES LTD - Vendee - Automated Oil Vending Outlet & 4 Branded Oils C. 1334 - 12/95 113TH - 27/3/96 Consumer Protection Council	FOUNTAINHEAD COMMUNICATIONS P. LTD	Complaint against an Ad of "Vendee - Automated Oil Vending Outlet & 4 Branded Oils", in The Hindu. In the Ad, members of the Forum are shown to be deciding cases in a 'flippant and casual manner'. Secondly, the judge (President) is 'shown to be a spokesman for the company' that promotes 4 Branded oils dispensed through the vending machine. According to the complainant, the Consumer Disputes Redressal Forum is a quasi-judicial forum and the members and President are absolutely impartial and above commercial considerations. This is a derogatory portrayal and denigrates the Institution CDRF. The complainant takes strong objection to the Ad which has misrepresented the Institution of 'Consumer Court' (CDRF) to promote the machine and oil.	March 1996 Chapters I.4 and IV.2. Misleading, Distortion of facts, and Unfair denigration of an Institution. The Ad has been withdrawn.
100.	MUDRA COMMUNICATIONS LTD - Samsung TV C. 1336 - 12/95 113TH 27/3/96 Mr. S. R. Sharma	-	Complaint against an Ad of "Samsung TV", in The Hindustan Times, New Delhi. According to the complainant, the said company has sales/profits in billions of dollars but it does not have to mention it against the income of any developing/3rd world countries, where it intends to sell or sells its products already. This is objectionable.	March 1996 Chapter II. Offensive to generally accepted standards of Public Decency. The Ad has been withdrawn.

THE CODE OF ADVERTISING PRACTICE

CHAPTER-I.

To ensure the Truthfulness and Honesty of Representations and claims made by Advertisements and to Safeguard against misleading Advertisements.

1. Advertisements must be truthful. All descriptions, claims and comparisons which relate to matters of objectively ascertainable fact should be capable of substantiation. Advertisers and advertising agencies are required to produce such substantiation as and when called upon to do so by The Advertising Standards Council of India.

2. Where advertising claims are expressly stated to be based on or supported by independent research or assessment, the source and date of this should be indicated in the advertisement.

3. Advertisements shall not, without permission from the person, firm or institution under reference, contain any reference to such person, firm or institution which confers an unjustified advantage on the product advertised or tends to bring the person, firm or institution into ridicule or disrepute. If and when required to do so by the Advertising Standards Council of India, advertisers and advertising agencies shall produce explicit permission from the person, firm or institution to which reference is made in the advertisement.

4. Advertisements shall not distort facts nor mislead the consumer by means of implications or omissions. Advertisements shall not contain statements or visual presentations which directly or by implication or by omission or by ambiguity or by exaggeration are likely to mislead the consumer about the product advertised or the advertiser or about any other product or advertiser.

5. Advertisements shall not be so framed as to abuse the trust of consumers or exploit their lack of experience or knowledge. No advertisement shall be permitted to contain any claim so exaggerated as to lead to grave or widespread disappointment in the minds of consumers.

For example :

(a) Products shall not be described as 'free' where there is any direct cost to the consumer other than the actual cost of any delivery, freight, or postage. Where such costs are payable by the consumer, a clear statement that this is the case shall be made in the advertisement.

(b) Where a claim is made that if one product is purchased another product will be provided 'free', the advertiser is required to show as and when called upon by The Advertising Standards Council of India that the price paid by the consumer for the product which is offered for purchase with the advertised incentive is no more than the prevalent price of the product without the advertised incentive.

(c) Claims which use expressions such as "Upto five years, guarantee" or Prices from as low as Y" are not acceptable if there is a likelihood of the consumer being misled either as to the extent of the availability or as to the applicability of the benefits offered.

(d) Special care and restraint has to be exercised in advertisements addressed to those suffering from weakness, any real or perceived inadequacy of any physical attributes such as height or bust development, obesity, illness, impotence, infertility, baldness and the like to ensure that claims or representations directly or by implication, do not exceed what is considered prudent by generally accepted standard or medical practice and the actual efficacy of the product.

(e) Advertisements inviting the public to invest money shall not contain statements which may mislead the consumer in respect of the security offered, rates of return or terms of amortisation; where any of the foregoing elements are contingent upon the continuance of or change in existing conditions, or any other assumptions, such conditions or assumptions must be clearly indicated in the advertisement.

(f) Advertisements inviting the public to take part in lotteries or prize competitions permitted under law or which hold out the prospect of gifts shall state clearly all material conditions as to enable the consumer to obtain a true and fair view of their prospects in such activity. Further, such advertisers shall make adequate provisions for the judging of such competitions, announcement of the results and the fair distribution of prizes or gifts according to the advertised terms and conditions within a reasonable period of time. With regard to the announcement of results, it is clarified that the advertiser's responsibility under this section of the Code is discharged adequately if the advertiser publicizes the main results in the media used to announce the competition as far as is practicable, and advises the individual winners by post.

6. Obvious untruths or exaggerations intended to amuse or to catch the eye of the consumer are permissible provided that they are clearly to be seen as humorous or hyperbolic and not likely to be understood as making literal or misleading claims for the advertised product.

7. In mass manufacturing and distribution of goods and services it is possible that there may be an occasional, unintentional lapse in the fulfilment of an advertised promise or claim. Such occasional, unintentional lapses may not invalidate the advertisement in terms of this code.

In judging such issues, due regard shall be given to the following :

(a) whether the claim or promise is capable of fulfilment by a typical specimen of the product advertised.

(b) Whether the proportion of product failures is within generally acceptable limits.

(c) Whether the advertiser has taken prompt action to make good the deficiency to the consumer.

CHAPTER II

To ensure that Advertisements are not offensive to generally accepted standards of Public Decency.

Advertisements should contain nothing indecent, vulgar or repulsive which is likely in the light of generally prevailing standards of decency and propriety, to cause grave or widespread offence.

CHAPTER III

To safeguard against the indiscriminate use of Advertising in situations or of the Promotion of Products which are regarded as Hazardous to society or to individuals to a degree or of a type which is Unacceptable to Society at Large.

1. No advertisement shall be permitted which :

(a) Tends to incite people to crime or to promote disorder and violence or intolerance.

(b) Derides any race, caste, colour, creed or nationality.

(c) Presents criminality as desirable or directly or indirectly encourages people-particularly children-to emulate it or conveys the modus operandi of any crime.

(d) Adversely affects friendly relations with a foreign State.

2. Advertisements addressed to children shall not contain anything, whether in illustration or otherwise, which might result in their physical, mental or moral harm or which exploits their vulnerability. For example, no advertisement :

(a) Shall encourage children to enter strange places or to converse with strangers in an effort to collect coupons, wrappers, labels or the like.

(b) Should depict children leaning dangerously outside windows, overbridges or climbing dangerous cliffs and the like.

(c) Should show children climbing or reaching dangerously to reach products for any other purpose.

(d) Should show children using or playing with matches or any inflammable or explosive substance; or playing with or using sharp knives, guns or mechanical or electrical appliances, the careless use of which could lead to their suffering cuts, burns; shocks or other injury.

(e) Shall feature minors for tobacco or alcohol-based products.

3. Advertisements shall not, without justifiable reason show or refer to dangerous practice or manifest a disregard for safety or encourage negligence.

4. Advertisements should contain nothing which is in breach of the law nor omit anything which the law requires.

5. Advertisements shall not propagate products the use of which is banned under the law.

6. Advertisements for products whose advertising is banned or restricted by law must not circumvent legal restrictions by purporting to be advertisements for other products the advertising of which is not banned or restricted by law. In judging whether or not any particular advertisement is an indirect advertisement for a product whose Advertising is restricted or prohibited, due attention shall be paid to the following :

(a) Whether the unrestricted product which is purportedly sought to be promoted through the advertisement under complaint is produced and distributed in reasonable quantities having regard to the scale of the advertising in question, the media used and the markets targeted.

(b) Whether there exist in the advertisement under complaint any direct or indirect clues or cues which could suggest to consumers that it is a direct or indirect advertisement for the product whose Advertising is restricted or prohibited.

(c) Where Advertising is necessary the mere use of a brand name or company name that may also be applied to a product whose Advertising is restricted or prohibited, is not reason to find the advertisement objectionable provided the advertisement is not objectionable in terms of (a) and (b) above.

CHAPTER IV

To ensure that Advertisements observe fairness in competition such that the Consumer's need to be informed on choice in the Market-Place and the Canons of generally accepted competitive behaviour in Business are both served.

1. Advertisements containing comparisons with other manufacturers or suppliers or with other products including those where a competitor is named, are permissible in the interests of vigorous competition and public enlightenment, provided :

(a) It is clear what aspects of the advertiser's product are being compared with what aspects of the competitor's product.

(b) The subject matter of comparison is not chosen in such a way as to confer an artificial advantage upon the advertiser or so as to suggest that a better bargain is offered than is truly the case.

(c) The comparisons are factual, accurate and capable of substantiation.

(d) There is no likelihood of the consumer being misled as a result of the comparison,whether about the product advertised or that with which it is compared.

(e) The advertisement does not unfairly denigrate, attach or discredit other products, advertisers or advertisements directly or by implication.

2. Advertisements shall not make unjustifiable use of the name or initials of any other firm, company or institution, nor take unfair advantage of the goodwill attached to the trade mark or symbol of another firm or its product or the goodwill acquired by its advertising campaign.

3. Advertisements shall not be so similar to other advertisements in general layout, copy, slogans, visual presentations, music or sound effects as to be likely to mislead or confuse consumers.

4. As regards matters covered by sections 2 and 3 above, complaints of plagiarism from advertisements predominantly viewed abroad will lie outside the scope of this Code except in the under-mentioned circumstances :

(a) The complaint is lodged within six months of the first general circulation of the advertisements/campaign complained against.

(b) The complainant provides substantiation regarding the claim of prior invention/usage abroad.

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.

****

The Advertising Standards Council of India

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

(a) Advertisers of goods and/or service:

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

(c) Advertising agencies.

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

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

The solution. A code of self-regulation.

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

The solution. The benefits.

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

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

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

The solution Make it happen.

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

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

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

Join now.

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

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

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

The Advertising Standards Council of India

Registered Office & Secretariat :
205 - Bombay Market
Tardeo Road, Mumbai 400 034

OUR APPEAL - EACH ASCI MEMBER - ENROL ONE NEW MEMBER

The Advertising Standards Council of India

Secretariat : 205, Bombay Market, Tardeo Raod,
Bombay 400 034. Tel. : 493 6863, 493 7066

Dear Sir,

The ASCI is a Commitment, to the credo of Self-Regulation, ensuring the protection of the legitimate interests of consumers and encouraging fair competition. The very existence of ASCI, an impartial agency within the industry, depends on its continued effectiveness in the cause of honest advertising practice, to keep at bay the potentially cumbersome implications of Statutory regulation or Pre-censorship.

While a great deal has been achieved in the past ten years since its inception, ASCI needs to take the idea of Self-Regulation even further. The facilities for receiving and processing complaints need to be expanded, seminars are to be planned and implemented, and Advertising to take the credo of Self-Regulation and Good Business practice to the public at large, is a Pre-requisite.

All these activities need Funding and
All these activites need wider Support.

ASCI looks to You, to expand our membership, thereby enhancing awareness of the purpose, aims and objectives of Self-Regulation. In the process, augmented membership contributions will provide the funds to undertake these activities.

Unethical Advertising Hurts us all - Advertisers, Agencies, Media and Advertising Services and most of all the trusting but responsive consumers.

Give us your time, your attention, and your contribution.

Please fill in the enclosed application form, enclosing your cheque for the required amount of entrance fee (Rs.1000/-) and annual subscription applicable to you, as per the scale mentioned and send it to:

The Secretary General (Tel No. - 4937066)
The Advertising Standards Council of India
Registered Office & Secretariat:
205-Bombay Market,
Tardeo Road, Bombay 400 034

Thanking you,

Yours faithfully,

JACOB MATHEW
CHAIRMAN

Mumbai July 12th 1996

The Advertising Standards Council of India

APPLICATION FOR MEMBERSHIP
(Please type or write in block capital letters)

To,
The Chairman, Board of Governors,
The Advertising Standards Council of India
205, Bombay Market, 2nd Floor,
Tardeo Road,
Bombay 400 034.

Date : _____

We apply for Membership of the Advertising Standards Coucil of India

Firm or Company : _____

Address : _____

_____

_____

Phone : _____ Telex: _____ Fax: _____

Nature of Business : _____

We note that there are four categories of membership :

(A) **Advertisers** : advertisers of goods and/or services in any newspapers, periodicals or other media ;
(B) **Press** : proprietors or publishers of newspapers or other periodicals who carry the advertisements of goods and/or services ;
(C) **Advertising agencies** ;
(D) **Other members** : hoarding contractors, film producers/distributors, block-makers, printers and such other types of allied and ancillary trade and profession who assist in creation of/or placement of advertising or are in any manner concerned with advertising.

We come under _____ category. We have noted that the **entrance fee is Rs.1000.** We note that the annual subscription applicable to our category as per the scale on the reverse of this form is Rs. _____ . We therefore enclose a cheque for Rs. _____ being the entrance fee and annual subscription applicable to us.

We wish to nominate our Representative as follows :

Name of the Representative : _____

Designation or title : _____

Address : _____

_____

(Article 6 (b) of the Articles of Association states : "Such nominee or representative in the case of a Company shall be either one of its Directors or a Senior Manager and in case of firm, a partner or a Senior Manager and in case of an association a Senior Office Bearer or Manager.")

We agree to abide by the Memorandum and Articles of Association of the Advertising Standards Council of India.

Signature : _____

Name : _____

Designation : _____

SCALE OF FEES

Entrance fee for all categories of members is Rs.1000. In addition, the following annual subscription is payable:

CATEGORY - A
Advertising Members

Advertising Expenditure	Subscription
Upto Rs. 10 lakhs	Rs.1000
Over Rs. 10 lakhs upto Rs. 25 lakhs	Rs.1500
Over Rs. 25 lakhs upto Rs. 50 lakhs	Rs.2500
Over Rs. 50 lakhs utpo Rs. 1 crore	Rs.4000
Over Rs. 1 crore upto Rs. 2 crores	Rs.6000
Over Rs. 2 crores utpo Rs. 5 crorres	Rs.8000
Over Rs. 5 crore	Rs.10,000

CATEGORY - B
Press members

Group Circulation	Subscription
Upto 1 lakh	Rs.1000
Over 1 lakh upto 2.5 lakhs	Rs.2000
Over 2.5 lakhs upto 5 lakhs	Rs.3000
Over 5 lakhs upto 7.5 lakhs	Rs.5000
Over 7.5 lakhs upto 10 lakhs	Rs.8000
Over 10 lakhs	Rs.10,000

CATEGORY - C
Advertising Agency Members

Billing	Subscription
Less than Rs. 1 crore	Rs.1000
Over Rs. 1crore upto Rs. 2.5 crores	Rs.2000
Over Rs. 2.5 crores upto Rs. 5 crores	Rs.2500
Over Rs.5 crores upto Rs. 10 crores	Rs.4000
Over Rs.10 crores upto Rs. 20 crores	Rs.6000
Over Rs. 20 crores upto Rs. 50 crores	Rs.8000
Over 50 crores	Rs.10,000

CATEGORY - D
Other Members

(Printers, Blockmakers, Film/Radio/TV Producers, Film Distributors, Outdoor contractors, etc.)

Turnover	Subscription
Upto Rs. 10 lakhs	Rs.500
Over Rs. 10 lakhs upto 25 lakhs	Rs.1000
Over Rs. 25 lakhs upto Rs.50 lakhs	Rs.1500
Over Rs.50 lakhs upto Rs. 1 crore	Rs.2500
Over Rs. 1 crore	Rs.5000

THE CODE FOR
SELF-REGULATION IN ADVERTISING

Adopted by The Advertising Standards Council of India under Article 2 (ii)f of its Articles of Association at the first meeting of the Board of Governors held on November 20, 1985.

The purpose of the Code is to control the content of advertisements, not to hamper the sale of products which may be found offensive, for whatever reason, by some people. Provided, therefore, that advertisements for such products are not themselves offensive, there will normally be no ground for objection to them in terms of this section of the Code.

Declaration of Fundamental Principles

This Code for Self-Regulation has been drawn up by people in professions and industries in or connected with advertising, in consultation with representatives of people affected by advertising, and had been accepted by individuals, corporate bodies and associations engaged in or otherwise concerned with the practice of advertising with the following as basic guidelines with a view to achieve the acceptance of fair advertising practices in the best interests of the ultimate consumer :

I. To ensure the truthfulness and honesty of representations and claims made by advertisements and to safeguard against misleading advertisements.

II. To ensure that advertisements are not offensive to generally accepted standards of public decency.

III. To safeguard against the indiscriminate use of advertising for the promotion of products which are regarded as hazardous to society or to individuals to a degree or of a type which is unacceptable to society at large.

IV. To ensure that advertisements observe fairness in competition so that the consumer's need to be informed on choices in the market-place and the canons of generally accepted competitive behaviour in business are both served.

The Code's rules form the basis for judgement whenever there may be conflicting views about the acceptability of an advertisement, whether it is challenged from within or from outside the advertising business. Both the general public and an advertiser's competitors have an equal right to expect the content of advertisements to be presented fairly, intelligibly and responsibly. The Code binds the advertisers, the advertising agency and the media owner.

Responsibility for the Observance of this Code

As the advertiser originates the advertising brief and sanctions its placement, the advertiser carries full responsibility for the observance of this Code. This responsibility embraces the advertisement in its entire content and form (including testimonials and statements or visual presentations originating from other sources). The fact that the content or form, wholly or in part, originates from other sources is not an excuse for non-observances of this Code.

As creators and expert advisors, the advertising agency has full responsibility to ensure the observance of this Code in as much as the facts are known to them : to advise their clients in accordance with this Code; and if clients are not amenable to their advice, to refer the matter to the Advertising Standards Council of India. If the agency view is upheld by The Advertising Standards Council of India and the client is determined to persist with the unacceptable advertisement, under this Code it is the agency's responsibility to refuse to release or in any way assist the release of such advertisement, and the requirement of such refusal is applicable to all other agencies and to media.

Any media owner must view each advertisement offered for publication to them from the point of view of the Code. If any advertisement is considered by the media owner to be in contravention of the Code, the media owner should refer the matter to The Advertising Standards Council of India. All advertisements found by The Advertising Standards Council of India to be in violation of this Code shall be refused publication by all media owners.

This Code applies to advertisements read or viewed

in India by a significant number even if carried by media that are published or originate abroad.

THE CODE AND THE LAW

The Code's rule are not the only ones to affect advertising.

There are many provisions, both in the common law and in the statutes, which can determine the form or the content of an advertisement.

The Code is not in competition with law. Its rules, and the machinery, through which they are enforced, are designed to complement legal controls, not to usurp or replace them.

DEFINITIONS

For the purpose of this Code :

- an advertisement is defined as paid-for communication, addressed to the Public or a section of it, the purpose of which is to influence the opinions or behaviour of those to whom it is addressed. Any communication which in the normal course would be recognised as an advertisement by the general public would be included in this definition even if it is carried free-of-charge for any reason.

- a product is anything which forms the subject of an advertisement, and includes goods, services and facilities.

- a consumer is any person or corporate body who is likely to be reached by an advertisement whether as an ultimate consumer, in the way of trade or otherwise.

- an advertiser is an individual or partnership or corporate body or association on whose brief the advertisement is designed and on whose account the advertisement is released.

- advertising agency includes all individuals, partnerships, corporate bodies or associations who or which work for planning, research, creation or placement of advertisements or the creation of material for advertisements for advertisers or for other advertising agencies.

- media owners include individuals in effective control of the management of media or their agents; media are any means used for the propagation of advertisements and include the press, cinema, radio, television, hoardings, hand bills, direct mail, posters and the like.

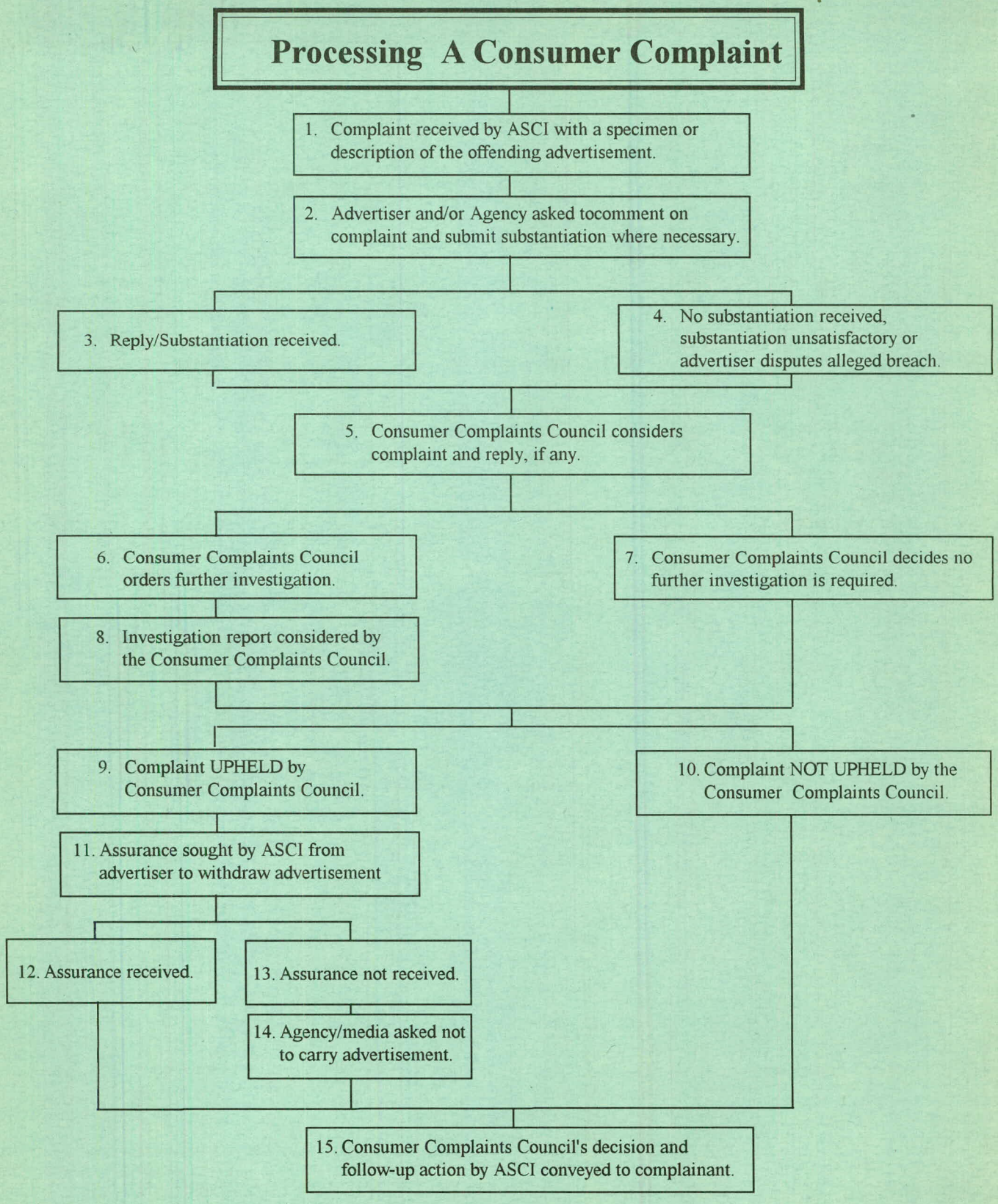
- any written, graphic or audiovisual matter on packaging, whether unitary or bulk, or contained in it, is subject to this Code in the same manner as any advertisement in any other medium.

- to publish is to carry the advertisement in any media whether it be by printing, exhibiting, broadcasting, displaying, distributing, et cetera, et cetera.

STANDARDS OF CONDUCT

"Advertising is an important and legitimate means for the seller to awaken interest in his products. The success of advertising depends on public confidence. Hence no practice should be permitted which tends to impair this confidence". The standards laid down here should be taken as minimum standards of acceptability which would be liable to be reviewed from time to time in relation to the prevailing norm of consumers' susceptibilities.

Processing A Consumer Complaint



ASCI - Advertising Standards Council of India

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Complaints that were UPHELD by the Consumer Complaints Council

Sr. No.	Advertiser	Agency	Nature of Complaint	ASCI Code
101.	MARTON CLOTHING CO PVT LTD - Webley Jeans	GLAZE ADS	Complaint against the press Ad of "Webley Jeans". According to the complainant, it is obviously vulgar. He objects to such Ads being published.	March 1996 Chapter II. Offensive to generally accepted standards of Public Decency. The Ad has been withdrawn.
	C. 1337 - 12/96 113TH - 27/3/96 Federation of Consumer Organisation Tamilnadu			
102.	MARTON CLOTHING CO PVT LTD - Webley Jeans	GLAZE ADS	Complaint against an Ad of "Webley Jeans", in The Hindustan Times. According to the complainant, this is an indecent Ad in relation to the product advertised and to the stimulation created for alluring customers to purchase the product. This is objectionable.	March 1996 Chapter II. Offensive to generally accepted standards of Public Decency. The Ad has been withdrawn.
	C. 1341 - 1/96 113TH - 27/3/96 Mr. S.P. Arora			
103.★	SRI KUMARAN STORES - Silk Saris	-	Complaint against an Ad of "Silk Saris", in The Hindu. In the said Ad a child is portrayed at work in the process of probably making a sari. According to the complainant, child labour in textile and dyeing industry is prohibited by the Ministry of Labour. This is objectionable.	March 1996 Exparte. Chapter III.4. Breach of the law (Govt. ban on child labour).
	C. 1338 - 12/95 113TH - 27/3/96 Mr. K.V. Sunil Chowdary			
104.	BROOKE BOND LIPTON (I) LTD - Deluxe Green Label Coffee	OGILVY & MATHER LTD	Complaint against an Ad of "Deluxe Green Label Coffee", in Deccan Herald. In the Ad, a pair of scissors has been shown snipping through the "Indian National symbol". The complainant thinks it is an outright insult of the ASHOKA PILLAR which ought to be an object of reverence, since it represents the quintessence of our Nation.	March 1996 Chapter III.4. Breach of the law (mutilation of national symbol on currency note). The Ad has been withdrawn.
	C. 1354 - 2/96 113TH - 27/3/96 Mr. Rajiv Kamath			

Complaints that were UPHELD by the Consumer Complaints Council

Sr. No.	Advertiser	Agency	Nature of Complaint	ASCI Code
105.★	INNOVATIVE CURE HEALTH & BEAUTY CLINIC - Home Slimming Programme C. 1355-2/96 113TH - 27/3/96 Ms. Trazel Almeida	SHUTTERS	Complaint against an Ad of "Home Slimming Programme", in Mid-Day. On reading the Ad, the complainant was impressed by the promise given for the total slimming programme with computerised analysis and Diagnosis. They also promised Cellulite treatment and Lipolysis whereby the new computerised programme would reduce fat and lose weight upto 7 kgs and 20 inches in just 15 days. The complainant enrolled herself during the month of November'95 by making two payments. After 10 days of the programme she weighed herself and found no weight reduction and was informed that the signs will start showing only after the 11th day. After 15 days, she lost only 2 kgs. The technique used on her was accupuncture but the claim in the Ad said "No painful needling". She had blue marks with the needles. As per the complainant, this Ad is false and misleading.	March 1996 Chapter I.5. Abuses the trust of consumers. Exaggerated claims can lead to widespread disappointment in the minds of consumers.
106.	GUJARAT CO-OP MILK MKTG FEDERATION LTD - Nutramul Milk C. 1357-2/96 113TH - 27/3/96 Consumer Education & Research Society	DACUNHA ASSOCIATES P. LTD	Complaint against an Ad of "Nutramul Milk", in the Times of India. According to the complainant, the Ad implies a guarantee to other students who take Nutramul Milk regularly, they "will be top scorers, not only in study, but in extra-curricular activities also". This is a false representation to children, who are a vulnerable section of society. The complainant has requested substantiation of "those children (students) whose secret of stamina and extraordinary alertness is 'Nutramul Milk' only". Clarification has been sought on which report of PTI has been referred to in the Ad.	March 1996 Chapter I.5. Abuses the trust of consumers. Exaggerated claims can lead to widespread disappointment in the minds of consumers.

THE ADVERTISING STANDARDS COUNCIL OF INDIA

Complaints that were NOT UPHELD by the Consumer Complaints Council

Sr. No.	Advertiser	Agency	Nature of Complaint	Comment / CCC Decision
1.	MOHAN MEAKIN LIMITED - Gold - Mixed Fruit Juice C-1103-2/95 102ND - 5/4/95	-	Suo motto consideration of an Ad of "Gold - Mixed Fruit Juice", in Mid-Day. Advertising, Gold - Mixed Fruit Juice, with herbs for vitality, the headline states, "Warning: Consumption in the company of the opposite sex is entirely at your own risk".	April 1995 Not objectionable in respect of Code.
2.	STUDY CIRCLE OF POSTAL EDUCATION - Osmania University Bachelors & Masters Degree C-1100-2/95 102ND - 5/4/95	ASSOCIATED ADVERTISERS	Complaint against an Ad of "Osmania University Bachelors and Masters Degree", in the Times of India and Loksatta. According to the complainant, the institute is advertising as if it is part of a University, so the complainant applied for a Bachelors Degree Course. After visiting Osmania University and the Study Circle Of Postal Education ("SCOPE"), a private institute, the complainant has come to the conclusion that the institute is deceiving the public since it did not render services mentioned in the prospectus, and it did not send study material inspite of several reminders. Mr. Vilas Parshuram Gangan	April 1995 Ad not misleading.
3.	BROOKE BOND LIPTON (I) LTD - Brooke Bond Green Label Chicory/Coffee C-1118-3/95 103rd - 9/5/95	OGILVY & MATHER	Complaint against a TVC of "Brooke Bond Green Label Chicory/Coffee", on DD. According to the complainant, the Ad does not make due mention of the '47%' content, of Chicory, in the product. This could be misleading to consumers. The Consumers Association	May 1995 Ad not misleading (Ad and Pack clearly labelled).
4.	COLGATE PALMOLIVE (I) LTD - Colgate Tooth Powder C-1119-3/95 103rd 9/5/95	REDIFFUSION DENTSU YOUNG & RUBICAM PVT LTD	Complaint against a TVC of "Colgate Tooth Powder", on DD. According to the complainant, the reference to charcoal and tobacco powder appears unnecessary and could confuse the consumer, besides appearing to be a concealed attack on other brands of other companies, in similar product categories. —"—	May 1995 No unfair comparison made with other brands.
5.	TRANSELEKTRA DOMESTIC PRODUCTS LTD - Good Knight Mosquito Mats C-1120-3/95 103rd - 9/5/95	ZEN COMMUNICATIONS (P) LTD	Complaint against a TVC of "Good Knight Mosquito Mats", on DD. According to the complainant, the two comments voiced in the TVC - "Macchar Jaganey valay aur macchar bhagaany valay" and "Mera wife ko ullu banadiya", are considered to be concealed attacks on other products of other companies, in similar product categories. —"—	May 1995 No unfair attacks on other brands evident in the TVC.

Complaints that were NOT UPHELD by the Consumer Complaints Council

Sr. No.	Advertiser	Agency	Nature of Complaint	Comment / CCC Decision
6.	INSTITUTE OF BANKING PERSONNEL SELECTION - Recruitment C. 1121 - 3/95 103rd - 9/5/95	BEAUTEX ADVERTISING MEDIA	Complaint against an Ad of "recruitment", in The Hindu. According to the complainant, the Ad calls for DD/Postal Order for Rs.50/- with application, for various posts, but mentions only the Advertiser's Post Box No.19441, Bombay 400 093, without revealing their IDENTITY, i.e., their registered address, Regn. No if any and the name of their Executive.	May 1995 Ad not misleading or in contravention of the Code.
7.	MERCHANT MARINE EDUCATION & RESEARCH TRUST (MMERT) - Deck Cadets C. 1122 - 3/95 103rd - 9/5/95	-	Complaint against an Ad of "Deck Cadets", in The Hindu. According to the complainant, the Ad calls for a DD for 250/- with application for `Deck Cadets', but mentions only the Advertiser's Post Box No.9428, Bombay 400 093. They have not disclosed their Registration number and locational address. Since this concerns unemployed and aspiring youth, the public needs to be assured about the genuineness of the above organisation, with full particulars.	May 1995 Ad not misleading or in contravention of the Code.
8.	J K GROUP - Park Avenue Talcum Powder/ Soap C. 1123 - 3/95 103rd - 9/5/95	EVEREST ADVERTISING PVT LTD	Complaint against an Ad of "Park Avenue Talcum Powder and Soap", in the Times of India. According to the complainant, the Ad shows a man's bare neck with droplets of water and a woman's hand over his shoulder. The picture gives an impression of a compromising situation. This has nothing to do with Talcum powder, which is being promoted for sale by Raymonds of JK Group.	May 1995 Ad not considered offensive to Public Decency.
9.	PHILIPS ELECTRONICS & ELECTRICALS LTD - Philips AZ 6840 CD System C. 1124 - 3/95 103rd - 9/5/95	CONTRACT ADVERTISING (I) LTD	Complaint against an Ad of "Philips AZ 6840 CD System", in the Times of India. According to the complainant, the message of the Ad conveys to youth, the following: You have the right to play around all day; if your parents object and there is "too much order in your life .... we suggest you leave home". No ordinary equipment will do for you. (This is an attempt to inflate the self-esteem of the purchaser). If you don't demand this product it shows you must be afraid to "face the music" of parental objections.	May 1995 Ad not considered offensive or objectionable in respect of the Code.
10.	KELLOGG INDIA LTD - Kellogg's Wheat Flakes C. 1125 - 3/95 103rd - 9/5/95	HINDUSTAN THOMPSON ASSOCIATES LTD	Complaint against an Ad of "Kellogg's Wheat Flakes", in the Maharashtra Times. According to the complainant, the Ad mentions that "there are 5 essential vitamins and iron, also that it is 98% fat free". This leads one to think that these features are added to it by Kellogg's; whereas these are the natural ingredients of wheat and Kellogg's has no role in this matter. They are cashing in on the natural contents only.	May 1995 Claims substantiated. Ad not considered misleading.

Public Grievances Representation Council

Nation Building Forum

Ms. Ira Roy (Sachetan)

Mr Pramod Naik

Complaints that were NOT UPHELD by the Consumer Complaints Council

Sr. No.	Advertiser	Agency	Nature of Complaint	Comment / CCC Decision
11.	SHOPPERS STOP - The Great Store Robbery - Discount Offer - Specific Event C·1130 - 3/95 103rd - 9/5-/95	CONTRACT ADVTG (I) LTD	Suo motto consideration of an Ad of "The Great Store Robbery - Discount Offer - Specific Event", in Mid-Day. It is an apparent encouragement/advocacy of a criminal act. The Ad states - "A Competition for truly gifted people. Kleptomaniacs. Who grabs the most gets the most".	May 1995 Ad uses obvious humour for attention. Not considered a promotion of a hazardous or criminal act.
12.	SHOPPERS STOP - The Great Store Robbery - Discount Offer - Specific Event C·1131 - 3/95 103rd - 9/5-/95	CONTRACT ADVTG (I) LTD	Suo motto consideration of an Ad of "The Great Store Robbery - Discount Offer - Specific Event", in Mid-Day. It is an apparent encouragement/advocacy of a criminal act. The Ad states - "Day 1: Steal. Day 2: Steal. Day 3: Steal. Last Day: What Else?" To come back for the stuff that wasn't looted. Our Staff will not turn you in, we promise. After all, how often do they get a chance to deal with the finer criminal elements in the city?	May 1995 Ad uses obvious humour for attention. Not considered a promotion of hazardous or criminal act.
13.	GUJARAT COOPERATIVE MILK MKTG FEDERATION LTD - Sagar Skimmed Milk Powder C·1117 - 3/95 104TH - 13/6/95	ADVTG & SALES PROMOTION COMPANY	Complaint against an Ad of "Sagar Skimmed Milk Powder", in the Health Magazine. According to the complainant, the title of the Ad reads "Aerobic Milk". Milk cannot be aerobic. The Advertiser has advertised it in this fashion to make readers think that on consuming this milk they would be as slim as a person practising aerobic exercises regularly. The Ad is misleading. Mr. Pramod Naik	June 1995 The Ad headline - "Aerobic Milk" - not misleading.
14.	GINZA INDUSTRIES LTD - Laces C·1134 - 4/95 104TH - 13/6/95	-	Complaint against an Ad of "Laces", in the Economic Times. According to the complainant, the Ad (illustrations) is offending the dignity of woman. Mr. P.K. Naik	June 1995 Exparte. Ad not objectionable in respect of the Code.
15.	20TH CENTURY FOX CORPORATION (INDIA) PVT LTD - Incentive Offer for Children C·1135 - 4/95 104TH - 13/6/95	FORECAST ADVERTISING	Complaint against an Ad of "Incentive offer for Children", in the Sunday Times of India. According to the complainant, Sterling theatre in Bombay has been advertising free sweets for children coming to see the film "Baby's Day Out" on specific Sundays. On seeing the Ad, the complainant went to see the film on Sunday (16th April) with his children at the 10.30 a.m. show. His children were told by the usher that free sweets would be given only at the 12.30 show. Dr. Dushyant V. Punwani	June 1995 An isolated instance of non-performance due to unforeseen circumstances.

Complaints that were NOT UPHELD by the Consumer Complaints Council

Sr. No.	Advertiser	Agency	Nature of Complaint	Comment / CCC Decision
16.	BAYER (INDIA) LTD - Autan Insect Repellent	R.K. SWAMY BBDO ADVTG (P) LTD	Complaint against an Ad of "Autan Insect Repellent", in Femina. According to the complainant, the slogan "Freedom from mosquitoes....Any time....Any place", is a straight lift-off from the slogan which appears on the Odomos Cream pack and also on the POS, - "Keeps mosquitoes away. Anytime. Anywhere", of M/s. Balsara Hygiene Products Limited.	July 1995 Ad not considered so similar to another, as to mislead or confuse consumers.
17	MILTON PLASTICS LTD - Milton's Tic Tac Toe Water Bottle	-	Complaint against a TVC of "Milton's Tic Tac Toe water bottle", on DD2. According to the complainant, young children are shown using lipsticks, paints, icing sugar and toothpaste to play Tic Tac Toe on various household surfaces. Surely children should not be exposed to such ideas just to promote the sales of a water bottle.	July 1995 However the CCC recommended that the Advertiser should note that, "the specific sequence depicting an elderly person sitting on toothpaste markings, might lead to improper behaviour on the part of some children".
18.	GODFREY PHILLIPS INDIA LTD - Four Square Cigarettes Contest	OGILVY & MATHER LTD	Complaint against an Ad announcing "Winners of Four Square Cigarettes Contest", of M/s. Godfrey Phillips India Ltd, in the Times of India, New Delhi. According to the complainant, the above Ad stated that the first prize winner is entitled to receive return air tickets for two for Geneva, plus the rupee value of the maximum foreign exchange eligible for, against the ticket. The FTS allowance was increased to US Dollars 2000 on April 1, 1994. The open dated tickets were collected on September 7, 1994. The contest was advertised in December 1993. The Ad announcing the prize winners appeared on April 7, 1994. Accordingly the first prize winner expected that the rupee equivalent of 4000 US Dollars would be paid to him in terms of the offer made in the Ad. The first prize winner has received the 2 tickets as advertised but has received only US Dollars 1000 equivalent, by way of FTS.	July 1995 Ad was not in contravention of the Code. The prize offered by the Advertiser was accepted by the complainant.

Complaints that were NOT UPHELD by the Consumer Complaints Council

Sr. No.	Advertiser	Agency	Nature of Complaint	Comment / CCC Decision
19.	PROCTER & GAMBLE (I) LTD - Pampers Disposable Diapers C. 1159 - 5/95 105 TH - 12/7/95 Mr. Rajendra Rai	SISTA SAATCHI & SAATCHI ADVTG (P) LTD	Complaint against an Ad of "Pampers Disposable Diapers", in the Times of India. According to the complainant, the Ad states, "Special Trial Offer * - Rs. 10/- per diaper" and "*M.R.P. Rs. 10/- per diaper (inclusive of all taxes). Offer open till stocks last. Available at select Pamper outlets only". "Several well-known Dept. Stores were visited in Bombay (On 31/5/95), but none were stocking the product, nor did they know where to obtain the same. The Ad does not mention a phone No. for Inquiries". "This Ad is misleading, creating demand for the product in advance of making it available to the public".	July 1995 There was no evidence of the Ad being misleading to consumers in general.
20.	WHEELS RENT-A-CAR - Drive A Bargain. For A Month C. 1164 - 6/95 106 TH - 8/8/95 Mr. P. Mohan Sachdev	CORPORATE AVENUES	Complaint against the Ads of "Drive A Bargain. For a Month", in the Deccan Chronicle. The complainant considers the headline "Leave Your Wife" and "Dump Your Ma-in-law", to be in utter bad taste and offending family sentiments.	August 1995 Ad uses humour for attention. Ad not considered objectionable in respect of the Code.
21.	PREMIER COMBINES - Kwik Lite C. 1165 - 6/95 106 TH - 8/8/95 Mr. V.T. Nathan	ARIES ADVERTISING PVT LTD	Complaint against an Ad of "Kwik Lite", in The Hindu. According to the complainant, the use of the term `Electronic Transformer' is misleading. The term has been newly `coined' to describe a step down transformer which transforms 220 Volt AC into 12 Volt AC to suit 12V/50W Halogen Bulb. These small Halogen Bulbs used in automobile head-lamps are now being used for illumination also. Halogen Bulbs can work in AC or DC. Even assuming that this 12V/50W Halogen Bulb works better in DC, the device to step down and convert 220V AC power into 12V DC power cannot be called "Electronic Transformer". The technical name for that device is "DC rectifier" world wide. They laymen call it `Battery Eliminator'. The use of the name Electronic Transformer is designed to mislead the public into believing that the device is as highly sophisticated as the Electronic Watch, Electronic Calculator, Electronic organ etc.	August 1995 Claims made were supported by the information provided by the advertiser.

Complaints that were NOT UPHELD by the Consumer Complaints Council

Sr. No.	Advertiser	Agency	Nature of Complaint	Comment / CCC Decision
22.	BENNETT COLEMAN & CO - Economic Times, Calcutta Marketing Supplement C-1167-7/95 106TH 8/8/95	NEXUS EQUITY ADVTG (P) LTD	Complaint against the Ad of "Marketing Supplement, Economic Times", in The Economic Times. According to the complainant, the Ad states, "In blind tests, most smokers can't tell one cigarette from another. Yet, brands such as Wills log up annual sales of several hundred crores, year after year. And their smoker would rather fight than switch".The complainant objects to the direct promotion for Wills cigarettes and to highlighting a man with 3 cigarettes between his lips, since this is contradictory to and in violation of the statutory warning, "Cigarette smoking is injurious to Health". Dr. B.K. Roy Chowdhury	August 1995 Ad not in contravention of the Code.
23.	TATA TEA LIMITED - Tata Tea Premium CTC Leaf C-1168-7/95 106TH 8/8/95	-	Complaint against the promotion message on the plastic bag of "Tata Tea", which states, "FREE EXTRA TEA FOR 12 CUPS IN THIS PACK". The complainant is of the view that the extra quantity should be specified by weight or as a percentage of the pack contents. The complainant considers the Ad to be misleading by omission of essential information. Mr. S. S. Shanbhag	August 1995 Promotion message not misleading and not in violation of Rules on Labelling of Packaged Commodities.
24.	GODFREY PHILLIPS INDIA LIMITED - Four Square White Water Challenge C-1170-7/95 106TH 8/8/95	OGILVY & MATHER LTD	Complaint against an Ad of "Four Square White Water Challenge", in the Times of India. The complainant is of the view that "Four Square brand of cigarettes is prominent in the Ad and hence the Ad should mention the statutory warning, which however does not appear in the Ad". —11—	August 1995 Ad not in breach of the law. It promotes a specific sporting event sponsored by the advertiser. Since no specific product is advertised, the statutory warning is not required by law.
25	KELLOGG INDIA LTD - Kellogg's Basmati Flakes C-1176-7/95 106TH 8/8/95	HINDUSTAN THOMPSON ASSOCIATES LTD	Complaint against an Ad of "Kellogg's Basmati Flakes", in the E. Times. According to the complainant, the claims made for the product "Kellogg's Basmati Flakes", are "merely confirming the contents of the ingredients used such as various cereals and do not represent any special benefits or improvements rendered by the manufacturer. The Ad is therefore misleading the public". —11—	August 1995 Ad not misleading. Facts have been presented in the Ad and no false claims have been mentioned

Complaints that were NOT UPHELD by the Consumer Complaints Council

Sr. No.	Advertiser	Agency	Nature of Complaint	Comment / CCC Decision
26.	KELLOGG INDIA LTD - Kellogg's Corn Flakes C. 1177 - 7/95 106TH 8/8/95 Mr. S.S. Shanbhag	HINDUSTAN THOMPSON ASSOCI-ATES LTD	Complaint against an Ad of "Kellogg's Corn Flakes", in The Metropolis. According to the complainant, the claims made for the product "Kellogg's Corn Flakes", are "merely confirming the contents of the ingredients used such as various cereals and do not represent any special benefits or improvements rendered by the manufacturer. The Ad is therefore misleading the public". The Ad invites correspondence - "For more information write to: The Kellogg's Nutrition Advisory Service, 56 Maker Chambers VI, Nariman Point, Bombay 400 021", on doing which, the complainant has received no reply.	August 1995 Ad not misleading. Facts have been pre-sented in the Ad and no false claims have been mentioned.
27.	KELLOGG INDIA LTD - Kellogg's Corn Flakes C.1158 - 7/95 106TH 8/8/95 People Union for Social Honesty	HINDUSTAN THOMPSON ASSOCI-ATES LTD	Complaint against an Ad of "Kellogg's Corn Flakes", in The Metropolis. According to the complainant, "All Kellogg's Breakfast Cereals are toasted, not fried. Which makes them low in fat and cholesterol-free". This is not an improvement provided by the manufacturer to the product but is because the ingredients used such as corn, wheat, rice, cereals are very low in fat and cholesterol. The Ad is therefore misleading the public. The Ad invites correspondence - "For more information write to: The Kellogg's Nutrition Advisory Service, 56 Maker Chambers VI, Nariman Point, Bombay 400 021", on doing which, the complainant has received no reply.	August 1995 Ad factual, not mislead-ing. The complaint is an isolated instance of non-perfor-mance, (reply possibly misplaced in the post).
28.	KELLOGG INDIA LTD - Kellogg's Corn Flakes C. 1179 - 7/95 106TH 8/8/95 Mr. S.S. Shanbhag	HINDUSTAN THOMPSON ASSOCI-ATES LTD	Complaint against an Ad - pamphlet of "Kellogg's Corn Flakes". According to the complainant, the Ad omits essential information on the quantitative requirements by weight and by calorific value of the daily requirements, by different categories of individuals and how their product meets these requirements for various activity levels. Without this information the Ad is misleading to the consumer.	August 1995 Ad factual, no 'essential' information in support of any claims has been omitted, and is not misleading.
29.	NESTLE INDIA LIMITED - Milkmaid Tin C-1189 - 7/95 106TH 8/8/95 Ms. A.H. Adhani	-	Complaint against the promotion message on the label of "Milkmaid Tin". According to the complainant, Nestle have been advertising the offer of a Free Milkmaid Recipe Booklet, for promotion of their product, on the label of their Milkmaid Tin. The complainant had written to them for the same twice in the last few months but did not get any response. Her friends have also written to them but have got no response either. This Ad is misleading.	August 1995 Isolated instance of non-perfor-mance and the advertiser has made good the lapse.

Complaints that were NOT UPHELD by the Consumer Complaints Council

Sr. No.	Advertiser	Agency	Nature of Complaint	Comment / CCC Decision
30.	ELF LUBRICANTS INDIA LTD- Elf Lubricants C·1144-5/95 107TH - 13/9/95 @ Castrol (I) Ltd.	TRIKAYA GREY ADVTG (I) LTD	Complaint against an Ad of "Elf Lubricants", in the Times of India and on outdoor sign boards in Bombay. The press Ad states, "World Champion Engine Oils, Elf Engine Oils". The complainant claims the right of prior usage should be in favour of Castrol who have been using the line, "World Champion Lubricants", as a strap line in their Ads in India since 1991, and internationally even earlier and hence the claim, "World Champion Engine Oils", is considered as a blatant copy of the claim, "World Champion Lubricants", and should therefore be discontinued both in the press Ad as well as promotion message displayed at the trade outlets.	September 1995 Claim, "World Champion", was substantiated by the advertiser and the complainant. The slogan, "World Champion", was not considered a `unique created Ad property'.
31.	M & N PUBLICATIONS LTD - GETIT Yellow Pages C·1185-7/95 107TH - 13/9/95 Dr. Hasmukh C. Shah	REDIFFUSION DENTSU YOUNG & RUBICAM PVT LTD	Complaint against an Ad of "GETIT Yellow Pages", in the Times of India. According to the complainant, the Ad has claimed that theirs is the "Official MTNL Directory", and since the complainant has observed similar claims being made by other publications regarding the Official MTNL Directory, the advertiser should substantiate that they are approved publishers of the Official MTNL Directory.	September 1995 Claim, "approved sole publishers", was substantiated.
32.	TRANS-ELEKTRA DOMESTIC PRODUCTS LTD - Good Knight Mats C·1198-7/95 107TH - 13/9/95 Mr. C. Suresh	HINDUSTAN THOMPSON ASSOCIATES LTD	Complaint against a TVC of "Good Knight Mats", on DD1. According to the complainant, in the Ad they have shown a small boy holding a thermometer in his mouth, and his mother is shown beside him. The mercury level keeps rising, till the thermometer breaks. The mother is shown spell-bound and the voice over declares, "Malaria is a dreadful disease and can cause death". To prevent this, use `Good Knight Mats'. A thermometer will not break in the manner shown in the Ad. The implication Good Knight Mats can prevent Malaria, and fear aroused in the reader of the Ad is misleading.	September 1995 Visuals considered a 'permissible exaggeration'.

Complaints that were NOT UPHELD by the Consumer Complaints Council

Sr. No.	Advertiser	Agency	Nature of Complaint	Comment / CCC Decision
33.	LIONS INTER-NATIONAL - Campaign - SIGHTFIRST C. 1175 - 7/95 107 TH - 13/9/95 Mr. S. S. Shanbhag	AKSHAR ADVTG ASCTS. P. LTD	Complaint against an Ad of "Campaign - SIGHTFIRST - Lions International", in the Loksatta. According to the complainant, "the Ad is misleading the public since it does not provide any address to be contacted in response to the Ad. The nearest Lions Clubs when contacted were not aware of this programme. This is an omission of essential information".	September 1995 Exparte. Ad not misleading. It was a public interest Ad to create awareness.
34.	SELLAIDS PUBLICATIONS (I) LTD - Selpages C. 1186 - 7/95 107 TH - 13/9/95 Dr. Hasmukh C. Shah	-	Complaint against an Ad of "Selpages", in the Times of India. The complainant considers that the Ad is misleading since it has raised serious doubt about the authenticity of the official yellow pages and the implications of the indemnity clause printed on Page 59, of the Bombay Telephone Directory 1994. The Ad could be misleading to the public with regard to the official yellow pages published by another firm. The Ad "Full Value For Money for Businessmen" contains derogatory statements regarding "exorbitant Ad rates" of the official yellow pages. The advertiser should substantiate the statements which they have made to avoid misleading readers of the Ad.	September 1995 Exparte. Ad not derogatory or unfair.
35.	P.C. POINT - New Standard T & E Level Examination C. 1187/- 7/95 107 TH - 13/9/95 Jetking School of Electronic Technology	AXIS ADVTG (P) LTD	Complaint against an Ad of "New Standard T & E Level Examination", in the Times of India. The complainant objects to the claim, "CEDT - An Institution under Department of Electronics" (DOE)". The complainant has written to the Department of Electronics and found out that P.C.Point is "not an accredited institute under DOEACC", who have stated, **"we do not have any accreditation scheme for Hardware courses. With regard to the Ad as given by the P.C.Point, Baroda, it is to inform you that P.C.Point is not an accredited institute under DOEACC. We are taking up the matter separately with the P.C.Point".** The Ad is misleading the public.	September 1995 Ad not considered misleading. Confusion between use of the words "Under" and "Accredited"
36.	P.C. POINT - Admission Notice - DECHT & PGDCE C. 1188 - 7/95 107 TH - 13/9/95	AXIS ADVTG (P) LTD	Complaint against an Ad of "Admission Notice - DECHT & PGDCE", in the Times of India. According to the complainant, P.C.Point mentions "CEDTA" in one right hand corner and Computer Hardware Maintenance Institute, "under Department of Electronics", in bold. The CEDT - Aurangabad, Centre of Electronic Design and Technology, instituted under DOE, has appointed P.C.Point only as co-ordinating agency and P.C.Point is not under DOE, (unlike the status granted to P.C.Point for Software Courses). The Ad is misleading the public	September 1995 Ad not considered misleading. The Ad claim is considered factual.

Complaints that were NOT UPHELD by the Consumer Complaints Council

Sr. No.	Advertiser	Agency	Nature of Complaint	Comment / CCC Decision
37.	MODILUFT LTD - Miles & Smiles Programme	iB & W COMMUNI-CATIONS PVT LTD	Complaint against an Ad of "Miles & Smiles Programme", in the Economic Times. According to the complainant, the picture of a couple, linking the COPY above and below the picture, conveys a wrong impression. (The girl appears to be on his lap or leaning on the man). An enquiry by the complainant among a cross section of people disclosed that "some people think that the airhostess is on the lap of the passenger in a very happy mood". This is not in good taste.	September 1995 Visual not considered objection-able.
38.	HINDUSTAN LEVER LTD (TOMCO DIVISION) - 501 Washing Soap	CLARION ADVERTIS-ING SER-VICES LTD	Complaint against a TVC of "501 Washing Soap", on DD. According to the complainant, the TVC lacks credibility. The wrestler in the Ad seeks his mother's blessings. It is not understandable as to how the washing soap Tata 501 helps him to win the match.	October 1995 Ad not con-fusing.
39.	JOHNSON & JOHNSON LTD - Carefree Sanitary Napkins	LINTAS INDIA LTD	Complaint against a TVC of "Carefree Sanitary Nap-kins", on DD. Watching the Ad on TV frequently, the complainant "feels uncomfortable even though she is a well educated woman. Many other women must be feeling the same". Young children watching the Ad repeat in chorous "Na Dona Na Sukana" and "Hum bhi modern hai", slogans which are embarassing. Such TV Ads should be very discreet.	October 1995 No breach of propri-ety.
40.	THE ZANDU PHARMACEU-TICAL WORKS LTD - Zandu Balm	NOVA ADVTG PALACE PVT LTD	Complaint against a TVC of "Zandu Balm", on DD. According to the complainant, the Ad shows that Zandu balm is effective in curing cough and cold. In reality it will not help to cure the cough of a child, if the cough is not treated with an antibiotic, since it may lead to Pneumonia etc.	October 1995 Complaint misquotes the Ad claims.
41.	COLGATE PALMOLIVE (I) LTD - Palmolive After Shave Lotion	REDIFFUSION DENTSU YOUNG & RUBICAM PVT LTD	Complaint against a TVC of "Palmolive After Shave Lotion", on DD. According to the complainant, the Ad does not highlight essential qualities required in an after shave lotion. "The Ad would send wrong signals to the viewers, that women are easy prey". "The Ad leaves an unpleasant taste".	October 1995 Ad not ob-jectionable.

C. 1190 - 7/95
108TH - 13/9/95
Mr. M.K. JOS

C. 1209. 8/95
108 TH - 18/10/95 Mr. V. Sitaraman

C. 1206 - 8/95
108TH - 18/10/95
Mrs. Mano Arvind

C. 1223 - 8/95
108 TH - 18/10/95 Dr. ch. Padmavathy Naidu

C. 1217 - 8/95
108 TH - 18/10/95
Mr. T.C. Jayaprakash

Complaints that were NOT UPHELD by the Consumer Complaints Council

Sr. No.	Advertiser	Agency	Nature of Complaint	Comment / CCC Decision
42.	JVG DEPARTMENTAL STORES LTD - JVG Superwash Detergent Powder	PERCEPT ADVTG	Complaint against a TVC of "JVG Superwash Detergent Powder", on DD. According to the complainant, the TVC shows a housewife (who seems to be an educated lady) throwing her washing machine down the 5th or 6th floor of her building, in preference for a washing powder. In the first place, no one in their right senses will exchange one for the other because they are two different items. You cannot wash your clothes with only a washing machine and no washing powder. This is confusing. C. 1205 - 8/95 108TH - 18/10/95 Mrs. Mano Arvind The second action which is wrong, she just pushes the waching machine out of her balcony, least bothered of it falling on somebody down below and the consequences thereafter. This could be dangerous.	October 1995 Advertising licence within permissible limits.
43.	JVG DEPARTMENTAL STORES LTD - JVG Superwash Detergent Powder	PERCEPT ADVTG	Complaint against a TVC (on DD) and an Ad (in Times of India) both of "JVG Superwash Detergent Powder". According to the complainant, the press Ad is alarming, saying "Throw away your washing machine. JVG Superwash makes your bucket as effective as your washing machine". C. 1216 - 8/95 108TH - 18/10/95 Dr. Hasmukh C. Shah In the TVC, a lady is shown pushing a washing machine out of a high rise building and it crashes to pieces as it hits the ground. "This is dangerous and also not fair to competitors".	October 1995 Advertising licence within permissible limits.
44.	JORDAN DENTAL CARE PRODUCTS LTD - Jordan Toothbrush	CHAITRA LEO BURNETT PVT LTD	Complaint against a TVC of "Jordan Toothbrush", on SUN TV. According to the complainant, the Ad claimed that "if the teeth are brushed with Jordan Magic toothbrush, the colour of the brush will change while brushing the teeth". C. 1228 - 8/95 108TH - 18/10/95 Mr. T. Ramaswamy Lured by the Ad and out of curiosity the complainant purchased the brush for Rs.25/-. When he brushed his teeth with that brush, to his disappointment he found there was no change in the colour of the toothbrush, as claimed in the Ad. This is a false claim.	October 1995 Claim was demonstrable, not false.
45.	MIRC ELECTRONICS LIMITED - Onida TV	ADVERTISING AVENUES	Complaint against a TVC of "Onida TV", on DD. According to the complainant, the slogan, "World's Envy, India's Pride", is misleading and cheating the Indian public, that it is "a 100% Indian TV" and is so superior that the whole world is jealous of Onida C. 1241 - 9/95 108TH - 18/10/95 Dr. Bharat Vyas In fact Onida is nothing but a Japanese TV - JVC. JVC is sister concern of Technic, Panasonic and National. The Ad is misleading the Indian public.	October 1995 Claim not misleading.

Complaints that were NOT UPHELD by the Consumer Complaints Council

Sr. No.	Advertiser	Agency	Nature of Complaint	Comment / CCC Decision
46.	INDIAN AIRLINES C-1213-8/95 108TH 18/10/95	NEXUS EQUITY ADVTG PVT LTD Percept Advtg.	Complaint against an Ad in the Sunday Review Times of India. According to the complainant, the base line in the Ad reads "Come Home to Indian Airlines". "Come home to" - has been publicised over the past 4 to 5 years and has become a base line identified with Siyaram, "Come Home to Siyaram". "The identity which has been created for Siyaram, can therefore be lost in the process".	October 1995 "Come home to", not an exclusive Advertising property.
47.	INDIAN BANKS' ASSOCIATION - Workmens' Union Settlement C-1229-8/95 108TH 18/10/95	CANCO ADVTG (P) LTD Mr. Tony Miranda	Complaint against an Ad of "Workmens' Union Settlement - IBA", in the Times of India. According to the complainant, the visual depicts the clerical staff as crooks with overgrown nails, folded-up sleeves, a metal band on the wrist and dirty looking skin, trying to pressurise a fair-skinned, aristocratic and blue-blooded Administration. The visual is a class-discriminative and gives an unjust representation of reality. This is false.	October 1995 Ad not offensive.
48.	SQUARE D BIOTECH LTD - Glucosdin C-1220-8/95 108TH 18/10/95 Heinz (I) P. Ltd.	MCCANN ERICKSON (INDIA) PVT LTD	Complaint against the Ads of "Glucosdin", in the Indian Express, Madras and also on hoardings in Madras city. According to the complainant, in the Ad it is claimed, "Glucose-D now has another name, Glucosdin". "Glucose-D" is the generic name for Glucose Powders and is not a proprietary name. The manufacturer, Square D Biotech Ltd has not marketed any brand under the brand name of Glucose-D. So the claim that "Glucose-D has now been changed to Glucosdin" is misleading. In Southern language versions in the written form, "Glucose-D" appears very similar to another brand Glucon-D, thereby creating an impression that the brand name Glucon-D has been changed to Glucosdin. This is clearly misleading.	October 1995 Ad not confusing or misleading.
49.	BOSTON'S COMPUTER INSTITUTE - 9th Post Graduate Software Application Engineering Course C-1202-8/95 108TH 18/10/95 Dr. Hasmukh C. Shah	DATTARAM ADVTG (P) LTD	Complaint against an Ad of "9th Post Graduate Software Application Engineering Course", in the Times of India. According to the complainant, the Ad states, "Pick up your appointment letter before you enrol!" It mentions a list of reputed companies consistently recruiting their `SAE' students. Lastly, it mentions, "Prospectus available for Rs.100/-" but there is no mention of the course fees. Since numerous students and unemployed youth would be involved in responding to such an Ad, each application for prospectus costing Rs.100/-, even before enrolling or getting an appointment letter, it is essential that the course fees should be mentioned in the Ad itself.	October 1995 Claims substantiated.

Complaints that were NOT UPHELD by the Consumer Complaints Council

Sr. No.	Advertiser	Agency	Nature of Complaint	Comment / CCC Decision
50.	MUNICIPAL CORPN OF GREATER BOMBAY - Save Water Campaign C. 1204 - 8/95 108TH - 18/10/95	-	Complaint against an Ad of "Save Water Campaign", in Aapala Mahanagar. According to the complainant, the Ad states, "The service of fixing of washers for leaking taps, free of charge". This is not true. In actual experience, the complainant has confirmed by visiting M-Ward office and he has found that no such scheme exists. Similarly he has checked this scheme with another three Wards and found that there is no such scheme. Mr. S.S. Shanbhag	October 1995 Exparte. Ad not false or misleading. A public service Ad.
51.	INDIAN ALUMINIUM CO LTD - Superwrap Pure Aluminium Foil C. 1222 - 8/95 108TH - 18/10/95	TRIKAYA GREY ADVERTISING (I) LTD	Complaint against an Ad of "Superwrap Pure Aluminium Foil", in the Times of India. According to the complainant, in the Ad, "Superwrap Pure Aluminium Foil is projected as a food preservator". The Ad claims, "moisture is what keeps fresh food fresh. Tiffin food loses freshness because it loses moisture". "Superwrap hugs its contents tight, and seals in the moisture". The complaint states, "Aluminium foil has no such quality to keep food fresh". The Ad is misleading.	October 1995 Claims not false or misleading.
52.	HINDUSTAN COMMUNICATIONS - STAR EPABX	-	Complaint against an Ad of "STAR EPABX", in The Hindu, Madras. According to the complainant, the name of the product and the logo in this Ad are deceptively similar to that of 'STAR TV Network', an unrelated business. This is misleading.	October 1995 No obvious similarity. Not misleading.
53.	BPL LIMITED - BPL Microwave Cooking System C. 1236 - 9/95 108TH - 18/10/95 Dr. Hasmukh C. Shah	-	Complaint against an Ad of "BPL Microwave Cooking System", in the Times of India. According to the complainant, the Ad states in bold letters - "Does cooking Indian dishes eat into your time?", and then in the copy it tries to introduce BPL Microwave Cooking System. "Truly versatile. It can cook idlis, biryani, besan laddu and more, in a snap". The Ad implies that only Indian dishes are time consuming and that other types of cooking dishes do not take as much time. The Ad is misleading.	October 1995 Not misleading.
54.	CAMERIN DRUGS AND PHARMACEUTICALS LTD - Diabetea Herbal Tea C. 1203 - 8/95 109TH - 21/11/95 Dr. Hasmukh C. Shah	ULKA ADVERTISING P. LTD	Complaint against an Ad of "Diabetea Herbal Tea", in the Times of India. According to the complainant, the Ad mentions, "Diabetea is India's first special purpose herbal tea". This statement is not only misleading but absolutely wrong. There are hundreds of ayurvedic medicines to be used as water decoctions - same way as tea and therefore, this can never be a "first special purpose tea". The Ad has an inherent and hidden suggestion that this drink can substitute the normal 'tea'. This is definitely misleading.	November 1995 However the claim, "First" should be reconsidered to avoid consumer misunderstanding.

Complaints that were NOT UPHELD by the Consumer Complaints Council

Sr. No.	Advertiser	Agency	Nature of Complaint	Comment / CCC Decision
55.	BUSH INDIA LTD - Akai TV	-	Complaint against a TVC of "Akai TV", on STAR TV. According to the complainant, the TV Ad shows "GOA AS A HIDE OUT", boldly printed on the man's T-Shirt, to call attention to that fact. This is highly objectionable. In addition, the presence of a glass of 'drink' and a girl on his lap (visual), is highly objectionable because the implication that Goa is a hide out for pleasure for 'lotharios', is emphasised by this. C.1252-9/95 109TH - 22/11/95 Mr. M.K. Jos	November 1995 Exparte. Ad used humour for attention.
56.	GEOFFREY MANNERS & CO LTD - Forhans Toothpaste	CONTRACT ADVERTISING (INDIA) LTD	Complaint against a TVC of "Forhans Toothpaste", on DD. According to the complainant, the Ad says that "usage of their toothpaste ensures all the 32 teeth remain intact", which is entirely false. The role of toothpaste is only for "cleansing" purpose. C.1264-10/95 109TH - 22/11/95 Dr. ch. Padmavathy Naidu	November 1995 Claim of, "32 intact", a general phrase within permissible limits.
57.	HINDUSTAN LEVER LTD - Liril Soap	LINTAS INDIA LTD	Complaint against a TVC of "Liril Soap", on DD. According to the complainant, the Ad says that "it gives more freshness than what coconut water, kheera and many more natural elements can give". This is also utterly false. C.1265-10/95 109TH - 22/11/95 — " —	November 19 Actual claims not false.
58.	HINDUSTAN LEVER LTD - Lux International Soap	HINDUSTAN THOMPSON ASSOCIATES	Complaint against a TVC of "Lux International Soap", on DD. According to the complainant, the Ad says that using of this soap makes people beautiful. The complainant doubts a soap can make a person beautiful. This is misleading. C.1266-10/95 109TH - 22/11/95 — " —	November 1995 Actual claims not misleading.
59.	LOHIA MACHINES LTD - LML Vespa Scooter	ULKA ADVERTISING PVT LTD	Complaint against a TVC of "LML Vespa Scooter", on DD. According to the complainant, the Ad shows a person playing a big guitar/violin, and hearing that music the scooter which is bound with chains, breaks them and comes to him. It is really absurd and not truthful. C.1267-10/95 109TH - 22/11/95 — " —	November 1995 Ad humorous, was merely an attention-getting device.
60.	COLGATE PALMOLIVE (I) LTD - Colgate Toothpaste	REDIFFUSION DENTSU YOUNG & RUBICAM PVT LTD	Complaint against a TVC of "Colgate Toothpaste", on DD. According to the complainant, the Ad says that usage of Colgate toothpaste removes bad breadth. In reality bad breadth means disease of either gums or teeth which can be cured only by medicines and not by toothpaste. This is misleading. C.1268-10/95 109TH - 22/11/95 — " —	November 1995 Claims not misleading.

Complaints that were NOT UPHELD by the Consumer Complaints Council

Sr. No.	Advertiser	Agency	Nature of Complaint	Comment / CCC Decision
61.	PARAS PHARMACEUTICALS PVT LTD - Stopache Tablets C. 1270/- 10/95 109TH - 22/11/95	TRITON COMMUNICATIONS PVT LTD	Complaint against a TVC of "Stopache Tablets", on DD. According to the complainant, the Ad encourages its use every day for tiredness caused by daily stress. The drug which 'contains analgin' has been banned in other countries and its usage has been proved to cause kidney damage. How can the company promote its usage daily. In fact any medicine taken regularly without proper medical advice is detrimental to health. Dr. Ch. Padmavathy Naidu	November 1995 Ad did not promote a harmful practice. 'Analgin' not an ingredient declared on the pack.
62.	PROCTER & GAMBLE (I) LTD - Vicks Action 500 C. 1271 - 10/95 109TH - 22/11/95 Piramal Healthcare Ltd.	MADISON ADVERTISING	Complaint against a TVC of "Vicks Action 500", on DD. According to the complainant, in response to a complaint against Vicks Action 500 aired on DD during December'94, which was Upheld by the CCC as the Ad contravened Chapter I.1 of the Code, the claim "rids you from cold", was not substantiated, an Assurance of Compliance was received from the advertiser. The same Ad is being aired since July'95, without appropriate modification of the offending claim.	November 1995 Isolated instance of the previous TVC being aired by error. TVC has been modified appropriately before renewal of the campaign.
63.	ALFA CONSUMER APPLIANCES LTD - SIRACCO Ventilation Fan C. 1247-9/95 109TH - 22/11/95	ADVERTISING AVENUES	Complaint against an Ad of "SIRACCO Ventilation Fan", in the Times of India. According to the complainant, the Ad depicts a pig as an unclean animal with a beastly smell. This Ad is in very poor taste and is derogatory to an animal, which has done nothing to deserve such disrespect. All (I) Animal welfare Association	November 1995 Ad not offensive to the general public.
64.	IFB INDUSTRIES LTD - Quality - An Effective way of Eliminating others C. 1237/- 9/95 109TH - 22/11/95	HINDUSTAN THOMPSON ASSOCIATES LTD	Complaint against an Ad of "Quality - an effective way of eliminating others", in the Times of India. The complainant objects to the words "eliminating others" and showing in a prominent picture, a person on whose temple a revolver is pointed. The two go together to signify that "this is an effective way of eliminating others". This is dangerous. If they want to show "quality" as the effective way, let them show the quality criteria in which their product is superior Dr. Hasmukh C. Shah	November 1995 Ad not promoting a dangerous practice nor objectionable.

Complaints that were NOT UPHELD by the Consumer Complaints Council

Sr. No.	Advertiser	Agency	Nature of Complaint	Comment / CCC Decision
65.	BOBCARDS LTD - Bharat Bobcard Premium Visa Credit Card C. 1240 - 9/95 109TH - 22/11/95	OGILVY & MATHER LTD	Complaint against an Ad of "Bharat Bobcard Premium Visa Credit Card", in the Times of India. The complainant objects to the words "Plastic Fuel", which has similarity to the product "Plastic Fuse", a device being used by terrorists and other activists to detonate the device and create tension. This has been very cleverly advertised in these days of tension. Their card is not fuel, their card is a credit or a currency to be used for buying the fuel. This is misleading. Dr. Hasmukh C. Shah	November 1995 Ad not misleading.
66.	UNIT TRUST OF INDIA - Deferred Income Plan'95 C. 1261 - 10/95 109TH - 22/11/95	ADROIT ADVTG & MKTG PVT LTD	Complaint against an Ad of "Deferred Income Plan'95", in the Eenadu. According to the complainant, the "26% interest rate" is so prominently displayed that the first impression is created that the interest accrued on the first two years is only deferred to the third year. However, the fact is no interest is payable in the first two years and the 26% is due only for the 3rd year and payable in 4 quarterly instalments. The Ad is designed to delude the normal reader and draw him into the investment. This is misleading. Aswini Homeo & Ayurvedic Products Ltd.	November 1995 Claim factually correct.
67.	ADDISONS PAINTS & CHEMICALS LTD - Addisons Paints C. 1273 - 10/95 109TH - 22/11/95	SHRUTI ADVTG SERVICES PVT LTD	Complaint against an Ad of "Addisons Paints", in The Hindu. According to the complainant, the quality reports given on various dates by Tractors and Farm Equipment Limited to Addisons Paints & Chemicals Ltd, as featured in the said Ad, are considered to be false claims to impress the reading public, since all the letters featured are from one company, Tractors and Farm Equipment Limited, which is a member of the Amalgamations Group of companies and Addisons Paints & Chemicals Ltd is another member of the same group. Mr. V. Natarajan	November 1995 Ad factually correct.
68.	ZEN COMMUNICATIONS PVT LTD - Kanan Devan Scholarships C. 1245 - 9/95 109TH - 22/11/95 Mr. Umakant D. Shetye		Complaint against an Ad of "Kanan Devan Scholarships", in Daily Gomantak. The Ad declares a competition as, "a Festival offer consisting of a Scholarship of Rs.2500/-". The complainant draws attention to the following points: It can be observed from the Ad that in the column of the entry coupon the Scholarship is specifically for a 'male child'. Our society is crazy for male children. Such type of competitions indirectly help to promote this unhealthy craze. It is discriminating between a male and female child, which is against our national Government policy.	November 1995 Ad not in contravention of the Code. However Advertising Agency assured that Ad being withdrawn.

Complaints that were NOT UPHELD by the Consumer Complaints Council

Sr. No.	Advertiser	Agency	Nature of Complaint	Comment / CCC Decision
69.	ROTOMAC PENS PVT LTD - Rotomac Ball Pens	EVEREST ADVERTISING PVT LTD	Complaint against an Ad of "Rotomac Ball Pens", in the Daily Thanthi, Tamilnadu. According to the complainant, the Ad mentions, "yezhutha yezhutha love undagum". This Ad misguides the people and is objectionable. "There is no direct nexus between the girl and the product. The girl in the picture comforts herself in a manner that offends against the Tamil culture. The employment of the word 'Love' in English in a sensuous and unsavoury fashion, while there are in fact umpteen sweet words in Tamil to suit the ocassion. The Ad is an unmistakable expression of the male chauvinism to display woman as an object of lust." C. 1242 - 9/95 109 TH - 22/11/95 Tamilnadu Rural Urban Consumer Protection Council	November 1995 Exparte. Ad not objectionable.
70.	WESTERN VALVOLINE LTD - Valvoline Engine Oils	MAA BOZELL	Complaint against an Ad of "Valvoline Engine Oils", in the Strategist. According to the complainant, a claim is made by the advertiser of being a company that will bring the 'World's First, World's Finest', range of Valvoline engine oils to India. The complainant finds the claim (World's First, World's Finest) to be baseless and hence the Ad is misinforming and misleading. C. 1274 - 10/95 109 TH - 22/11/95 Everest Advtg. P. Ltd.	November 1995 Claim not untruthful or misleading.
71.	NIRMA CHEMICAL WORKS - Nirma Soap	PURNIMA ADVTG AGENCY PVT LTD	Complaint against a TVC of "Nirma Soap", on DD. According to the complainant, there is a lot of body exposure in the TVC and the clothes worn by the model are very indecent. C. 1269 - 10/95 110 TH 27/12/95 Dr. Ch. Padmavathy Naidu	December 1995 Ad not indecent.
72.	NESTLE INDIA LTD - KitKat Chocolate	HINDUSTAN THOMPSON ASSOCIATES LTD	Complaint against a TVC of "KitKat Chocolate", on DD. According to the complainant, the commentary in the TVC states, "Aaj Hai Breakaasan. (KitKat) Breakaasan Ka Sahi Samay Kaarya Karte Samay Hai". The Ad is totally ridiculing/insulting yoga/yogaasan, which is our ancient Indian Heritage. It has really hurt the sentiments of the Indian people. C. 1282 - 10/95 110 TH - 27/12/95 Mrs A.P. Ranganath (Syndicate Bank)	December 1995 Such 'Advertising licence' not considered offensive and not contravened the Code.
73.	HYDERABAD ALLWYN LIMITED - Allwyn Durocool Refrigerator	SSC&B LINTAS LTD	Complaint against a TVC of "Allwyn Durocool Refrigerator", on DD. According to the complainant, the Ad depicts a "new" refrigerator and associates a young boy with it. The Ad then shows a young man and refers to a lapse of 20 years and claims that the compressor is still running successfully. The complainant objects to this claim of, "20 years smooth running", without any proof. C. 1283 - 10/95 110 TH 27/12/95 Mr. D. Naga Raja Rao	December 1995 It is desirable that Company substantiate the claim in the Ad itself, with data and

Complaints that were NOT UPHELD by the Consumer Complaints Council

Sr. No.	Advertiser	Agency	Nature of Complaint	Comment / CCC Decision
				tests which will convince consumers that the claim is a valid one.
74.	ASIAN SKY SHOP - Introductory Sale C.1291-11/95 110TH - 27/12/95 Roosha Sales Corporation (Mr. Sambhajirao Kadam)	-	Complaint against a TVC of "Introductory Sale", on Zee TV. According to the complainant, the Ad invites the public to purchase the selected items on advance payment by DD/cash/cheque, for the material. The complainant paid by cheque against orders for their items. Acknowledgement receipts of payment were received by him. Despite several reminders, the ordered items have not been received, from the Asian Sky Shop. The complainant feels it is misleading the public.	December 1995 Isolated instance of non-per formance.
75.	TATA INFORMATION SYSTEMS LTD - IBM Computers C.1306-11/95 110TH - 27/12/95 Mr. Joseph Dias	OGILVY & MATHER LTD	Complaint against a TVC of "IBM Computers", on STAR PLUS. According to the complainant, in the Ad against a background of a Convent/Monastery, a group of Catholic nuns is shown praying, whilst some of them are shown to be discussing the latest products from IBM Computers. The dialogue in the Ad refers to these products very clearly. The Ad is objectionable since it offends the religious sensitivity of the Catholic Community.	December 1995 Such 'Advertising licence' not considered offensive and not contravened the Code.
76.	RBF NIDHI LIMITED - Annual Accounts 1994-95 C.1232.9/95 111TH - 24/1/96 Mr. P.R.R. Nayar	ELEGANT PUBLICITIES	Complaint against an Ad of "Annual Accounts 1994-95", in The Hindu. According to the complainant, the company is a `Nidhi company' as defined in Section 620A of the Companies Act, 1956 and is under no statutory compulsion to publish its annual accounts in a newspaper. This insertion is an Ad, to solicit deposits from the investing public. The schedules forming an integral part of the balance sheet, etc. were omitted. The published accounts were, therefore, incomplete. As a potential investor, the complainant called for these from the company, and also sought certain clarifications so as to facilitate a final decision on investment. The company has not so far responded. The complainant is of the view that the Ad is technically and legally false.	January 1996 Ad not misleading.

Complaints that were NOT UPHELD by the Consumer Complaints Council

Sr. No.	Advertiser	Agency	Nature of Complaint	Comment / CCC Decision
77.	STERLING TREE MAGNUM (INDIA) LTD - Teakquity Investment C. 1244 - 9/95 111 TH - 24/1/96 Mr. M.A.S. Ayyar	LINTAS INDIA LIMITED	Complaint against an Ad of "Teakquity Investment", in The Hindu. According to the complainant, the company has claimed, "a return of Rs.97,500/- per tree, after 20 years, on an investment of Rs.1,775/-", which is totally false, misleading and malicious. As per the claim of "37.5 cu.ft/tree in 20 years", there has been no proof either in the form of studies or actual growth history in Teak trees to show Teak will grow to 37.5 cu.ft in 20 years, in India. Inspite of all latest techniques, drip irrigation, nutrition, after 20 years (even in Burma/Malaysia) teak trees have grown to a maximum of 12-15 cu.ft.	January 1996 Ad not misleading.
78.	GUJARAT SIDHEE CEMENT LIMITED - Sidhee Cement C. 1279 - 10/95 111 TH - 24/1/96 Trikaya Grey Advtg.	ADDITION ADVERTISING	Complaint against an Ad of "Sidhee Cement", in Gujarat Samachar and Sandesh. According to the complainant, the Ad claims that "Sidhee Cement is the first to receive the ISO 9002 certification". This is not true. Gujarat Ambuja Cements Limited was the first Indian Cement company to get this certification, to the best of his knowledge.	January 1996 Claim substantiated. Complaint incorrect.
79.	VERY FINE APPARRELS LIMITED - Vanity Fair Lingerie C. 1280 - 10/95 111 TH - 24/1/96 Mr. P.K. Naik	MAA COMMUNICATIONS BOZELL PVT LTD	Complaint against the Ads of "Vanity Fair Lingerie", in Femina. According to the complainant, the Ads are not in good taste and are not upholding the dignity of women. In the name of `lingerie', photographs of more than semi-nude girls are displayed. The least cloth version and lacey frontal version are more objectionable.	January 1996 Ads not objectionable in terms of the Code.
80.	MARUTI UDYOG LTD - Maruti ALTO C. 1281 - 10/95 111 TH - 24/1/96 Mr. Amol K. Bose	REDIFFUSION DENTSU YOUNG & RUBICAM PVT LTD	Complaint against an Ad of "Maruti ALTO", in a September'95 issue of a magazine. According to the complainant, the fine print at the bottom of the Ad says, "Accessories shown in the picture are not part of standard equipment". Thereafter it continues to say, "Maruti Udyog reserves the right to change or discontinue specifications and models without notice". This is a blatantly misleading Ad. Such Ads reduce the credibility and consumer's confidence in Advertising.	January 1996 Nothing misleading.
81.	EXIDE INDUSTRIES LIMITED - Exide Freedom Maintenance Free Battery C. 1284 - 10/95 111 TH - 24/1/96 Mr. Shahvez Afridi	TRIKAYA GREY ADVERTISING (I) LTD	Complaint against the Ads of "Exide Freedom - Maintenance Free Battery", in the Sunday Review of Times of India. A few days after the first Ad appeared, the complainant went to M/s. Emzal Auto Batteries which is an exclusive Exide Shoppe at Opera House, Bombay to enquire about the same and was shocked to know that not only was the battery not available but also, none of the counter - sales personnel were aware of the same.	January 1996 Ad not misleading. Isolated instance of non-availability of new product.

Complaints that were NOT UPHELD by the Consumer Complaints Council

Sr. No.	Advertiser	Agency	Nature of Complaint	Comment / CCC Decision
			Again a few days after the second Ad appeared, the complainant went to the same M/s. Emzal, only to get the same disappointing response - "not aware - not available". The complainant has concluded that Exide is claiming that they have produced a "maintenance free battery", without actually doing so. He objects to the Ads which mislead consumers by sending them for a "non-existent" battery.	
82.	TATA TEA LIMITED - Tata Tea Contest C·1286-10/95 111TH - 24/1/96	SISTA SAATCHI & SAATCHI ADVERTISING Mr. Gaurav Bansal	Complaint against an Ad of "Tata Tea Contest", in The Tribune. According to the complainant, the number of teaspoons of Tata Tea in a pack are to be counted. They have mentioned the length and breadth of the spoon but not the depth. The complainant can design a teaspoon which will accomodate a whole pack in one go. There can be a lot of discrepancy in the results. This is misleading.	January 1996 Ad not misleading. Complaint incorrect.
83.	BAJAJ AUTO LTD - Bajaj 4S Champion Bike C·1290-11/95 111TH - 24/1/96	LINTAS INDIA LTD Mr U. Sengupta	Complaint against an Ad of "Bajaj 4S Champion Bike", in The Telegraph. The complainant is a dealer of a petrol pump and he pays for all the products required for his car and procured at his petrol pump. The same is true for his family members. The complainant questions whether the son of any shopowner gets his requirements free of cost from his family-owned shop? (as conveyed in the Ad). The Ad is in bad taste and untrue.	January 1996 Ad not untrue or objectionable.
84.	KIRLOSKAR ELECTRIC CO LTD - The New Kirloskar Electric C·1292-11/95 111TH - 24/1/96	PRATIBHA ADVERTISING IFB Indus. Ltd.	Complaint against an Ad of "The New Kirloskar Electric", in the Business India. According to the complainant, the Ad is a lift-off from the visual of the Ad of "IFB - Quality is an effective way of eliminating others", which appeared in a local newspaper in the month of July'95. This amounts to plagarism, which is objectionable.	January 1996 No appreciable similarity between the 2 Ads.
85.	DURACELL (INDIA) PVT LTD - Duracell Batteries C·1298-11/95 111TH - 24/1/96 Rediffusion DY&R. P. Ltd.	OGILVY & MATHER LTD	Complaint against an Ad of "Duracell Batteries", in `Swagat'. According to the complainant, the Ad compares zinc carbon batteries unfavourably to Duracell and makes the claim that Duracell lasts seven times longer than zinc carbon batteries. This claim is not borne out by facts in the Ad. The competitive battery shown in the Ad is a red coloured one which suggests a well known brand since that is the only brand which is coloured red among the AA sized batteries.	January 1996 Claim substantiated by Performance Tests reports.

Complaints that were NOT UPHELD by the Consumer Complaints Council

Sr. No.	Advertiser	Agency	Nature of Complaint	Comment / CCC Decision
86.	HINDUSTAN LEVER LTD - Annapurna Salt - Free offer of Wheel Bar C. 1299 - 11/95 111TH 24/1/96	OGILVY & MATHER LTD	Complaint against an Ad of "Annapurna Salt - free offer of Wheel Bar", in Deccan Chronicle. According to the complainant, the Ad is quite misleading and confusing. The complainant questions the headline, "Now Annapurna salt for whiter clothes?" Mr Sanjay Rao	January 1996 Headline, terms of free offer in the Ad, not misleading or confusing.
87.	CHRISTIAN DIOR - Eau Svelte Perfume C. 1300 - 11/95 111TH 24/1/96	-	Complaint against an Ad of "Eau Svelte Perfume", in the Gladrags magazine. According to the complainant, the Ad offends one's sense of decency, shows woman in a degrading way. Ms. Kanchana C.S.	January 1996 Exparte. Ad not objectionable in terms of Code.
88.	APEX ACADEMY'S POSTAL EDUCATION - Pass in 1 year, Osmania University Degree C. 1302 - 11/95 111TH 24/1/96 Annamalai University	-	Complaint against an Ad of "Pass in 1 Year, Osmania University Degree", in The Hindu. According to the complainant, the Ad is misleading. It makes an impression that a student can pass in one year, the M.B.A., M.C.A., and M.Phil. and Management Courses of Annamalai University. It is a wrong statement. Annamalai University is not conducting M.C.A., and M.Phil courses through correspondence at all. The duration of M.B.A. course offered through Distance Education by Annamalai University is three years. Hence the Ad is likely to create a wrong impression about Annamalai University. Further the Ad did not reveal anywhere that the advertiser was only conducting coaching classes for those examinations, and not actually securing admission into Annamalai University. The Annamalai University has no connection whatsoever with the advertiser. This is misleading.	January 1996 Exparte. Advertiser has been advised that the Ad should avoid textual confusion.
89.	INSTITUTE OF POSTAL EDUCATION - Pass in 1 year, Osmania University Degree C. 1303 - 11/95 111TH 24/1/96	-	Complaint against an Ad of "Pass in 1 Year, Osmania University Degree", in The Hindu. According to the complainant, the Ad is misleading. It makes an impression that a student can pass in one year, the M.B.A., M.C.A., and M.Phil and Management Courses of Annamalai University. It is a wrong statement. Annamalai University is not conducting M.C.A., and M.Phil. courses through correspondence at all. The duration of M.B.A course offered through Distance Education by Annamalai University is three years. Hence the Ad is likely to create a wrong impression about Annamalai University. Further the Ad did not reveal anywhere that the advertiser was only conducting coaching classes for those examinations, and not actually securing admission into Annamalai University. The Annamalai University has no connection whatsoever with the advertiser. This is misleading.	January 1996 Advertiser has been advised that the Ad should avoid textual confusion.

Complaints that were NOT UPHELD by the Consumer Complaints Council

Sr. No.	Advertiser	Agency	Nature of Complaint	Comment / CCC Decision
90.	DCM BENETTON INDIA LTD - United Colors of Benetton - Public Interest Ad on Free AIDS Guide	ENTER-PRISE ADVERTIS-ING (P) LTD	Complant against an Ad of "United Colors of Benetton - Public Interest Ad on Free AIDS Guide", in the Business World. According to the complainant, in the name of public interest, to prevent HIV and other STD's, DCM Benetton India Ltd is insulting the sense of decency of the people of India. C.1304-11/95 Mr. Vikas Aditya 111 TH 24/1/96	January 1996 Public interest Ad to create awareness.
91.	DCM BENETTON INDIA LTD - United Colors of Benetton - Public Interest Ad on Free AIDS Guide	ENTER-PRISE ADVERTIS-ING (P) LTD	Complaint against an Ad of "United Colors of Benetton - Public Interest Ad on Free AIDS Guide", in India Today and Times of India Sunday Review. According to the complainant, a small footnote indicates that the Ad is issued in public interest for fighting AIDS. If it be so, this footnote should get the highest visibility. Such a service does not necessitate display of 18-20 differently coloured condoms. This Ad is grossly obscene, perverted, and something that cannot be allowed to enter a home in a camouflaged way, through the esteemed newspapers and magazines which are read there. C.1326-12/95 111 TH 24/1/96 Engineers (I) Ltd.	January 1996 Public interest Ad to create awareness.
92.	PAMBAN OIL MILLS PVT LTD - Pamban Super Refined Sunflower Oil, Super Refined Groundnut Oil	CANVAS ADVTG & MKTG SERVICES (P) LTD	Complaint against an Ad of "Pamban Super Refined Sunflower Oil, Super Refined Groundnut Oil", in Mangayar Malar - Deepavali Malar supplement. According to the complainant, the Ad in Tamil, when translated in English conveys, "to utilise these oils to infuse the heart with enthusiasm and to infuse strength in the mind". These claims need to be checked for truthfulness and need to be substantiated. C.1310-11/95 111 TH 24/1/96 Mr. M. Haritheertham	January 1996 Advertiser has been advised that such advertising licence should be avoided, so as not to mislead consumers. Advertiser assured that they do not have plans for future releases of the Ad.
93.	PAMBAN OIL MILLS PVT LTD - Pamban Refined Groundnut Oil and Pamban Refined Sunflower Oil	BABA SADHANA VISION	Complaint against a TVC of "Press Meet at Madras regarding Pamban Refined Groundnut oil and Pamban Refined Sunflower oil", which appeared on SUN TV. According to the complainant, in the Ad a doctor is featured and he states that these oils, by reason of being refined, - "control cholesterol content in human blood". This claim needs to be checked for truthfulness and needs to be substantiated. C.1309-11/95 111 TH 24/1/96	January 1996 Advertiser has been advised that such advertising licence should be avoided, so as not to mis-

Complaints that were NOT UPHELD by the Consumer Complaints Council

Sr. No.	Advertiser	Agency	Nature of Complaint	Comment / CCC Decision
				lead consumers. Advertiser assured that they do not have plans for future releases of the Ad.
94.	VIDEOCON INTERNATIONAL LTD - Videocon Bazooka Television C.1293-11/95 111TH - 24/1/96 Mr. K.A. Krishna	iB&W COMMUNICATIONS (P) LTD	Complaint against a TVC of "Videocon Bazooka Television", on DD. According to the complainant, the Ad depicts the skirt of a woman, which rises on her seeing the said brand, and she however unsuccessfully tries to keep her skirt down, which keeps on rising. The complainant feels that the Ad is in bad taste, and is lewd, and lascivious, it hurt's ones sense of decency, and it blatantly uses the image of a woman as a commodity.	January 1996 Ad not considered indecent.
95.	HINDUSTAN LEVER LTD - Blue Wheel Detergent Soap	LINTAS INDIA LTD	Complaint against a Commercial of "Blue Wheel Detergent Soap", screened at a local theatre in Pondicherry. According to the complainant, the commercial shows two ladies holding a cinema ticket trying to locate their male counterpart inside a cinema theatre, which is pitch dark. They spot him amidst the crowd in the hall, literally "glowing in white chothes", thanks to XXX brand detergent.The complainant also wears white clothes, washed with the same detergent, which doesn't glow even in sunshine. The company should stop cheating the gullible public by such exaggerated versions of unbelievable claims.	January 1996 Advertising licence not considered misleading.
96.	STATE BANK OF INDIA - Interest Rates on Term Deposits C.1308-11/95 111TH - 24/1/96 Mrs. Shobha Sharma	-	Complaint against the Ads of "Interest Rates on Term Deposits", in the Economic Times and Rajasthan Patrika. According to the complainant, in the Ads the interest rates on term deposits effective 1/11/95 were declared as "46 days to 179 days - 9 percent per annum". On October 28, 1995 the Economic Times carried a report from its New Delhi Bureau which stated clearly that the State Bank of India has raised its interest rates as follows - "46 to 179 - day category will attract 10 percent interest". This is misleading.	January 1996 Claim not false or misleading. E.T. report erred.

Complaints that were NOT UPHELD by the Consumer Complaints Council

Sr. No.	Advertiser	Agency	Nature of Complaint	Comment / CCC Decision
97.	STERLING HOLIDAY RESORTS (I) LTD - Happy Vista's Holiday Time Share Scheme C. 1315 - 11/95 111TH 24/1/96	LINTAS INDIA LTD	Complaint against an Ad of "Happy Vista's Holiday Time Share Scheme", in The Hindu, Madras. According to the complainant, the Ad states that "with happy vistas holiday time share, you can enjoy a life time of holidays by paying for all of it, right in the beginning. With a "small" upfront investment that starts from Rs.35000/- for 99 years (which works out to just Rs.354 per year)". An amount of Rs.35000/- cannot be considered by any degree as "small" for any ordinary common man in India. This claim is inappropriate and misleading. Mr. S. Panchapakesan	January 1996 Ad not misleading, considering target audience.
98.	THE ARVIND MILLS LTD - Flying Machine Jeans C. 1318 - 11/95 111TH 24/1/96	LINTAS INDIA LTD	Complaint against an Ad of "Flying Machine Jeans", in The Hindu. According to the complainant, the visuals in the Ad portray sexual violence. Is it necessary in a country which is facing a problem with a high incidence of such violence? This Ad is objectionable. Dr. Prema Nandakumar	January 1996 Ad not objectionable. Complaint subjective.
99.	TIDE WATER OIL CO (INDIA) LTD - Mitsubishi Low Smoke 2T Engine Oil C. 1321 - 12/95 112TH - 28/2/96	CLARION ADVERTISING SERVICES LTD	Complaint against an Ad of "Mitsubishi Low Smoke 2T Engine Oil", in Car & Bike International. The Ad claims Mitsubishi Low Smoke 2T oil being India's first oil to meet JASO FC specifications. According to the complainant, the claim is absolutely incorrect. A competitive product, Castrol Jett X meeting JASO FC specifications was launched in August 1994 and advertising in the media commenced not later than January 1995, and sales of the product were recorded even before the commencement of the advertising campaign. Castrol (I) Ltd.	February 1996 Complaint not substantiated adequately, in respect of its own claim of being 'first'.
100.	LONDON RUBBER CO (INDIA) LTD - Kohinoor Luxury Condom C. 1322 - 12/95	MAA COMMUNICATIONS BOZELL PVT LTD	Complaint against an Ad of "Kohinoor Luxury Condom", in Dina Malar. According to the complainant, the illustration exposes a woman's body unduly and is indecent. The complainant requests that action should be taken against such indecent Ads. 112TH - 28/2/96 Consumer Protection Council	February 1996 Ad not considered objectionable.
101.	MALAYALA MANORAMA - Calendar 1996 C. 1324 - 12/95 112TH 28/2/96 Mr. A. Eapen	SRAVIA ADVERTISING	Complaint against an Ad for "Calendar 1996", broadcast on A.I.R., Trivandrum station (Kerala). The Ad claims that at the price of all other calendars, a multi-colour printed calendar is offered. According to the complainant, it is a false claim because all other calendars in this category are priced at Rs.5.00 - 5.50 but they priced their calendar at Rs.6.00. Only the first page of the calendar is a multi-colour with a scenery and all other pages are the same as this year's calendar.	February 1996 Claims not false or misleading. Complaint incorrect.

Complaints that were NOT UPHELD by the Consumer Complaints Council

Sr. No.	Advertiser	Agency	Nature of Complaint	Comment / CCC Decision
102.	S.S.D. OIL MILLS COMPANY LTD - SunLine Super Refined Sunflower Oil C-1327-12/95 112TH - 28/2/96 Mr. G. Haritheertham	CALIBRE ADVERTISING PVT LTD	Complaint against an Ad of "SunLine Super Refined Sunflower Oil", in Mangayar Malar - Deepavali Malar supplement. The Ad claims, "Free from cholesterol" and "Anti cholesterol". According to the complainant, these claims are not truthful and not substantiated.	February 1996 Claims not false or misleading.
103.	BRITANNIA INDUSTRIES LIMITED - Mini Roule Swiss Roll Cakes C-1330-12/95 112TH - 28/2/96 Mrs. Norma Louis	ENTERPRISE ADVERTISING (P) LTD	Complaint against an Ad of "Mini Roule Swiss Roll Cakes", in the Times of India. In the visuals of the Ad, liberal use of photographs of luscious looking apricot fruits are used, whereas according to the complainant, the product contains apparently, merely artificial flavouring of these fruits (including raspberries similarly shown in other Ads of the same product). This Ad, therefore, amounts to cheating the consumers into believing that the filling in the product is that of the fruit, when that is absolutely not true.	February 1996 Claim substantiated.
104.	HINDUSTAN LEVER LTD - Lux Beauty Soap C-1348-12/95 112TH - 28/2/96 Mr. Dilip Gupte	HINDUSTAN THOMPSON ASSOCIATES LTD	Complaint against a TVC of "Lux beauty soap", on DD. According to the complainant, in the Ad, the film star emphasises that the "film stars should be more careful about their complexion and beauty. And that's why they should use Lux beauty soap". She never applies the 'beauty soap' on her face, whereas beauty is considered to be on one's face. If (external) beauty of a body includes the face, then the complainant has strong objection to the Ad. It is misleading.	February 1996 Ad not misleading. Complaint incorrect about claims made in TVC.
105.	PROCTER & GAMBLE (I) LTD - Ariel Supersoaker C-1350-2/96 112TH - 28/2/96 Dr. B.K. Roy Chowdhary	-	Complaint against a TVC of "Ariel Supersoaker", on DD. According to the complainant, in the TVC, one man asked a lady, "Will you take two month's popular detergent powder in place of 1 kg Ariel Supersoaker?" Then the person in question showed one unbranded big packet to the lady. She replied, "No. No.. If you even give me gold, I shall not accept that in place of 1 kg Ariel Supersoaker. I want Ariel only". The question is whether there is any earthly person who will refuse gold in place of detergent? Hence, this Ad is untruthful and misleading.	February 1996 Reference to "Gold", a permissible Advertising licence.

Complaints that were NOT UPHELD by the Consumer Complaints Council

Sr. No.	Advertiser	Agency	Nature of Complaint	Comment / CCC Decision
106.	PROCTER & GAMBLE (I) LTD - Whisper Sanitary Napkins C·1356-2/96 113TH - 27/3/96 Johnson & Johnson Ltd.	MADISON ADVERTISING	Complaint against a TVC of "Whisper Sanitary Napkins", on DD2 and SUN TV. According to the complainant, the commercial talks about "protection from one Whisper napkin being better than two ordinary napkins". This claim is highly misleading. 'Protection' to a consumer means any of the following: -absorption capacity of the napkin; more the absorption capacity better the protection, -non-staining aspect of the napkin, -dry-feel of the napkin, and -long-lasting protection. In the commercial, 'protection' has been equated to "dry-feel" of the Whisper napkin. This is obviously misleading since 'protection' to the consumer means much more than just "dry-feel". Regarding the comparison made with other "ordinary" napkins - the complainant wishes to point out that Silky Dry napkin has the same absorption capacity as Whisper.	March 1996 Ad not misleading. Complaint incorrect.
107.	PHILIPS ELECTRONICS & ELECTRICALS LTD - Philips Transistor Radio Set C·1358-2/96 113TH - 27/3/96 Padukone Advtg.	OGILVY & MATHER LTD	Complaint against a TVC of "Philips Transistor Radio Set", on Zee TV. According to the complainant, the visual depicts Buddhist monks, one of who is shown in meditation, appearing distracted by a running commentary of a cricket match, through a portable transistor radio set. This may hurt the religious sentiments of Buddhist followers. The Ad is in bad taste.	March 1996 Ad not objectionable in terms of the Code. The Ad has been discontinued however.
108.	LAKME LTD - Lakme Moisturiser C·1359-2/96 113TH 27/3/96 Mr. Anand Hule	ENTERPRISE ADVERTISING PVT LTD	Complaint against a TVC of "Lakme Moisturiser", on DD. According to the complainant, in the said TVC, a young man is shown to be blind apparently and he is seeking the help of a passerby, a young lady, to cross the road, after which he is shown to have played a joke in pretending to be blind only to seek attention and sympathy of the young lady. This Ad is objectionable and will not benefit unfortunate disabled people who have genuine need for help.	March 1996 Ad used emotion and humour for attention.

Complaints that were NOT UPHELD by the Consumer Complaints Council

Sr. No.	Advertiser	Agency	Nature of Complaint	Comment / CCC Decision
109.	V.V. VANNIAPERUMAL & SONS - Idayam Til Oil C. 1312 - 11/95 113TH 27/3/96 Mr. Cr. Haritheertham	SILVERSPOON	Complaint against an Ad of "Idayam Til Oil", in Mangayar Malar. The Ad claims that Til/Gingelly oil is good for health, having the effect of controlling the excess cholesterol content in human blood, and thus affording protection from blood pressure, to the consumer. According to the complainant, the claim "Idayam Til oil cuts down cholesterol content in blood", is not truthful unless the claim is substantiated. This Ad is deceptive and misleading.	March 1996 Exparte. Ad not misleading. The Advertiser has been advised that the statement, "soothing to the heart", should be omitted to avoid misunderstanding by some consumers.
110.	BAJAJ AUTO LTD - Bajaj Ki Shaandaar Range C. 1333 - 12/95 113TH - 27/3/96 Dr. Kalctor Prasad Shukla	-	Complaint against an Ad - pamphlet of "Bajaj Ki Shaandaar Range". According to the complainant, the company claims that Bajaj Super FE is giving 68 km/ltr average output under ideal test conditions, whereas the one purchased by him has run about 5000 km during these 9 months and he finds that it gives an average of not more than 40 km/ltr. In ordinary course it gives only 30 km/ltr average. The Company's claim is false.	March 1996 Claims substantiated.
111.	AMARSONS TRADING CORPORATION - AVI Shoes C. 1335 - 12/95 113TH - 27/3/96 Karishma Advtg.	FLYING COLORS	Complaint against an Ad of "AVI Shoes", in the 'Movie' magazine. According to the complainant, the Ad released by AVI bears a tremendous resemblance in terms of the layout elements (headline placement), the logo and the projection of the product (AVI shoes) to the Ad for Woodland shoes which has appeared since April'95.	March 1996 No apparent similarity.
112.	ELECTRONICS CORPORATION OF INDIA LTD - ECTV Model T.2009 Exchange Offer C. 1342 - 1/96 113TH - 27/3/96 Mr. Syed Growher Ali	-	Complaint against an Ad of "ECTV Model T-2009 - Exchange Offer", in The Hindu. According to the complainant, the Ad offers to exchange an old EC Colour TV with a new ECTV Model T-2009 at a price of 11,495/- only, with two year guarantee. The advertiser's authorised sales and service dealer at Mandaveli, Madras 600 028 informed the complainant that the exchange will be on the following conditions: 1)He will inspect the TV set at the complainant's residence and fix up a price. 2)The price so fixed will be deducted from the list price of Model T-2009 to arrive at the amount payable for the exchange to materialise. 3)The newly exchanged set will have one year's warranty as against two years committed in the Ad. 4)This exchange offer was valid only upto the end of 1995. This is a misleading Ad, that too by a Govt. of India Enterprise.	March 1996 Ad not misleading. Individual non-performance by the dealer. Advertiser taken corrective action to honour the claims made in the Ad.

Complaints that were NOT UPHELD by the Consumer Complaints Council

Sr. No.	Advertiser	Agency	Nature of Complaint	Comment / CCC Decision
113.	COLGATE PALMOLIVE (I) LTD - Palmolive Skin	REDIFFUSION DENTSU YOUNG & RUBICAM P. LTD	Complaint against an Ad of "Palmolive Skin", in The Hindu. According to the complainant, the caption of the Ad, "Bare is back in fashion", sounds outrageous and obscene. What is more objectionable is that it was published targetting the teenage school going young girls. This is the way of initiating the young, innocent, immature girls of decent families to the world of Modelling and Beauty Contests, by using the image of Aishwarya Rai. C-1344-1/96 113TH - 27/3/96 Mr. Bhagavatula Srinivas	March 1996 Ad not objectionable or offensive to generally accepted standards of Public Decency.
114.	SURYA ROSHNI LTD - Surya Powerlite Auto Halogen Lamps	CHAITRA LEO BURNETT ADVTG (P) LTD	Complaint against an Ad of "Surya Powerlite Auto Halogen Lamps", in the Times of India. According to the complainant, the claim that, "Here's how they (accidents) can be avoided in seconds", is false, as all accidents that take place are not soley because of poor/no lights. This may be one of the causes for accidents. This is misleading. C-1349-2/96 113TH - 27/3/96 Mr. P.K. Naik	March 1996 Ad not misleading. Complaint incorrect.
115.	WESTON ELECTRONIKS LTD - Refrigerator - Freezer	NAC ADVERTISING CORPORATION	Complaint against an Ad of "Refrigerator - Freezer", in The Hindu. According to the complainant, the product displayed is a refrigerator. The complainant does not understand why a female in a bikini should be displayed. It shows women in bad light. C-1345-1/96 113TH - 27/3/96 Mr. G. Mohan	March 1996 Ad not objectionable or offensive to generally accepted standards of Public Decency.
116.	THE RAYMOND WOOLLEN MILLS LTD - Soft Comforts Shirt	LINTAS INDIA LTD	Complaint against an Ad of "Soft Comforts Shirt", in the Times of India. According to the complainant, the Ad makes a false claim in the title, "Relieves stiff necks on contact". Stiff neck is an indisposition of the human body whereby a person is not able to make free movements of one's neck (painful movements). This cannot be cured by contact of any shirt. C-1346-1/96 113TH 27/3/96 Mr. P.K. Naik	March 1996 Ad not misleading. Complaint subjective.
117.	GUJARAT CO-OP MILK MKTG FEDERATION LTD - Amul Taaza Milk	DACUNHA ASSOCIATES P. LTD	Complaint against an Ad of "Amul Taaza Milk", in the Times of India. The Ad says, 'High quality milk available at low price'. Fat and SNF content printed on the bag adds 'transparency' to the quality. The same is not printed in the Ad. According to the complainant, in respect of milk, quality is associated with the fat content in the milk. High quality naturally means high fat. But Taaza milk is not high fat content. Calling this milk high quality is misleading the consumer. C-1357-2/96 113TH - 27/3/96 Mr. Pramod Naik	March 1996 Ad not misleading. Complaint based on an invalid interpretation of the word 'quality' as referred in the Ad.

Complaints that were NOT UPHELD by the Consumer Complaints Council

Sr. No.	Advertiser	Agency	Nature of Complaint	Comment / CCC Decision
118	GODREJ G.E. APPLIANCES - Godrej Refrigerators C. 1352 - 2/96 113TH 27/3/96 Mr. K.N. Narayanan	-	Complaint against an Ad of "Godrej Refrigerators", in the Mathrubhoomi. In the Ad, M/s. Ratna Photo and Radios, Palghat is stated to be a dealer. According to the complainant, every fridge sold carries a warranty for one year. This dealer is not authorised by the Company to discharge its liabilities arising out of the warranty. This shop is only an approved Godrej dealer and not an approved service centre. A purchaser of a refrigerator from thisshop has to make his own arrangements for servicing, or suffer, as this shop is not authorised to carry on after-sale-service. Hence the Ad is objectionable and non-standard in this respect.	March 1996 Ad not misleading. Claims substantiated.
119	SHAW WALLACE & CO LTD - Cheer Leaders C. 1353 - 2/96 113TH 27/3/96 Dr. B.K. Roy Chowdhury	TRITON COMMUNICATIONS (P) LTD	Complaint against an Ad of "Cheer Leaders", in The Statesman. According to the complainant, if the details are compared and analysed with the picture presented in the Ad then it will pain anyone to see the deliberate assault made on the Indian culture by the alcohol manufacturer to promote their `Spirit', that is alcohol. Through malapropisim the company have tried to deceive the public and law enforcing authorities. The picture does not represent the Indian 'tastes and preferences' and also does not 'symbolize the true Indian spirit'. This Ad is not true and honest.	March 1996 Ad not in breach of the law, not objectionable, and not likely to cause widespread offence to generally accepted standards of Public Decency.

THE ADVERTISING STANDARDS COUNCIL OF INDIA

Complaints that were NON ISSUES

Sr. No.	Advertiser	Agency	Nature of Complaint	Comment / CCC Decision
1.	HINDUSTAN LEVER LTD - Rin Power White C. 1096 - 2/95 102ND - 5/4/95 Dr. H.C. Shah	-	Complaint against the promotion message on 2 Plastic Bags of "Rin Power White", one pkd in 11/94, the other pkd in 1/95. The complainant's objections are as follows: Both show a comparison of whiteness by Rin Power White and ordinary powder. In plastic bag marked 1 pkd 11/94, the two shirts look slightly different in shades, one is white, the other is with a yellowish tinge; but in plastic bag marked 2, pkd 1/95, the two shirts have different colours, one is white, the other is yellow. The comparison is obviously misleading.	April 1995 Complaint related to package, not to an Ad. NON ISSUE (then existing Code).
2.	INCOME TAX DEPARTMENT, GOVT. OF INDIA - Allotment of New PAN Numbers and Cards C. 1172 - 7/95 107TH - 13/9/95 Mr. P.K. Naik	-	Complaint against an Ad of "Allotment of new PAN numbers and cards", in the Times of India. According to the complainant, "no response has been received from the Income Tax Department to persons like himself who have replied, nor have blank forms been sent to existing tax payers, to the best of his knowledge. This is misleading to the general public".	September 1995 NON ISSUE
3.	I.T.C. LIMITED - Gold Flake Grand Slam Billiards Tournament C. 1211 - 8/95 108TH - 18/10/95 Mr. P.N. Nanoo	CLARION ADVTG SERVICES LIMITED	Complaint against a TVC of "Gold Flake Grand Slam Billiards Tournament", on DD. According to the complainant, the TVC shows one of the players Mike Russel, losing a point and leaving his opponent Gilchrist to resume the play; he withdraws to a nearby chair, having a large Gold Flake cigarette Ad as back drop, lights a cigarette and puffs it. As per the complaint, "Cigarette Ads should not be shown on TV".	October 1995 NON ISSUE The complaint was in respect of the live coverage by DD, of a sports event, not of an Ad.
4.	MAGNA PUBLISHING CO LTD - Magna's Magnificent Offer C. 1215 - 8/95 108TH - 18/10/95 Mohindra Udyog P. Ltd.	-	Complaint against an Ad of "Magna's Magnificent Offer", in the Indian Express. According to the complainant, "the Ad offered a set of three Milton Kasseroles, FREE, for subscription for any two magazines of your choice". "One of the magazines (Stardust) is not being supplied, but has been substituted by another (Society). The free gift of three Milton Kasseroles has not been received by the complainant. "This Ad is false".	October 1995 NON ISSUE An isolated instance of non-performance.

Complaints that were NON ISSUES

Sr. No.	Advertiser	Agency	Nature of Complaint	Comment / CCC Decision
5.	MIRA KNITTING WORKS PVT LTD - P3 Socks C. 1233 - 9/95 108 TH - 18/10/95 Brigadier T. Mukherjee	-	Complaint against the promotion message on the pack of "P3 Socks". According to the complainant, the label mentions, "SOAP FAST COLOUR. WARNING - DO NOT BOIL. DO NOT IRON. SPREAD IN SHADE". But the pair of black socks bought by the complainant, when washed, the colour runs even in cold water and it almost seems like paint being mixed in water. The label also mentions, "GUARANTEE - Replace in case of any manufacturing defect". The company, in the meanwhile should at least, replace the socks even if they don't pay for the other clothes that were spoilt by the colour that came off.	October 1995 NON ISSUE Isolated instance of non-performance.
6.	SERVICES INDIA - Best of India Product Expo 95 - Inaugural Day Special Attraction C. 1235 - 9/95 108 TH - 18/10/95 Ms. Tulsi Bhagwandas	ISHTIHAAR	Complaint against an Ad of "BEST OF INDIA PRODUCT EXPO 95 - Inaugural Day Special Attraction", in Mid-Day. The Ad mentioned "Opens Today at 2 pm". The complainant reached the exhibition at 2.35 pm and was one of the earliest visitors there, which entitled her to the free gift by Yardley of London, being offered to "the first 20,000 visitors at the exhibition". At the Yardley stall a staff member on duty did not give the complainant the free gift, stating they still had not received the supplies from their factory. The staff assured they would distribute the gifts as soon as the stocks arrived. The organisers of the Product Expo 95 and the Yardley company have mislead the public by not meeting their commitment as advertised.	October 1995 NON ISSUE. Isolated instance of non-performance.
7.	MAGNA PUBLISHING CO LTD - Magna's Magnificent Offer C. 1243 - 9/95 108 TH - 18/10/95 Mr. Ajaykamar H. Parikh	-	Complaint against an Ad of "Magna's Magnificent Offer", in the SAVVY magazine. Despite the complainant's several letters, they have failed to send the gift articles they had promised to "the subscriber of any two magazines published by them". The complainant did not receive the selected magazines i.e. Stardust and Society till the complainant's representative personally called on them in May'95. Considerable time has lapsed. A receipt for the subscription is also awaited.	October 1995 NON ISSUE. Isolated instance of non-performance.
8.	PHOENIX INDUSTRIES LTD - Tuff Shoes C. 1200 - 8/95 Suo motu	AMBIENCE ADVERTISING PVT LTD	Complaint against an Ad of "Tuff Shoes", in Cine Blitz magazine. The illustration, by implication is considered to be in bad taste and is offensive to public decency.	October 1995 NON ISSUE. Matter considered subjudice.

Complaints that were NON ISSUES

Sr. No.	Advertiser	Agency	Nature of Complaint	Comment / CCC Decision
9.	MAGNA PUBLISHING CO LTD - Magna's Magnificent Offer C.1256-9/95 108TH - 18/10/95 Ms. Kijum Sora	-	Complaint against an Ad of "Magna's Magnificent Offer", in the Health & Nutrition magazine. In response, the complainant had subscribed for two magazines, SAVVY and Health & Nutrition. The complainant had made the payment on 1st March'95 but did not receive the magazines except two Health & Nutrition issues of May and August'95, though her subscription started from April'95. She did not receive Health & Nutrition magazines for the months of April, June, July. No issue of SAVVY magazine had been received till date. No Milton Kasseroles were received by her, as against their advertised free offer scheme. Subsequently the complainant had been informed that the subscription will be extended from April'95 to June'96. Till date she has not received the missed issues and the gift of three Milton Kasseroles. This is a false and misleading Ad.	October 1995 NON ISSUE. Isolated instance of non-performance.
10.	TATA CHEMICALS LIMITED - Tata Salt C.1060-10/95 109TH - 22/11/95 Lintas (I) Ltd.	-	Complaint against a TVC of "Tata Salt", on DD. According to the complainant, in the said commercial, there is a clear mention by the spokesperson for Tata salt, that it is superior in quality to Captain Cook salt. The spokesperson says "no compromises on quality". It is misleading and not factual. The other salt referred to in the commercial is Captain Cook salt, because of the reference made to free flow. Captain Cook is the only salt in the market that has positioned itself as free flowing salt and even communicated this through its advertising for over a year now. It is incorrect to belittle free flow, (it is referred to in the commercial as a gimmick) because free flow is the most desired attribute sought from salt, as a number of research studies suggest. Free Flow is a consumer led need and the most important one, at that. In the said commercial, the brand character, i.e. the Captain has been used. There is a copyright over the brand character and use of another's trade mark, either in full or in part is an offence under the Trade & Merchandise Mark Act, and is liable for prosecution.	November 1995 Since matter reported to be sub-judice, a Suit having been filed in the Bombay High Court, this complaint was a NON ISSUE.

Complaints that were NON ISSUES

Sr. No.	Advertiser	Agency	Nature of Complaint	Comment / CCC Decision
11.	HOECHST SCHERING AGREVO LTD - Hexit C. 1226 - 8/95 109 TH - 22/11/95 Ms. N. Anuradha	SSC & B LINTAS LTD	Complaint against a TVC of "Hexit", on DD. According to the complainant, the Ad claimed that when the insecticide is sprayed it would pull out all hidden cockroaches and kill them. The complainant purchased a 320 ml container and sprayed it around places where cockroaches often visit. This had no effect at all. The insecticide could not pull out the hidden cockroaches. When sprayed directly on the insects, it could not kill them, only to find them running about here and there. The Council is requested to take steps against such producers making tall claims just to cheat the consumers.	November 1995 NON ISSUE. Advertiser advised to modify the Ad appropriately to avoid confusion.
12.	NIRMA CHEMICAL WORKS - Nirma Shikakai Soap C. 1272 - 10/95 109 TH - 22/11/95 HTA Hdl.	PURNIMA ADVTG AGENCY	Complaint against a TVC of "Nirma Shikakai Soap", on DD. According to the complainant, the featuring of Ms. Raveena Tandon in the said Ad which was aired on 3rd September, without support of a legally valid contract and without due permission, appears to be in contravention of the ASCI Code.	November 1995 Exparte. NON ISSUE. Complaint pertains to contractual obligations of Advertiser and artiste and not to the content of Ad itself.
13.	TELEVISION EIGHTEEN INDIA LIMITED - Show Biz Masala C. 1276 - 10/95 109 TH - 22/11/95 Mr. Gurdial Singh Salaria	-	Complaint against a TVC of "Show Biz Masala", on DD - Non-Receipt of prize for programme 7 (telecast on 15/9/95), announced on programme 9 (telecast on 29/9/95). The complainant heard that he had won first prize in the `Show Biz Masala' programme 7, when the result was announced on programme 9. The complainant has not received his prize announced by the advertiser, till date. The prizes offered were subject to frequent alteration, therefore, no record was kept by the complainant. However in most of the programmes the first prize offered was from Videocon, worth Rs.5000/-, and Inter-card voucher worth Rs.2750/-. The prizes were being announced with the results only, not at the time of announcing the quiz.	November 1995 NON ISSUE. Complaint not factually correct.

Complaints that were NON ISSUES

Sr. No.	Advertiser	Agency	Nature of Complaint	Comment / CCC Decision
14.	CREATIVE CHILD CENTRE - Summer Camp School Activities C·1214-8/95 109 TH - 22/11/95 Mr. B. Surender Mohan	-	Complaint against an Ad of "Summer Camp school activities", in the Deccan Chronicle. According to the complainant, the Ad mentions "various activities to which children will be exposed under able guidance of reputed professionals". The management of the school has failed to provide some of the activities published in their Ad and did not appoint professional teachers for taking up some of the sessions. "This Ad is false".	November 1995 NON ISSUE. Complainant's individual experience. Ad itself not considered false.
15.	APPLE COMPUTER INTERNATIONAL LTD - Apple Yatra C·1239-9/95 109 TH - 22/11/95	R.K. SWAMY/ BBDO ADVERTISING	Complaint against an Ad of "Apple Yatra", in the Hindustan Times, New Delhi. According to the complainant, the Ad mentions, "So come! Apple Yatra is a must. To see where the world is going in publishing and multimedia". In fact Apple Computer conducted publishing and multimedia Seminars simultaneously in different halls, thereby depriving the participants from their right of attending 3 important Seminars on one subject in the symposium, in order to know where the world is going in publishing and multimedia. The Ad is 100% misleading as there is a great difference in reserving the right to change the contents of the symposium and reserving the right to force the participants to forgo 3 important Seminars on one subject in the symposium.	November 1995 NON ISSUE. Ad not misleading. An isolated experience of the individual complainant.
16.	DATALINE AND RESEARCH TECHNOLOGIES (I) LTD - Benefits of DARTMAIL over Fax C·1224-8/95 110 TH - 27/12 Mr. K. Narpatchand Jain Jain International	-	Complaint against a press Ad of "Benefits of DARTMAIL over Fax". According to the complainant, four months after availing the E Mail & Fax services of DARTMAIL, even though their Ad promised numerous advantages of their E Mail and Fax services over conventional Fax services, none have materialised. Not a single fax message has been conveyed internationally. This amounts to misleading and cheating the customer.	December 1995 Exparte. NON ISSUE. Complaint incomplete.
17.	BRAMMAPUTHRA PLANTATIONS PVT LTD - Supreme Scheme C·1289-10/95 111 TH - 24/1/96 FLT. LT. G.S. Dubey	GUIDE ADVTG & MKTG ASSOCIATES	Complaint against an Ad - pamphlet of "Supreme Scheme". The complainant applied for 10 shares of "Supreme Scheme" of Brammaputhra Plantations Pvt Ltd on 10th May 1995. Item No. 11 of "Terms and Conditions" printed on reverse of the application form states that the company will send the Certificate of Investment within 45 days of receipt of the application. If the application is not accepted for any reason, the company will refund the amount within 90 days. The complainant has not received either of the two. This is a false Ad.	January 1996 NON ISSUE. Isolated instance of non-performance (probable mishap in the post).

Complaints that were NON ISSUES

Sr. No.	Advertiser	Agency	Nature of Complaint	Comment / CCC Decision
18.	GALAXY PETROLEUM CO LTD - Recruitment C-1307-11/95- 111TH - 24/1/96 Mr. K. Srinivasa Raju	-	Complaint against an Ad of "Recruitment", in the Eenadu. According to the complainant, in the said Ad applications were invited for various posts, one of which was for a clerk/ typist. In the Ad no mention was made of any payment or investment to be made by the applicant as a condition of such employment. The advertiser's call letter for the interview mentions, "according to the decision of the company every selected candidate will be required to invest the required amount for equity shares of the company. In case of the candidate's inability to purchase such shares, they need not appear for the interview since their application will be rejected". This Ad is false and misleading by omitting the condition of "equity shares purchase" from the original Ad inviting applications.	January 1996 NON ISSUE. Complaint incomplete and incorrect.
19.	AIMS - The AIMS Industrial Pages 94-95 Directory C.1313-11/95- 111TH - 24/1/96 Mr. R.B. Shinde Madhura International	-	Complaint against an Ad of "The AIMS Industrial Pages 94-95 Directory", in the Times of India. In response to this Ad the complainant submitted the entry form along with cheque for Rs.400/-, as stated in the Ad. The advertiser confirmed in writing that the application - entry form 'is being processed'. The advertiser stated 'AIMS Industrial Pages would be released in the market in the 1st week of October'94 and a copy would be sent to the applicant for record'. This was in mid April'94. Despite several reminders in November'94, February'95 and more recently there has been no response from the advertiser. The complainant is of the view that the said Directory has not been published and the Ad is not truthful.	January 1996 Exparte. NON ISSUE Non-performance. Advertiser not traceable.
20.	TATA PRESS LIMITED - Tata Press Yellow Pages	SPEER COMMUNICATIONS (P) LTD	Complaint against the Ads of "Tata Press Yellow Pages", in the Times of India. According to the complainant, competition in any business is to be respected and taken in the right spirit. The Ads attempt to pull down the competition and are unfair. C.1319-11/95- 112TH - 28/2/96 M & M Publications Ltd.	February 1996 NON ISSUE. Complaint was not specific and was subjective.

List of Members

As on March 31, 1996.

Category A - Advertisers

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

List of Members
As on March 31, 1996.

36. German Remedies Ltd.
Mumbai

37. Godfrey Phillips (I) Ltd.
New Delhi

38. Godrej Soaps Ltd.
Mumbai

39. Guj. Ambuja Cements Ltd.
Mumbai

40. Hawkins Cookers Ltd.
Mumbai

41. Heinz India P. Ltd.
Mumbai

42. Henkel Spic India Ltd.
Madras

43. Hindustan Ciba-Geigy Ltd.
Mumbai

44. Hindustan Lever Ltd.
Mumbai

45. Hindustan Petroleum
Mumbai

46. I.T.C. Ltd.
Calcutta

47. Infar (I) Ltd.
Calcutta

48. Indian Shaving Products Ltd.
New Delhi

49. Ion Exchange (I) Ltd.
Mumbai

50. J.L. Morison (I) Ltd.
Mumbai

51. Jagatjit Cotton Textiles Mills Ltd.
New Delhi

52. Karvy Consultants Ltd
Hyderabad

53. Kellogg India P. Ltd.
Mumbai

54. Kimberly-Clark Lever Ltd.
Pune

55. Khoday India Ltd.
Bangalore

56. Larsen & Toubro Ltd.
Mumbai

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

58. McDowell & Co. Ltd.
Bangalore

59. Mafatlal Industries Ltd.
Mumbai

60. Mahajan Silk Mills
Mumbai

61. Marico Industries Ltd.
Mumbai

62. Modi Xerox Ltd.
New Delhi

63. MRF Limited
Madras

64. Nestle India Ltd.
New Delhi

65. Nicholas Piramal (I) Ltd.
Mumbai

66. Otis Elevator Co (India) Ltd.
Mumbai

67. Parke-Davis (I) Ltd.
Mumbai

68. Parle Products Ltd.
Mumbai

69. Piramal Health-Care Ltd.
Mumbai

70. Pond's (India) Ltd.
Madras

71. Procter & Gamble (I) Ltd.
Mumbai

List of Members
As on March 31, 1996.

72. Reckitt & Colman of India Ltd.
New Delhi

73. S.Kumar Research & Development P. Ltd.
Mumbai

74. Sandoz (India) Limited
Mumbai

75. Seagram India Private Ltd.
New Delhi

76. Shalimar Paints Ltd.
Howrah

77. Shriram Foods & Fertiliser Industries
New Delhi

78. T.T. Ltd.
Bangalore

79. Talbros Automotive Components
Faridabad

80. Tata Chemicals Ltd.
Mumbai

81. The Associated Cement Cos. Ltd.
Mumbai

82. The Gramophone Company of India Ltd.
Mumbai

83. The Ravalgaon Sugar Farm Ltd.
Mumbai

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

85. Ti Diamond Chain Ltd.
Madras

86. Titan Watches Ltd.
Bangalore

87. Voltas Ltd.
Mumbai

88. VST Industries Ltd.
Hyderabad

Category B - Press

1. Abhiyaan Press & Publications Ltd
Mumbai

2. Bennett Coleman & Co.
Mumbai

3. Bhavan's Journal
Mumbai

4. Blitz Publication P. Ltd.
Mumbai

5. Business India
Mumbai

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

7. Chitralekha
Mumbai

8. Courier Publications P. Ltd.
Mumbai

9. Daily "Aikya" Satara
Satara

10. Dainik Bhaskar
Bhopal

11. Dainik Janambhumi
Assam

12. Fortune Publications (P) Ltd.
Mumbai

13. Indian Express News Papers (Bombay) Ltd.
Mumbai

14. Jai Hind - Daily
Ahmedabad

15. Jam-e-Jamshed (P) Ltd.
Mumbai

16. Kasturi & Sons Ltd.
Madras

17. Living Media (I) Ltd.
Mumbai

List of Members
As on March 31, 1996.

18. Lokmat Newspapers (P) Ltd.
Nagpur

19. Malayala Manorama
Calicut

20. Maurya Publications P. Ltd.
Mumbai

21. Mid-Day Publications Ltd.
Mumbai

22. Naiduniya
Indore

23. Parsiana Publications (P) Ltd.
Mumbai

24. Rajasthan Patrika
Jaipur

25. Ranchi Express
New Delhi

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

27. Sterling Newspapers Ltd.
Mumbai

28. The Daily Amar Ujala
Agra

29. The Hindustan Times Ltd.
New Delhi

30. The Bombay Samachar Ltd.
Mumbai

31. The Hitavada Purohit & Co.
Nagpur

32. The Mathrubhumi Printing & Pub. Co. Ltd.
Kerala

33. The Printers (Mysore) Ltd.
Bangalore

34. Ushodaya Publications
Hyderabad

Category C - Advertising Agencies

1. 3 Brothers & Fils
Mumbai

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

3. Admiracle
Rajkot

4. Advertising Avenues
Mumbai

5. Advtg & Marketing Associates
Mumbai

6. Adwit India Private Ltd.
Bangalore

7. Agni Multi Media Communications
Kerala

8. Akshar Advting. Ascts. P. Ltd.
Bangalore

9. A. Kumar & Associates
Mumbai

10. Ambience Advertising
Mumbai

11. Amol Bose Advtg.
Mumbai

12. Anthem Communications Pvt. Ltd.
New Delhi

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

14. Art Advtg Agency
Mumbai

15. B.D. Khanna Publicity
Delhi

16. Bidhan Advtg & Marketing
Ahmedabad

List of Members

As on March 31, 1996.

17. Canco Advtg (P) Ltd.
Mumbai

18. Chaitra Leo Burnett Advtg (P) Ltd.
Mumbai

19. Clarion Advtg Services Ltd.
Mumbai

20. Classique Advertisers
Mumbai

21. Clea Advtg & Mktg Ltd
Mumbai

22. Concept Communication Ltd.
Mumbai

23. Contract Advtg (I) Ltd.
Mumbai

24. Cosmos Publicity
Bombay

25. Creative Unit (P) Ltd.
Bombay

26. Dattaram Advtg (P) Ltd.
Mumbai

27. Design Shop (India) Ltd.
Mumbai

28. Dynamic Advtg & Research Team
Mumbai

29. Enterprise Advtg (P) Ltd.
Mumbai

30. Everest Advertising Pvt. Ltd.
Mumbai

31. Ferreira Associates
Mumbai

32. F.S. Advertising Ltd.
New Delhi

33. Folklore Communication Mgt. Ser. P. Ltd.
Mumbai

34. Forefront Advtg & Marketing Co. Pvt. Ltd.
Mumbai

35. Fountainhead Communications Pvt. Ltd.
Madras

36. Graphic Arts Industries
Bangalore

37. Graphisads Private Limited
New Delhi

38. Hindustan Thompson Associates
Mumbai

39. Hira Advertising Agency
Meerut City

40. Impact Advtg (P) Ltd.
New Delhi

41. Insight Advertising & Communications P. Ltd.
Madras

42. Inter Publicity (P) Ltd.
Mumbai

43. Jaya Advtg Agency
Mumbai

44. Jelitta Publicity
Kerala

45. Kapooria Advertising & Marketing
Varanasi

46. Karishma Advertising Ltd.
Mumbai

47. L.A. Advertisers
Hyderabad

48. Lintas India Ltd.
Mumbai

49. Maa Communications (P) Ltd.
Bangalore

50. Madison Advertising
Mumbai

51. Marketing Consultants & Agencies
Bangalore

52. Market Analysts & Product Promoters
Mumbai

List of Members
As on March 31, 1996.

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

54. Mudra Communications Ltd.
Bombay

55. Nac Advertising Corporation
Mumbai

56. Navnitlal & Co.
Ahmedabad

57. Naren Advertising & Marketing
Ahmedabad

58. NDD Works Private Ltd.
New Delhi

59. Neptune Advertising
Mumbai

60. Nexus Equity Advertising (P) Ltd.
Mumbai

61. Ogilvy & Mather
Mumbai

62. Oysters Advertising Pvt. Ltd.
Bangalore

63. Padukone Advertising
Mumbai

64. Pratiba Advertising
Pune

65. Prem Associates
Mumbai

66. Pressman Advtg. and Marketing Pvt. Ltd.
Mumbai

67. Profad Ltd.
Madras

68. Quest Tmi
Secunderabad

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

70. Radeus Advertising (P) Ltd.
Mumbai

71. Raka Advertising & Marketing
Mumbai

72. Rank Advtg Consultants
Kerala

73. Ratan Batra (P.) Ltd.
Mumbai

74. Rediffusion Dentsu Young
& Rubicam P. Ltd.
Mumbai

75. Rhizic Communications (P) Ltd.
Mumbai

76. Roger Pereira Communications P. Ltd.
Mumbai

77. Sasi Advertising P. Ltd.
Coimbatore

78. Seasons Advtg. Associates
Mumbai

79. Sista's (P) Ltd.
Mumbai

80. Speer Communications (P) Ltd.
Mumbai

81. Sunflower Marketing & Advertising
Mumbai

82. Swastika Advtg & Marketing
Mumbai

83. Swift Advtg.P. Ltd.
Indore

84.. McCann-Erickson (India) P. Ltd.
Mumbai

85. The Associated Advertisers
Hyderabad

86. Trikaya Grey Advertising (I) Ltd.
Mumbai

87. Triton Communications (P) Ltd.
Mumbai

List of Members
As on March 31, 1996.

88. Ulka Advertising P.Ltd.
Mumbai

89. Vishesh Advertising P. Ltd.
Bangalore

90. Zen Communications Pvt. Ltd.
Mumbai

Category D - Allied Professsions

1. Aaren Advtg (P) Ltd.
Mumbai

2. Alert Packaging House P. Ltd.
Mumbai

3. Better Communications P. Ltd.
Mumbai

4. Burson-Marsteller Roger
Pereira Communications P. Ltd.
Mumbai

5. Captions Outdoor Advtg
Pune

6. Cogent (India)
Ludhiana

7. Comart Lithographers Ltd.
Mumbai

8. Excel Service
Madras

9. Highlight Video
Mumbai

10. Icon Creation
Mumbai

11. Institute of Hotel Catering & Tourism
Management (I.H.C.T.M.)
Mumbai

12. Marg Marketing and Research
Group Private Ltd.
Mumbai

13. Marketing & Business Associates P.Ltd.
Bangalore

14. Neonite Corporation
Lucknow

15. Pro Video
Mumbai

16. Sachin Enterprises
Mumbai

17. Saphire Information Technologies
Ghaziabad

18. Saptarang Graphics P. Ltd.
Mumbai

19. Saraswati Audiovisuals Pvt. Ltd.
Mumbai

20. Sayani Video Promotions
Mumbai

21. Scanwel
Bangalore

22. Selvel Publicity & Consultants (P) Ltd
Mumbai

23. Shunyata
Mumbai

24. Stratagem Media P. Ltd.
Mumbai

25. Tholasi Prints India
Bangalore

26. Unique Blocks
Mumbai

Cheaters never prosper.

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

The Advertising Standards Council of India

A.S.C.I. SECRETARIAT, 205, Bombay Market, Tardeo Road, Mumbai 400 034. Tel : 4936863, 4937066.

PERTINENT EXTRACTS FROM THE CODE FOR SELF-REGULATION IN ADVERTISING

Declaration of Fundamental Principles

This Code for Self-Regulation has been drawn up by people in professions and industries in or connected with advertising, in consultation with representatives of people affected by advertising, and had been accepted by individuals, corporate bodies and associations engaged in or otherwise concerned with the practice of advertising with the following as basic guidelines with a view to achieve the acceptance of fair advertising practices in the best interests of the ultimate consumer :

I. To ensure the truthfulness and honesty of representations and claims made by advertisements and to safeguard against misleading advertisements.

II. To ensure that advertisements are not offensive to generally accepted standards of public decency.

III. To safeguard against the indiscriminate use of advertising for the promotion of products which are regarded as hazardous to society or to individuals to a degree or of a type which is unacceptable to society at large.

IV. To ensure that advertisements observe fairness in competition so that the consumer's need to be informed on choices in the market-place and the canons of generally accepted competitive behaviour in business are both served.

Responsibility for the Observance of this Code

As the advertiser originates the advertising brief and sanctions its placement, the advertiser carries full responsibility for the observance of this Code. This responsibility embraces the advertisement in its entire content and form (including testimonials and statements or visual presentations originating from other sources). The fact that the content or form, wholly or in part, originates from other sources is not an excuse for non-observances of this Code.

As creators and expert advisors, the advertising agency has full responsibility to ensure the observance of this Code in as much as the facts are known to them : to advise their clients in accordance with this Code; and if clients are not amenable to their advice, to refer the matter to the Advertising Standards Council of India. If the agency view is upheld by The Advertising Standards Council of India and the client is determined to persist with the unacceptable advertisement, under this Code it is the agency's responsibility to refuse to release or in any way assist the release of such advertisement, and the requirement of such refusal is applicable to all other agencies and to media.

Any media owner must view each advertisement offered for publication to them from the point of view of the Code. If any advertisement is considered by the media owner to be in contravention of the Code, the media owner should refer the matter to The Advertising Standards Council of India. All advertisements found by The Advertising Standards Council of India to be in violation of this Code shall be refused publication by all media owners.

STANDARDS OF CONDUCT

"Advertising is an important and legitimate means for the seller to awaken interest in his products. The success of advertising depends on public confidence. Hence no practice should be permitted which tends to impair this confidence". The standards laid down here should be taken as minimum standards of acceptability which would be liable to be reviewed from time to time in relation to the prevailing norm of consumers' susceptibilities.

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