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The Advertising Standards Council of India

THIRTEENTH REPORT AND ACCOUNTS

FOR THE YEAR

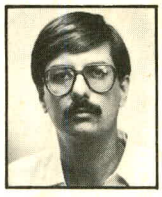
1998-99

The Advertising Standards Council of India

THIRTEENTH REPORT AND ACCOUNTS FOR THE YEAR 1998-99

BOARD OF GOVERNORS:


Mr. Bharat V. Patel
(Chairman)


Mr. Bharat Kapadia
(Vice-Chairman)


Mr. Sam Balsara


Mr. A. Dasgupta


Ms. Urmila Jain


Mr. Madhukar Kamath


Mr. K. Khalap

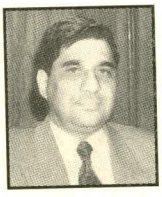

Mr. F.T. Khorakiwala


Dr. (Ms.) V. V. Manerikar


Mr. H. Manwani


Mr. Jacob Mathew


Mr. N. Murali


Mr. R. A. Poddar


Mr. Goutam Rakshit


Mr. Ram Sehgal


Mr. Deepak Shourie


Mr. D.R. Sopariwal

CONSUMER COMPLAINTS COUNCIL MEMBERS:


Prof. U.A. Athavankar


Mr. N. Jayaraman


Mr. Bharat Kapadia


Ms. Swarn Kohli


Mr. E.A. Kshirsagar


Mr. K. Kurian


Mr. Asit Mehra


Ms. Zia Mody


Mr. M. B. K. Nair


Mr. Rajesh Pant


Dr. Angela Rodrigues


Ms. Usha Sukthankar


Dr. Aroon Tikekar


Mr. N. G. Wagle

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

The Advertising Standards Council of India

13th Report and Account of 1998-99

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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
205, Bombay Market
Tardeo Road,
Mumbai 400 034.
Tel. : 493 6863, 493 7066 Fax : 493 6863
E-mail:-asci@bom5.vsnl.net.in

Attendance of the members of the Board of Governors of The Advertising Standards Council of India at Board Meetings from the 135th Meeting held on April 16th 1998 to the 147th Meeting held on March 11th, 1999. (13 Meetings held)

Name of Member	Meetings Applicable	Meetings Attended
Mr. Bharat V. Patel (Chairman)	13	11
Mr. Bharat Kapadia (V. Chairman)	13	8
Mr. Sam Balsara	13	12
Mr. M.S.Banga (a)	11	5
Mr. A. Dasgupta	13	7
Mr. Pradeep Guha (b)	6	0
Ms. Urmila Jain	13	7
Mr. Madhukar Kamath (c)	11	6
Mr. Kiran Khalap (d)	7	6
Mr. F.T. Khorakiwala	13	4
Dr. (Ms.) V.V.Manerikar	13	3
Mr. Harish Manwani (e)	1	1
Mr. Jacob Mathew	13	6
Mr. N.Murali (f)	7	3
Mr. Ashok Nerker (g)	6	1
Mr. R.A.Poddar (h)	5	3
Mr. Goutam Rakshit (i)	7	4
Mr. Ram Sehgal	13	3
Mr. Deepak Shourie	13	4
Mr. D.S. Soman (j)	6	3
Mr. Dorab R. Sopariwala	13	13

a) Resigned Jan'99
b) Retired Sept'98
c) Resigned Feb'99
d) w.e.f. sept'98
e) w.e.f. March'99
f) w.e.f.Sept'98
g) Retired Sept'98
h) w.e.f. Nov'98
i) Retired Sept'98 & w.e.f. March'99
j) Retired Sept'98

Attendance of the members of the Consumer Complaints Council (CCC) from the 135th Meeting held on April 23rd, 1998 to the 144th Meeting held on February 25, 1999. (10 Meetings Held)

Name of Member	Meetings Applicable	Meetings Attended
Prof. U.A. Athavankar	10	7
Mr. N. Jayaraman	10	3
Mr. Bharat Kapadia (a)	7	4
Ms. Swarn Kohli	10	5
Mr. E.A.Kshirsagar	10	5
Mr. K. Kurian	10	9
Mr. Asit Mehra	10	4
Ms. Zia Mody	10	2
Mr. M.K.B.Nair	10	6
Mr. Rajesh Pant	10	5
Mr. Bharat V.Patel (b)	3	2
Dr. (Ms.) Angela Rodrigues	10	5
Ms. Usha Sukthankar	10	3
Dr. Aroon Tikekar	10	2
Mr. N.G.Wagle	10	10

(a) w.e.f. Sept.98
(b) Retired Sept'98

REPORT OF THE BOARD OF GOVERNORS

We take pleasure in presenting the Thirteenth Annual Report of the Advertising Standards Council of India, together with the Statement of Accounts for the period **April 1998 to March 1999.**

During this period, the ASCI welcomed **25 new** members. The **total** number of firms and companies who were members of the ASCI as on March 31, 1999 is **252,** compared to 267 as on March 31, 1998, 40 members having discontinued their memberships.

During the 12 months period ending March 31, 1999 annual **subscriptions** from members amounted to **Rs.19,21,750/-** as compared to Rs.12,08,000/- in the previous accounting period, ended March 31, 1998.

The Board of Governors: During the year, Mr. Pradeep Guha, Mr. Ashok Nerker and Mr. D.S. Soman retired, and Mr. M.S. Banga and Mr. Madhukar Kamath resigned from the Board. **The Board wishes to place on record its appreciation of the valuable services rendered by them during their tenure.** Mr. Kiran Khalap and Mr. N. Murali were elected, and Mr. Ram Poddar and Mr. Goutam Rakshit were co-opted by the Board to fill the consequential vacancies.

Memberships: The enhanced fees for enrolment and annual subscriptions came into effect from April 1998. The significant increase in non-renewal of memberships may be due to the increased fees or more likely due to the reduction in Advertising expenditure in many industries faced with business recession and eroded profit margins. The active follow up by Board Members, however, resulted in the enrolment of 25 new members during the year.

Though our memberships is above 250, the Board believes that it should be very much higher. The Board seeks the assistance of its members in its endeavour to bring about a significant increase in the membership of the ASCI. This would be best achieved by **each member** helping to **enrol at least one new member,** and in the process generate the resources required to step up the awareness programmes which will bring in not only further membership from a wide cross section of industry but will also 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.

The Consumer Complaints Council (CCC) met 10 times from April 1998 to March 1999. It considered a **total of 122 complaints,** of which **59** were **UPHELD, 61** were **NOT UPHELD,** and **2** were considered **NON-ISSUES.** Compared with last year the number of complaints has gone down, whilst compliance has remained high. **83 per cent**

of the complaints **Upheld** by the CCC resulted in advertisements being either **withdrawn or modified appropriately.** In the case of only 10 advertisements contravening the Code (complaints Upheld), the Advertisers/Agencies have not assured the ASCI of compliance with the CCC decisions. The Media Releases issued by your Council periodically, however, will hopefully result in subsequent withdrawal or appropriate modification of some of these offending advertisements. A summary of these complaints is included in the Compilation of the CCC decisions reported 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 his/her valuable time and expertise every month. The Board is pleased to report the increasing acceptance of the ASCI's role in judging complaints against advertisements, in the interest both of Practitioners in Advertising and of consumers who are the targets of such advertisements.

Analysis of Complaints decided upon by the CCC: There has been a substantial number of **intra-industry** complaints received from advertisers and agencies in respect of comparative advertising and unfair competitive advertisements (of the 53 such complaints, 29 were Upheld, 22 were Not Upheld, and 2 were Non-Issues). Your Council has played a fair and supportive role in ensuring that such complaints were dealt with promptly and were treated with the confidence which they deserved. The net beneficial result was the **avoidance of time consuming and costly litigation** in many instances.

However, such intra-industry complaints also called for substantial involvement of the ASCI Secretariat in obtaining technical evaluations in respect of the claims and counter claims by advertisers and complainants, for meaningful deliberation and decision making by the CCC. In such instances, your Board has decided that independent expert opinion would be sought to validate the technical supporting information provided by the parties concerned and to advise the CCC on its technical relevance and substantiation of the claims made in the advertisements.

Regulation of Tobacco Products Advertising: In March, 1998 your Council published the Code for the Advertising of Tobacco Products in India. This Code set down standards for Self-Regulation in the Advertising of Tobacco Products, and was supplementary to the ASCI Code for Self-Regulation in Advertising. **It was to be implemented from October 1, 1998.** The intervening period was intended to give time to industry to adapt its communications to meet the various provisions of the Code.

However, around this time the representatives of the organised Tobacco Industry sought an extension of this date for implementation and expressed their inability to convince some

of their members of the envisaged interpretation and the applicability of some provisions in the Code.

After a series of discussions between the various concerned parties, your Council could reach no mutually acceptable resolution of the problems conveyed by the Industry. In February 1999, your Board concluded that Self-Regulation, as pursued by the ASCI over the past 13 years, did not seem applicable or acceptable to the Advertising of Tobacco Products and voluntary proactive observance of this Code would not be forthcoming. **It was, therefore, decided to withdraw** the ASCI Code for the Advertising of Tobacco Products in India.

Recent Developments April - July 1999: **Review and Revision of the existing ASCI Code:** Since Self-Regulation is a voluntary effort at imposing self-discipline by Practitioners in Advertising, to ensure fairness to consumers and competitors, it needs to keep pace with the times. The growing impact of audio visual media, the widespread and ready availability of products and services made possible by a liberalised economy, call for credible **Advertising which does not exploit vulnerable sections of the Consumer - Publics**.

Your Board decided that the ASCI Code, which was last revised in early 1995, would benefit from a Review and, where necessary, a Revision would be undertaken. The Code Committee was constituted in March this year, comprising a cross section of members of the Council and, after a series of discussions, the **Code has been revised and will be released to members at the forthcoming AGM (9th September 1999)**. The Board is grateful to Mr. Bharat Kapadia, Chairman of this Committee, and the members who contributed towards this development.

Awareness of the ASCI's Role - Self-Regulation in Advertising: At last year's AGM, some of the members present expressed concern at the limited awareness across Industry and amongst the Consumer - Publics, of the need and scope for Self-Regulation as a means of ensuring credible Advertising and **enhancing consumer confidence in advertised products and services**. Your Board considered that the campaign launched by your Council in 1997 had run its course and a more thought provoking approach would be needed to bring consumers face to face with the adverse potential of false, misleading, unfair and offensive Advertising.

After several discussions, the Board availed of the assistance of Bates Clarion, through the good offices of Mr. Kiran Khalap (your Board member), in translating the Board's objectives into a series of eye-catching advertisements conveying the commonly encountered false, misleading, exaggerated messages publicised by unscrupulous advertisements.

In response to your Chairman's appeal, several Media members of your Council have already contributed with insertions of the advertisements sponsored by the ASCI. Over 300 requests have been received in July for copies of the ASCI Code, and further information on the activities of the ASCI. **Your Board and the CCC members thank Bates Clarion** for their valuable contribution in developing this series of advertisements as a voluntary service to the ASCI members and in the general public interest. In addition, our thanks are extended to **Liberty Graphics** who have provided, on a material cost basis, the Repro material (transparencies) required for the various publications, and to our **Media members** themselves who have extended valuable space for insertions appearing in their publications, on a priority basis. We appeal to all members of the ASCI to participate and contribute in whichever manner they can towards the renewed campaign for Awareness in respect of Self-Regulation in Advertising, by the effective creation of a feed-back cycle in Advertising directed at the various publics.

Self-Regulation and the Law: During the past few months, your Council has been the recepient of two significant judgements on its functioning and on the process of deliberation and deciding on complaints received against advertisements appearing in the media. In the first instance, the **MRTPC endorsed the CCC decision Upholding the complaint** under reference, and issued its own injunction restraining the advertiser from publicising the said offending advertisement, without appropriate modification which would ensure truthfulness and fairness towards consumers and competitors. The Chairman of the MRTPC also commented that the **CCC decision was based on the principles of natural justice.**

In the second instance, which is now **sub-judice**, a Suit was filed in the Mumbai High Court by a non-member of the ASCI against your Council. An intra-industry complaint against its press advertisement was Upheld by your CCC and, on Review, the same complaint was again Upheld after considered deliberation on the detailed technical information provided by both parties - the complainant and the advertiser (non members). **The CCC recommended that specific claims should be modified appropriately or withdrawn**. In a preliminary hearing (July 26th 1999), **the Mumbai High Court has ruled** that the role of the ASCI and its CCC, in promoting and **administering Self-Regulation in Advertising** (which is the very purpose for which your Council has been registered as a company under section 25 of the Indian Companies Act [1956]), **cannot be extended to cover non-member firms in any manner which would adversely affect** their **trade** or profession. This judgement was reinforced by an ad interim injunction issued against the ASCI, temporarily restraining your Council from implementing the CCC decision in this specific complaint issue, till the final hearing of the interlocutory motion by the Mumbai High Court. The complaint under reference and a related intra-industry complaint (between the same parties - non members) against another advertisement making similar claims, in respect of the same product, have not been included in the

detailed Compilation Report incorporated in this Annual Report, in compliance with the Mumbai High Court judgement.

The implications of this Court decision are far reaching in respect of the very purpose and functioning of the ASCI, and its effectiveness in ensuring implementation of its CCC decisions by mobilising public opinion and enlisting Peer Group influence on all Practitioners in Advertising. Your Board is considering the **avenues** open to it to **represent the ASCI's role as a responsible voluntary Self-Regulatory Council**, sponsored and supported by a **representative cross section of Industries dependent on Advertising** to create the desired level of awareness amongst the general public. The aim is to provide consumers the right information to make a considered choice and decide on products and services made available to them in the open and free market place. This is in keeping with the ASCI mission and purpose - **"to endeavour to achieve compliance with the CCC decision through reasoned persuasion and the power of public opinion", in order to "maintain and enhance the public's confidence in Advertising"**.

The Board appeals to all our members and to all responsible Practitioners in Advertising to **extend support in achieving for the ASCI the right to set standards, promote and administer an equitable process of Self-Regulation in Advertising in India**. This will ensure the desired degree of Freedom to Know and Freedom to Choose, on behalf of the Consumers/Publics, exposed to Advertising as a commercial expression.

The Thirteenth Annual General Meeting will be held on Thursday, **September 9, 1999.** The Governors retiring from the Board, and eligible for re-election, are as follows:

Category A : Advertisers

Mr. F.T. Khorakiwala
Mr. Bharat V. Patel

Category B : Press/Media

Mr. Bharat Kapadia
Mr. Deepak Shourie

Category C : Advertising Agencies

Mr. Goutam Rakshit
Mr. Ram Sehgal

Category D : Allied Professions

Ms. Urmila Jain
Dr. (Ms.) V.V. Manerikar

On behalf of the **Board of Governors,**

Bharat V. Patel
Chairman

Mumbai, August 12, 1999

NOTICE

A meeting of the Board of Governors shall take place immediately after the Annual General Meeting on September 9, 1999. The Agenda for this meeting will be as follows:

1. Election of the Chairman.
2. Election of the Vice Chairman.
3. Any other business with the permission of the Chair.

All members of the Board, **including those who will be elected** at the Thirteenth Annual General Meeting are requested to attend this meeting.

Bharat V. Patel
Chairman

AUDITORS' REPORT

TO THE MEMBERS OF THE ADVERTISING STANDARDS COUNCIL OF INDIA

We have audited the attached Balance Sheet of THE ADVERTISING STANDARDS COUNCIL OF INDIA as at 31st March, 1999 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, the Balance Sheet and the Income and Expenditure Account dealt with by this report are in compliance with the Accounting Standards referred to in Section 211(3C) of the Companies Act,1956, in so far as they are applicable to the Council ;

   (e) 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, 1999 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 : July 8th, 1999.

Lalit Khanna
Partner

The Advertising Standards Council of India

Balance Sheet as at 31st March, 1999

	Schedule	This Year Rupees	This Year Rupees	Previous Year Rupees
I. SOURCES OF FUNDS :				
1. Corpus and Reserves				
(a) Council's Corpus	A	21,71,808		21,13,808
(b) Reserves and Surplus	B	25,04,226		11,27,109
			46,76,034	32,40,917
2. Loan Funds				
Unsecured Loans	C		3,70,000	3,70,000
TOTAL RUPEES			50,46,034	36,10,917
II. APPLICATION OF FUNDS				
1. Fixed Assets				
(a) Gross Block	D	21,25,768		20,78,868
(b) Less : Depreciation		7,65,511		6,62,235
(c) Net Block			13,60,257	14,16,633
2. Investments	E		11,00,000	11,00,000
3. Current Assets, Loans and Advances				
(a) Accrued Interest on Investments and Bank Deposits			4,76,660	2,70,963
(b) Cash & Bank Balances	F		20,00,075	10,89,087
(c) Loans and Advances	G		3,25,290	17,290
			28,02,025	13,77,340
4. Less : Current Liabilities & Provisions				
(a) Current Liabilities	H		2,16,248	2,83,056
(b) Provisions			–	–
			2,16,248	2,83,056
Net Current Assets			25,85,777	10,94,284
TOTAL RUPEES			50,46,034	36,10,917

As per our report of even date attached

For Lalit Khanna & Co.
Chartered Accountants

Lalit Khanna
Partner

Mumbai July 8th, 1999

For and on behalf of the Board of Governors

Bharat V. Patel
Chairman

Members

A.Dasgupta
Urmila Jain
Kiran Khalap
Bharat Kapadia
D. R. Sopariwala

The Advertising Standards Council of India

Income and Expenditure Account for the year ended 31st March, 1999

Sr. No.	Particulars	Schedule	Rupees	This Year Rupees	Previous Year Rupees
	INCOME				
1.	Membership Subscription and other income	I		23,65,069	14,96,310
	EXPENDITURE				
2.	Salaries, Wages and Bonus		4,43,600		3,88,600
3.	Printing, Stationery and Xeroxing charges		1,24,345		1,29,408
4.	Electricity Charges		26,765		23,887
5.	Telephone Expenses		15,548		13,655
6.	Repairs & Maintenance		71,245		68,453
7.	Other Expenses	J	2,03,173		1,63,945
8.	Depreciation		1,03,276		91,626
9.	Total Expenditure			9,87,952	8,79,574
10.	Excess of Income over Expenditure for the year			13,77,117	6,16,736
11.	Balance at the beginning of the year			6,16,736	-
				19,93,853	6,16,736
Less :					
	(i) Accumulation under Section 11 (1) (a) of the Income tax Act 1961			5,09,217	-
	(ii) Accumulation under Sec.11(2) of the I.Tax Act.1961			8,21,000	-
				13,30,217	0
	Balance Carried to Balance Sheet			6,63,636	6,16,736

As per our report of even date attached

For Lalit Khanna & Co.
Chartered Accountants

Lalit Khanna
Partner

Mumbai July 8th, 1999

For and on behalf of the Board of Governors

Bharat V. Patel
Chairman

Members

A. Dasgupta
Urmila Jain
Kiran Khalap
Bharat Kapadia
D. R. Sopariwala

The Advertising Standards Council of India

Schedules annexed to and forming part of the Balance Sheet as at 31st March, 1999 and the Income and Expenditure Account for the year ended on that date

			This Year Rupees	Previous Year Rupees
SCHEDULE - A				
COUNCIL'S CORPUS				
	Balance as at the beginning of the year		21,13,808	19,20,590
	Additions and adjustments during the year			
(i)	Entrance fees received during the year	58,000		30,000
(ii)	Amount transferred from Reserves and Surplus being application this year Pursuant to option under Clause (2) of the Explanation to Section 11(1) of the Income tax Act, 1961	-		1,63,218
			58,000	1,93,218
			21,71,808	21,13,808
SCHEDULE - B				
RESERVES & SURPLUS				
(i)	Accumulation under Section 11 (1) (a) of the Income tax Act 1961			
	As at the begining of the year	5,10,373		5,10,373
	Add : amount accumulated in the current year	5,09,217		-
			10,19,590	5,10,373
(ii)	Balance for application pursuant to option under Clause (2) of the Explanation to Section 11 (1) of the Income tax Act 1961			
	As at the beginning of the year	-		1,63,218
	Add : Amount appropriated in the Current year	-		-
		-		1,63,218
	Less : Amount applied to Charitable purposes this year and hence transferred to Corpus	-		1,63,218
			-	-
(iii)	Accumulation under Section 11 (2) of the Income tax Act,1961			
	As at the begining of the year	-		-
	Add : Amount accumulated in the current year	8,21,000		-
			8,21,000	-
(iv)	Surplus as per Income and Expenditure Account		6,63,636	6,16,736
			25,04,226	11,27,109

The Advertising Standards Council of India

Schedules to the Balance Sheet as at 31st March, 1999 and
the Income and Expenditure Account for the year ended on that date (continued)

	Rupees	This Year Rupees	Previous Year Rupees
SCHEDULE - C			
Unsecured Loans			
Deposits from members		3,70,000	3,70,000

SCHEDULE - D

FIXED ASSETS

Description of the Assets	COST			DEPRECIATION			NET BOOK VALUE	
	As at the beginning of the year Rs.	Additions during the year	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 31 March, 1999 Rs.	As at 31 March, 1998 Rs.
1. Office Premises	17,97,913	0	17,97,913	4,98,845	64,953	5,63,798	12,34,115	12,99,068
2. Computer	64,300	45,700	1,10,000	51,553	22,170	73,723	36,277	12,747
3. Air Conditioners	76,520	-	76,520	45,309	4,341	49,650	26,870	31,211
4. Office Equipment	52,164	1,200	53,364	14,744	5,262	20,006	33,358	37,420
5.Furniture & Fixture	87,971	-	87,971	51,784	6,550	58,334	29,637	36,187
Total Rupees	20,78,868	46,900	21,25,768	6,62,235	1,03,276	7,65,511	13,60,257	14,16,633
Previous Year Rupees	20,46,103	32,765	20,78,868	5,70,609	91,626	6,62,235	14,16,633	14,75,494

	This Year Rupees	Previous Year Rupees
SCHEDULE - E		
Investments (at cost)		
Deposits with Housing Development Finance Corporation Ltd.	11,00,000	11,00,000
	11,00,000	11,00,000
SCHEDULE - F		
Cash and Bank Balances		
(i) Cash in hand	2,269	296
(ii) In Savings Account with a Scheduled Bank	97,806	3,32,145
(iii) In Current Account with a Scheduled Bank	-	6,646
(iv) In Term Deposits with a Scheduled Bank	19,00,000	7,50,000
	20,00,075	10,89,087

The Advertising Standards Council of India

Schedules to the Balance Sheet as at 31st March, 1999 and
the Income and Expenditure Account for the year ended on that date (continued)

	Rupees	This Year Rupees	Previous Year Rupees
SCHEDULE - G			
Loans and Advances			
Unsecured considered good			
(i) Application money for Investments		3,00,000	-
(ii) Advances recoverable in cash or in kind or for value to be received		25,290	17,290
		3,25,290	17,290
SCHEDULE - H			
Current Liabilities			
a) Subscription received in advance		2,03,750	2,71,500
b) Sundry Creditors and outstanding expenses		12,498	11,556
		2,16,248	2,83,056
SCHEDULE - I			
Membership Subscription and other Income			
(i) Membership Subscription		19,21,750	12,08,000
(ii) Interest on Investments		2,01,110	2,09,289
(iii) Interest on Bank Deposits and Savings Account		2,16,265	78,307
(iv) CCC Review Charges		25,000	-
(v) Miscellaneous Income		944	714
		23,65,069	14,96,310
SCHEDULE - J			
OTHER EXPENSES			
(i) Staff Welfare		4,027	3,974
(ii) Society Outgoings		12,706	12,174
(iii) Conveyance		70,615	58,773
(iv) Postage and Fax		34,875	27,096
(v) Meetings Expenses		45,565	23,566
(vi) Auditors Remuneration			
Audit Fees	10,000		8,000
TaxationMatters	5,000		3,000
Out of Pocket expenses	350		-
		15,350	11,000
(vii) Miscellaneous Expenses		20,035	27,362
		2,03,173	1,63,945

THE ADVERTISING STANDARDS COUNCIL OF INDIA

Schedules to the Balance Sheet as at 31st March, 1999 and the Income and Expenditure Account for the year ended on that date (continued)

SCHEDULE - K : 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
   (c) Bonus is accounted on Cash basis
2. Particulars as per Paras 4, 4A, 4C and 4D of Schedule VI to the Companies Act, 1956 - NIL
3. Repairs and Maintenance comprise as under:

	This Year Rs.	Prrevious Year Rs.
(a) Repairs to Premises	36,993	33,630
(b) Other Repairs	34,252	34,823
	71,245	68,453

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

SCHEDULE - L
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	03	1999
	Date	Month	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)	Total Assets
5046	5046

Sources of Funds

Corpus 2171	Reserves & Surplus 2504
Secured Loans –	Unsecured Loans 370

Application of Funds

Net Fixed Assets 1360	Investments 1100
Net Current Assets 2586	Misc. Expenditure –
Accumulated Losses –	

IV Performance of Company (Amount in Rs. Thousands)

Turnover 2365	Total Expenditure (including Depreciation) 988
Profit before tax 1377	Profit after tax 1377
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 L

As per our report of even date attached

For Lalit Khanna & Co.
Chartered Accountants

Lalit Khanna
Partner

Mumbai July 8th, 1999

For and on behalf of the Board of Governors

Bharat V. Patel
Chairman

Members

A. Dasgupta
Urmila Jain
Kiran Khalap
Bharat Kapadia
D. R. Sopariwala

Complaints that were UPHELD by the Consumer Complaints Council
From April 1998 to March 1999

Sr. No	Advertiser / Agency	Nature of Complaint	ASCI Code / CCC Decision

Advertisements Modified Appropriately / Withdrawn

1.	Saaol Health Pvt Ltd (Avoid Bypass or Angioplasty) C-1666-2/98 Suo Motto	Suo motu consideration of an Ad in The Hindustan Times (2/98). As per complaint (registered in 3/98), the Ad states - • "98% success all over India". • "Saaol Heart Program, the practical training treatment, has so far helped thousands of such patients to safely avoid the risk, fear and expenditure of undergoing Bypass & Angioplasty". • "Most scientific way to treat Coronary Blockages". In the absence of brief data in the Ad itself, to substantiate these claims by authentic references to medical/clinical test trials, it would mislead numerous readers of the Ad in its present form.	April 1998 Chapter I.1. Claim, "98% success all over India", not substantiated. *Ad modified.*
2. #	Powertron Products Pvt Ltd (Powertron Inverter) 1669-3/98 Shriram Honda Power Equipment Ltd.	Complaint (received in 3/98) against an Ad in The Hindustan Times, Delhi (3/98). As per complaint, the Ad is misleading and has misrepresented facts - • "There is a proposed ban on generators". • "Gensets guarantee to take you closer to death". • "General Warning - Genset smoking is injurious to health". There is nothing like "a proposed ban on generators", as the Ad claims.	April 1998 Chapter I.4. Claims misleading. *Ad withdrawn.*

Intra-Industry Complaints

		The "warning" created in the Ad has no basis, as no individual "can smoke a genset". The graphic/mnemonic clearly misrepresents a mature product category and creates misinterpretations in the minds of existing as well as prospective customers.	
3.	Kinetic Engineering Ltd (Kinetic Safari V2) Triton Communications 1677-4/98 Suo Motto	Suo motu consideration of a TVC on ESPN channel (4/98). As per complaint (registered in 4/98), the TVC shows the Kinetic Safari carrying 2 persons being driven off from the Showroom, crashing through a glass partition/door, driving dangerously through heavy traffic, speeding over a few vehicles blocking the road immediately ahead, by using a handcart as an incline to drive over the stationary vehicles blocking the road, and finally driving off the edge of a cliff. These actions portrayed could lead to youngsters driving recklessly and endangering themselves and others on the road. The TVC encourages a dangerous act, which should not be glorified in an Ad.	May 1998 Chapters III.3 & 4. Ad showed dangerous practices, some of which could also be in Breach of the Law (traffic regulations). ***Ad modified.***
4. #	Trade-wings Institute of Management (Courses for Airlines, Travel, Hotel Management) 1684-5/98 IHCTM	Complaint (received in 5/98) against an Ad in Times Classifieds section of Education Times (T.O.I.) (4/98). As per complaint, the Advertiser is advertising for Air Hostesses & Flight Pursers, Airlines & Travel, Courier and Cargo Management as well as Hotel Management courses, and claims to have "recognition & affiliations from associations, the world over". This statement therefore implies that all courses advertised are having so-called "recognitions and affiliations" and by making such a false and exaggerated claim, the Advertiser is luring students to join even such courses which may not have any affiliations or recognitions.	May 1998 Chapter I.4. Claim ambiguous and misleading. ***Ad modified.***

5.	Natural Textiles Ltd (Calida Panties & Briefs) Enterprise Nexus Communications C-1685-5/98 Grahak Panchayat	Complaint (received in 5/98) against an Ad in Indian Express, Pune (4/98). As per complaint, "the Ad is totally pornographic. This is objectionable".	May 1998 Chapter II. Visuals offensive and likely to cause grave or widespread offence. *Ad withdrawn.*
6.	Natural Textiles Ltd (Calida Panties & Briefs) Enterprise Nexus Communications 1686-5/98 Grahak Panchayat	Complaint (received in 5/98) against an Ad in Indian Express, Pune (4/98). As per complaint, the Ad is a violation of standards of decency in Advertising.	May 1998 Chapter II. Visuals offensive and likely to cause grave or widespread offence. *Ad withdrawn.*
7. # 8.	Reckitt & Colman Of India Ltd (Mortein Mosquito Repellant) McCann-Erickson C-1689-5/98 Zen Consms. P. Ltd. Reckitt & Colman Of India Ltd (Mortein Insecticide Spray) McCann-Erickson 1697-6/98 Consumer Guidance Society of India	Complaint (received in 5/98) against an Ad - painting on Bus panels. As per complaint, the Ad claims that Mortein is 'more smart, more safe'. This is an unethical and incorrect claim. Complaint (received in 6/98) against a TVC on Star Movies and Star Plus (5/98). As per complaint, the Ad claims "More smart, More safe". Describing a pesticide as "safe" violates the Insecticides Rules.	July 1998 Chapter III.3. Claim "safe", could manifest a disregard for safety. *Ad modified.* July 1998 Chapter III.3. Claim "safe", could lead to a dangerous practice. *Ad modified.*
9.	Weekender Kids Mudra Communications 1690-5/98 Darpana Academy of Performing Arts.	Complaint (received in 5/98) against a TVC on Star TV (probably 5/98). As per complaint, the TVC implies the superiority of rich children over a poor boy, and the boy clothed as a cowboy with a gun in his hand, promoting violence. He also shoots a board which falls on the children. The message is "Shoot and you will have a new pair of clothes".	July 1998 Chapter III.2. Visual event depicted promoted violence, and Ad could result in harm to children. **Decision on Review** October 1998 **Earlier Upheld decision stands.** Chapter III.2. *Ad discontinued.*

10. Videocon International Ltd
(Own A Videocon TV Free! Greatest Money Back Offer)

iB&W Communications

C-1698-6/98

Mr. P. Ramakrishna

Complaint (received in 6/98) against an Ad in the Times of India (4/98). As per complaint, the Ad states, "Own a Videocon TV free!". "Three of the technologically most advanced colour TVs free! Unbelievable isn't it? After all, never have CTVs been given free anywhere in the world. But then nothing is impossible for the leader".

This Ad is absolutely misleading. The 3 models of TV the Company offers are not free because (a) A customer is required to give free one CTV in working condition to Videocon. If a CTV is in working condition, it has some value. (b) A customer is asked to deposit with Videocon an amount for a minimum period of 5 years, after which the customer gets back the amount so deposited, without interest.

July 1998
Chapter I.4.
Claim, "free", misleading.

Ad modified.

11. Videocon International Ltd
(The Greatest Offer of the Century - Own A Bazooka 21 Free)

iB&W Communications

1699-6/98

Mr. P. Ramakrishna

Complaint (received in 6/98) against an Ad in The Hindu (3/98). As per complaint, the Ad states, "Own a Bazooka 21 free" and the conditions specified for the offer are -

(a) Bring in your old CTV with remote, in working condition.
(b) Deposit Rs.14990/- for 6 years.

The resale value of the old set and also the "time value" (interest) of the sum of Rs.14990/- if taken into account, the new TV is not offered "free of cost". The Ad is confusing and appears to be misleading.

July 1998
Chapter I.4.
Claim "free" misleading.

Ad modified.

12. # Malayala Manorama
(Kerala - A Booming Market)

Triton Communications

1709-6/98

The Daily Thanthi

Complaint (received in 6/98) against an Ad in A&M (5/98). As per complaint, the signature line in the Ad reads, "Malayala Manorama is India's largest read newspaper with over 84* lakh readers everyday". The source cited is NRS-1997 (All India Urban and Kerala Rural).

The complainant objects to the claim of being India's largest read newspaper for the following reasons:

- NRS-1997 has not estimated the rural

July 1998
Chapter I.1.
Claims, "Malayala Manorama is India's largest read newspaper", and "with over 84 lakh readers everyday", not substantiated.

Ad withdrawn.

readership of publications in other states excepting Kerala. Hence Malayala Manorama can best claim itself to be the largest read newspaper in Kerala, not India.

- Daily Thanthi is the current topmost (readership) publication in India as per IRS'98 (Urban & Rural - All India Level).
  Daily Thanthi's Reach:
  Week Days: 82.63 lakhs
  On Sundays: 93.12 lakhs

13. #	Kenstar Kitchen Appliances Ltd (Kenstar Ultra Care Water Purifier) Pratibha Advertising 1710-6/98 Bajaj Electricals Ltd.	Complaint (received in 6/98) against an Ad in the Times of India, Mumbai (6/98). As per complaint, the Ad claim that, "disease-carrying micro-organisms and viruses are completely destroyed", should be substantiated on the basis of results of actual tests conducted, on the equipment advertised, and as verified by an independent laboratory/institute (no mention in the Ad).	July 1998 Chapter I.1. Claim not substantiated. Advertiser did not provide any relevant test reports/proof that Viruses are completely destroyed by the appliance. *Ad withdrawn.*
14.	Kenstar Kitchen Appliances Ltd (Kenstar Ultra Care Water Purifier) Pratibha Advertising 1711-6/98 M/s. V. G. Wagle	Complaint (received in 6/98) against an Ad in the Times of India, Mumbai (6/98). As per complaint, the claims made - "Viruses are completely destroyed", and "the water you get is more hygienic than even boiled water", need to be substantiated by the advertiser (no mention in the Ad).	July 1998 Chapter I.1. Claim not substantiated. Advertiser did not provide any relevant test reports/proof that Viruses are completely destroyed by the appliance. *Ad withdrawn.*
15. #	Paras Pharmaceuticals Ltd (Moov) Triton Communications 1703-6/98 Smithkline Beecham Pharmaceuticals (I) Ltd.	Complaint (received in 6/98) against a TVC on DD1 (5/98). As per complaint, the voice over says "Arre O Mochwala Kala Malam Dhena". The Ad is directed at the leading brand 'Iodex'. The complainant objects to the following:	July 1998 Chapters I.1 & IV.1(e). Statement, "Main kuch bi lagathiti", denigrated other products. Claim that Moov is better, for backaches,

		1. Kala Malam is a direct reference to Iodex because Iodex is the only brand which is dark in colour. 2. Mochwala - Iodex is traditionally recognised as the sprain specialist. 3. Voice over says that this product is ineffective in a very oblique manner by stating "Main kuch bi lagathiti".	than other generic products, not substantiated. *Ad modified.*
16. #	Novartis India Ltd (Focus Disposable Contact Lenses) OgilvyOne Worldwide C-1707-6/98 Bausch & Lomb India Ltd.	Complaint (received in 6/98) against an Ad in Femina (6/98). As per complaint, the Ad claims that disposable contact lenses ensure that there is 'No protein build up'. However, protein build up is a natural biological phenomenon, which occurs even while using disposable contact lenses, and starts within minutes of insertion of a lens in the eye. Further 'Focus' being a high water, 'Ionic' lens, has higher chances of protein build up than 'low-mid water, Non-Ionic' lenses. This claim is false. The leaflet for the same brand does show, through a graph, protein build up on this lens.	September 1998 Chapter I.1. Claims, "No protein build up", and "There is no time for protein to build up", not true. *Ad withdrawn.*
17. #	Beauty Cosmetics Ltd (Fairever Fairness Cream) Fountainhead Comm 1706-6/98 Amoorati Puri's Lintas	Complaint (received in 6/98) against a TVC on Raj TV (5/98). As per complaint, the Ad claims, "Saffron. A beauty secret of past, now in the shape of Fairever, prevents the formation of melanin and makes skin beautiful". This claim needs to be substantiated. Furthermore the advertising is similar to that of a competitive product, "Fair & Lovely" in the following ways: • dominant use of pink and purple colour. • friends noticing the change in complexion - visual. • guy admiring the female - visual. The above mentioned visuals are objectionable, since this has strong potential to mislead the consumer.	September 1998 Complaint on "similarity of concept and visuals, to a competitive product's TVC campaign" - **Not Upheld**, as the TVC is not so similar as to mislead the consumers. Chapter I.1. Claim, "Saffron in Fairever prevents the formation of melanin and makes skin beautiful", not substantiated. Tests/trials reports duly endorsed by an independent recognised testing laboratory not provided. *Ad claim modified.*

18. #	Mastercard International (Mastercard) Ammirati Puris Lintas 1681-4/98 Saatchi & Saatchi Advtg.	Complaint (received in 4/98) against an Ad in 'Bangalore This Fortnight' issue (4/98 second half). As per complaint, the claim that, "Mastercard is more accepted in Bangalore than any other card", is not only factually incorrect but also not fully substantiated with the result it is misleading to the readers and all the credit card holders. As per the Complainant, the data proves that the number of merchants receiving the Bank hot-list bulletin is higher for 'Visa' than for 'Mastercard'. Mailing list figures clearly indicate that more number of merchants accept Visa in Bangalore than Mastercard.	September 1998 Chapter I.1. Claim, "Mastercard is more accepted in Bangalore than any other card", inadequately substantiated. *Ad campaign concluded.*
19.	Anil Ayurpharma (India) Ltd (Roop Herbal Hair Oil) Multimedia Aquarius 1712-6/98 Mr. N. G. Wagle	Complaint (received in 6/98) against an Ad in the Times of India, Mumbai (6/98). As per complaint, the claim made in the Ad that it is the "Only hair oil certified by leading medical institutes to stop hair loss and promote hair re-growth", needs substantiation. The claims of dandruff prevention and also greying prevention needs to be substantiated.	September 1998 Chapter I.1. Claims of, "prevention of dandruff and greying of hair", not supported by proof in the form of valid clinical data based on representative tests/trials. *Ad withdrawn.*
20.	Sai-Taj Computer Institute (All Courses - Only Rs.500/- Fee) 1714-7/98 Mr. A. V. Gokhamkari	Complaint (received in 7/98) against an Ad in Daily Lokmat (6/98). As per complaint, the Ad claim in Marathi (translated in English) states that the fee of all Courses offered by the Institute is Rs.500/-. But when the Complainant enquired on 29/6/98 about the C.C.C.P (Certificate Course in Computer Programming) Course, the Director of the Institute told him the Course fee was Rs.3200/-. This Ad is false and deceitful.	September 1998 **Exparte.** Chapter I.1. Claim of, "Fee of all Courses offered by the Institute is Rs.500/-", not true. ***Ad modified.***
21.	Kenstar Kitchen Appliances Ltd (KenChef Microwave) Pratibha Advertising 1715-7/98 Insight Consumer Education & Research Society.	Complaint (received in 7/98) against an Ad in Femina (5/98). As per complaint, the Ad claims that 'KenChef Microwave retains the nutritional value of food'. Cooking in any form whether conventional or microwave cannot retain all the nutrients. Certain	September 1998 Chapter I.1. Claim, "retains the nutritional value of food", not true. *Ad modified.*

nutrients especially vitamins are highly heat sensitive and are destroyed during cooking, may be to a lesser extent in microwave cooking but definitely not fully retained. Moreover retention of nutrients during cooking depends also on other factors such as pH of media, cooking time, volume of water etc.

22.	Symphony Comfort Systems Ltd (Symphony Kaizen Air Cooler - 10th Anniversary Offer) Mudra Communications 1717-7/98	Complaint (received in 7/98) against an Ad in the Times of India (4/98). As per complaint, the Ad claims that, "At an amazing price. Rs.3990/-, instead of Rs.7200/-". The Cooler, which cost Rs.7200/- has a humidity control system, but when the same is offered at a discounted rate the humidity control system is absent. The Company has confirmed this. However the fact that this feature is not mentioned in the Ad, it is misleading by omission.	September 1998 Chapter I.4. Misleading by omission. *Ad withdrawn.*

Insight Consumer Education & Research Society

23. #	Adroit Institute (`Diploma in Software Engineering', `Admissions to Various Courses', `Diploma in Automobile Engineering') 1720-7/98	Complaint (received in 7/98) against the Ads in the Education Track of Indian Express (7/98). As per complaint, the Ads make the claim of - "conducted by Govt Regd. Institute", and are ambiguous and misleading, without proof of Registration. The Ads are claiming to offer job guarantee. It is not clear whether the guarantee is for one or all its courses and whether the job guarantee is applicable to anyone.	September 1998 Chapters I.1 & I.4. Claim, "Govt Regd Institute", ambiguous and misleading. Claim, "job guarantee", not substantiated. *Ad modified.*

IHCTM

24. #	Britannia Industries Ltd (Snax Biscuits) Ammirati Puris Lintas 1721-7/98	Complaint (received in 7/98) against a TVC on Zee TV (6/98). As per complaint, the TVC does not seek to promote the Advertiser's product but merely tarnishes the image of a competitive brand - `Monaco'. References are in the form of dialogues - "Mona ko .." being pronounced as Monaco. The Ad only seeks to denigrate and discredit the brand `Monaco'.	September 1998 Chapter IV.1 (e). Mention of the words "Mona ko" being pronounced as Monaco, and the visuals appeared denigratory of a competitive brand without justification. *Ad campaign concluded.*

Parle Products Ltd.

25.	Hindustan Lever Ltd (Sunsilk Fruitamin Shampoo) H.T.A. 1691-5/98 Ms. Vasanti	Complaint (received in 5/98) against a TVC on Zee TV (5/98). As per complaint, the Ad claims that, "Is mein hain fruit vitamin". The Complainant would like to know whether the claim is true that vitamins can be applied to hair or skin to improve its condition, as shown in the TVC.	September 1998 Chapter I.1. Implied claim in the TVC that vitamins from fruits (cited and referred to as "Fruitamins"), as presented in the shampoo, contribute to hair growth, strength and body, - not substantiated adequately. *Ad discontinued.*
26.	Hindustan Lever Ltd (Clinic All Clear Dandruff Shampoo) Ammirati Puris Lintas 1700-6/98 Consumer Guidance Society of India	Complaint (received in 6/98) against an Ad in 'The Times Household Planner' distributed with T.O.I., Mumbai (6/98). As per complaint, the Ad claims that ZPTO, the 'special' ingredient in 'Clinic All Clear' stops dandruff. ZPTO is a microbicide. The microbial link, has not been established unequivocally to be the sole cause of dandruff. Use of antifungal agents may reduce the occurrence of scaling but cannot stop it. In fact, detergents contained in shampoo aggravate scalp dryness.	September 1998 Chapter I.1. Claim, "ZPTO in Clinic All Clear stops dandruff", not true, since dandruff is known to be caused by several other factors, besides microbes. *Ad discontinued.*
27. #	India International Trade Center (IITC Diploma Courses) 1719-7/98 IHCTM	Complaint (received in 7/98) against an Ad in Bombay Times (T.O.I.) (7/98). As per complaint, the advertiser claims to offer a diploma course of Marketing and Business Administration and in the bracket mentions (MBA), thus misguiding readers that the course advertised is an MBA course (Masters in Business Administration).	September 1998 Chapter I.4. Misleading. Abbreviation - MBA considered synonomous with "Masters in Business Administration". *Ad modified.*
28.	Permionics (India) Ltd (Permionics Pureflo Water Purifier) Indigo Advertising 1735-8/98. Dr T.N.V.V. Rao	Complaint (received in 8/98) against an Ad in Deccan Herald (7/98). As per complaint, the limitations stated for "UV Purifier", are false and baseless: • Claim, "elimination of bacteria.....is not	October 1998 Chapters I.1 & IV.1(e). Claims not substantiated adequately.

		fool proof", is not true because the dosage provided in the UV Purifier is very much more than what is required to inactivate all known disease causing bacteria and viruses. • UV based water purifier totally removes cryptosporidium parvum (a protozoal species) and hence is capable of removing protozoans like Amoeba and Biardia very effectively (whereas Ad states "No protection"). • UV lamp might require a replacement only once in about 2 years on an average (not every 6 months as stated in the Ad). The following claims made on "Permionics Purifier" are exaggerated: "Removal of odour is complete (100%)". "Removal of colour is 100% (complete)". "Eliminates bacteria and viruses is 100% (complete)". "Module replacement - after 2-3 years". "Water is purified 10 times".	Statements regarding "UV Purifier" considered denigratory without adequate justification. *Ad withdrawn.*
29.	Kenstar Kitchen Appliances Ltd (Kenstar Ultra Care Water Purifier) Pratibha Advertising 1739-8/98 Mr. N. G. Wayle	Complaint (received in 8/98) against an Ad in the Times of India (8/98). As per complaint, the Ad claim of "100% safe water", must be substantiated by the advertiser, in respect of - 1. Killing of viruses (e.g. hepatitis). 2. Killing of protozoa (e.g. which cause amoebic dysentery). 3. Removal of dissolved impurities in water such as chemicals (e.g. pesticide residues and other pollutants).	October 1998 Exparte. Chapter I.1. Claim, "100% safe water", not substantiated. *Ad modified.*
30.	Gaspoint Marketing India (P) Ltd (Dealership for Gaspoint) 1740-8/98 Mr. Harvadan Narbheram Jolahaker	Complaint (received in 8/98) against an Ad in the Gujarati Daily `Mumbai Samachar' (8/98). As per complaint, in the Ad a torn currency note of Rs.500/- is depicted. On the left side of the Ad, there is a picture of `Ashok Sthumbh' which is shown as torn out from its top. On the right side, it shows a crack on the forehead of `Mahatma Gandhiji', the Father of the Nation. This is a sheer insult of the Nation and is objectionable.	October 1998 Chapter II. Likely to cause grave offence. *Ad withdrawn.*

31.	Baron International Ltd (Akai CT 2985) 1745-8/98 Mr. Gaurav Bansal	Complaint (received in 8/98) against an Ad in the Times of India, Delhi (8/98). As per complaint, the Ad states, "Take home the Akai for Rs.19,990/-. No exchange required", and down below it says that `Levies Rs.1500/- extra'. The complainant questions as to how can a TV be taken home without paying the levies. This is misleading.	October 1998 Chapter I.4. Headline, "Take home the Akai for Rs.19,990/-. No exchange required", misleading. *CCC recommended that mention of the additional levy should be more prominently linked with take home price displayed in the Ad.* ***Ad one-time insertion.***
32.	Reckitt & Colman Of India Ltd # (Mortein Mosquito Repellant) McCann-Erickson 1741-8/98 Creative Unit P. Ltd.	Complaint (received in 8/98) against a TVC on Zee Cinema (probably 8/98). As per complaint, the TVC says, "More Smart More Safe Mortein". It shows a testimony from a doctor from the Indian Medical Association, which is misleading and crosses all ethics.	October 1998 Statement by a doctor on behalf of `I.M.A.' not considered as a contravention of the Code. Chapter III.3. Product depiction & promotion message at the end of TVC manifests a disregard for safety, by prominent mention of claim, "more safe", vis-a-vis the Insecticides Act, and its application to package/label content. ***Ad modified***
33.	Khaitan (India) Ltd (Khaitan Marathon Fan) Enterprise Nexus Communications 1746-8/98 Mr. Lokesh Sapra	Complaint (received in 8/98) against an Ad in The Hindu (8/98). As per complaint, the Khaitan Fan makes a claim that it delivers maximum air, and promises Rs.5000/- to anybody who proves it otherwise. According to the Ad, the consumer should do a	October 1998 Chapter I.1. Claims not substantiated adequately.

		candle test, i.e. place a large number of candles in the room, put on a fan and check the effect on candles. Repeat the same with other brands and Khaitan. The advertiser should substantiate the following claims with adequate tests/trials reports from a recognised independent testing facility - "Has been tested against all its major competitors but none could come even close to it, when it came to air delivery", and "Has wider blades".	*Ad claims substantiated subsequently.*
34.	Ace Hygiene Products Pvt Ltd (Alfa Water Purifiers) Art Advertising Agency 1744-8/98 Mr. N. G. Waegle	Complaint (received in 8/98) against an Ad - Leaflet. As per complaint, the contents denigrate the process of boiling water to make it potable, by claiming that it "destroys vital salts and minerals in the water". This is untrue unless the advertiser can substantiate this claim. The readers will be misguided as doubts are raised which are not factual.	<u>October 1998</u> Chapter I.4. Unqualified statement, "Boiling water - destroys vital salts and minerals", misleading. *Ad - Leaflet modified.*
35. #	Polar International Ltd (Polar Fan - Twin Win Option) Equus Advertising 1750-9/98 Khaitan (I) Ltd.	Complaint (received in 9/98) against an Ad in The Telegraph (8/98). As per complaint, the Ad of "Polar Fan" is clearly a counter to the Ad by 'Khaitan India', which had been created after carefully testing all comparable models and it is clearly mentioned that the comparison is with fans having 1200mm sweep. The fan size referred to by Polar International in their Ad (48XL) in fact has a 1228mm sweep and hence is clearly not comparable. Evidently, therefore the whole intention of Polar is to create mischief and confusion and in fact in the process mislead the customers. The layout and typeface of the Ad is also identical to the Ad of Khaitan fan and further supports this intention.	<u>October 1998</u> Chapters I.1 & I.4. Claim, "when you compare them (48XL Polar fan) with what the competition has to offer, you will observe there is no comparison", not substantiated by authentic test reports on competitive fans. Claim, "each of our 48XL fan models offer the best air delivery and the finest peak air velocity", misleading. *Ad one-time insertion.*

36. #	Avon Beauty Products (Avon PT White Fairness Face Cream) 1752-9/98 Amminuti Parisunny	Complaint (received in 9/98) against an Ad in Femina (8/98). As per complaint, the following claims have been made in the said Ad: "An advanced 'whitening' technology treatment cream which enables women to achieve Fairer, more radiant and clear skin quickly, safely and effectively". "After 2 weeks - skin is lighter by 45%", "After 4 weeks - skin is lighter by 54%", "After 8 weeks - skin is lighter by 64%". Inset - graphic depiction: "PT 40, Vitamin C and Fruit Acids work together to lighten skin". Since these claims relate to matters of objectively ascertainable fact they must be supported by due substantiation under ASCI Code.	October 1998 Chapter I.1. Claims, "After 2 weeks - skin is lighter by 45%", "After 4 weeks - skin is lighter by 54%", "After 8 weeks - skin is lighter by 64%", and "PT White contains: The most effective blend of natural ingredients for visible fairness in just 2 weeks", inadequately substantiated. *Ad modified.*
37.	Jaswantlal Prahladbhai & Co (Jaswant Chhap Special Telephone Bidi) Kunal Advertising 1764-9/98 Mr. Nityanand Agarwal	Complaint (received in 9/98) against an Ad in Dainik Navajyoti (8/98). As per complaint, the Ad shows a young boy smoking a 'Bidi'. This is objectionable. The Ad also does not mention the "Statutory Warning", which is a must for such Ads.	November 1998 Chapters IV.5 & IV.6 of the ASCI Code for Advertising of Tobacco Products (depiction of a Youth, shown smoking, with a bidi in his mouth). *Ad modified.*

A MESSAGE FOR YOUR CLIENTS/CUSTOMERS

Do False, Misleading, Unfair Ads make you Offended? Outraged? Appalled? The next time you come across an Ad that offends your sensibilities, don't just let off steam. Send in a complaint to ASCI, the Advertising Standards Council of India - the organisation that believes Advertising is a necessity, but false, misleading, unfair Advertising is **not.**

Write to : **Secretary General, ASCI, 205 Bombay Market, Post Box 7939, Tardeo Road, Mumbai 400 034** with a copy of the press Ad, name and date of publication, or the channel name, date and time of airing, and a brief description of the T.V.Commercial/Radio spot, with your complaint.

For any clarification, call 022 4937066, Fax : 493 6863. E-mail : asci@bom5.vsnl.net.in

Remember - Don't react. Act.

39. #	RPG Cellular Services Ltd (Wings Pre-Paid Service) Ogilvy & Mather 1779-11/98 Skycell Comms. Ltd.	Complaint (received in 11/98) against an Ad in The Hindu (11/98). As per complaint, the Ad is misleading. RPG Cellular has made a claim of, "Outgoing Calls for as low as 50p", which is absolutely untrue. The tariff structure is Rs.2.00 for the first minute, Rs.1.00 for the second minute and 50p from the third minute onwards. For outgoing local calls, the consumer needs to pay in addition to the airtime charges, a DoT component of Rs.1.40 for each call of duration less than five minutes. This point too has been completely missed out by RPG Cellular in their Ad. In comparing the initial investment, RPG Cellular has indicated a cost of Rs.3,865 for their plan and Rs.5,475 for the "other cellular operator" plan. They have completely missed out the point that "other cellular operator" has a refundable deposit of Rs.3,000 while their plan attracts a daily rental fee of Rs.28. The Ad has resulted in severe confusion in the market.	December 1998 Chapter I.4. Claims misleading by omission and ambiguity in terms of the charges and costs which are critical to evaluate the benefits offered to the consumer. *Ad withdrawn.*
40. #	Pushkar Appliances Ltd (Unistab Voltage Stabiliser - Uni-Stab v/s V-Guard) Meher Advertising 1772-10/98 V-Guard Inds. Ltd.	Complaint (received in 10/98) against an Ad in the Deccan Chronicle and Eenadu (10/98). As per complaint, the Ad claims, "Undeniable facts to help you choose a better voltage stabiliser", and then goes on to mention Uni-Stab v/s V-Guard. In their exact words, "Wider the difference - greater the risk of damage. On this vital criteria, Unistab scores over every other refrigerator voltage stabiliser including V-Guard". The next direct comparison is a table comparing the Deluxe model of Unistab (US50DX) and an ordinary V-Guard model (500 VA). Hence it is very misleading to	January 1999 Chapter I.1. Claim, "scores over every other refrigerator voltage stabiliser", not substantiated. Authentic tests/trials reports on V-Guard v/s Unistab Stabiliser and on other representative stabilisers not provided by the Advertiser. ***Subsequently:*** ***Complainant filed a***

compare the best model of Unistab vis-a-vis an ordinary model of V-Guard, thereby causing considerable damage to the company's reputation as well as to the confidence of potential existing consumers.

At the bottom of the Ad there is a twin offer wherein Unistab has called for a direct comparison with V-Guard on performance and then to decide for the best stabiliser. This again is unethical, without stating the basis of comparison.

Moreover they have offered to exchange an old V-Guard stabiliser for a Unistab stabiliser by paying an additional Rs.400/- only. Mentioning a brand name to gain undue sales is not even done by brands selling TVs, Refrigerators or any other appliances.

complaint with MRTPC. Matter sub-judice.

Special Note:
Letter dated 21/6/99 received from MRTPC Chairman's office. ***"It might be of interest to you to know that in the matter between V-Guard Vs. Pushkar Appliances this Commission took note of findings recorded by CCC against the advertiser and passed an order of injunction against the advertising company."***

Consequently Ad to be discontinued.

41. J.T. Mobiles Ltd (AutoRoam)

\# Akshara Advertising

1781-12/98

Tata Comms. Ltd.

Complaint (received in 12/98) against an Ad in Deccan Chronicle and Economic Times, Hyderabad (11/98). As per complaint, the Ad is misleading and seeks to spread misinformation about the only `other' competitor who announced the launch of their "AutoROAM Service", in The Economic Times on November 9, 1998.
JTM's Ad shows that it has service in places like Vijaywada, Guntur and Vizag, while indicating that the only `other' competitor does not. The fact is that the only `other' competitor's coverage area includes these cities and roaming facility is not required by their subscribers to utilise the services here.

In addition to AutoROAM, the only `other' competitor offers two more variants, Flex and Easy Roam, that has been in existence long before they launched the AutoROAM. All the cities, barring one, mentioned by JTM are covered by the only `other' competitor through its various roaming options. In fact, they offer

January 1999
Chapter I.4.
Misleading. Advertiser had used the contents of the competitor's Ad (which was a specific announcement), in making a comparison in his own Ad.

Ad withdrawn.

		roaming facilities in 180 cities across India, the number going up to 200 if AP is included. The only 'other' competitor's Ad was AutoROAM specific, which stated that on the day of its launch, 4 metros were connected and 150 cities would be connected shortly. JTM's Ad is about roaming in general and clearly states that they are yet to launch the auto roaming service.	
42.	Farnaz Advertisers (Film 'Bombay Boys') 1784-12/98 Dr. H.C. Sheth.	Complaint (received in 12/98) against the Ads in the Times of India, Mumbai (12/98). As per complaint, the Advertiser has used the logo of Sahar Airport, Bombay with a date mark: ARR - 2(I) 25 Dec 1998. The Advertiser has no right to do this. Airport Authority will never grant a permission for this use.	January 1999 Chapter I.1. Depiction of the stamp of "Sahar Airport, Immigration Department" with a post dated mention of 25 Dec is a false representation. *Ads modified.*
43. # 1785-12/98 Bates Clarion	Jet Airways (I) Ltd (Introducing Daily Flights) Ammirati Puris Lintas	Complaint (received in 12/98) against an Ad in The Hindustan Times, Delhi (12/98). As per complaint, the Airline claims in its copy, "India's Best Domestic Airline". The claim is not only unsubstantiated but also completely misleading.	January 1999 Chapter I.1. Claim, "India's Best Domestic Airline", inadequately substantiated. Parameters for evaluation of "Best" was not stated in the Ad nor did the M.R. Survey Report substantiate this claim. *Ad modified.*
44. # 1786-12/98 Hewlett-Packard India Ltd.	Redington (India) Ltd (Canon BJC-4300 Printer) FCB-Ulka Advertising	Complaint (received in 12/98) against an Ad in Deccan Chronicle, Hyderabad (9/98). As per complaint, the Ad claims that Canon BJC-4300 is "India's first Internet ready printer". This claim is entirely false and misleading.	January 1999 Chapter I.1. Claim, "India's first Internet ready Printer", not true, since other

		Hewlett-Packard had three models of printers at the time of the Canon Ad, which were Internet ready.	Internet ready Printers were available in the market earlier. *Ad discontinued.*
45. # 1788-12/98 Everest Integrated Comms. P. Ltd.	Chawla Enterprises Ltd (Prestige Quartz Watches) Madhyam Advertising	Complaint (received in 12/98) against a TVC on Zee TV and Sony TV (10/98). As per complaint, the entire 'Prestige TVC' is similar to 'Maxima Quartz' TVC. Of particular objection is the deceptively similar visual flow (girls diving into the pool to retrieve the watch and handing it back to the guy); the voice-over, tone, style and the over all creative execution. In respect of prior usage of the film, the first spot of 'Maxima Quartz' TVC was telecast on Zee TV on 10th of April 1997. The telecast of Prestige Quartz TVC started in mid of October'98.	January 1999 Chapter IV.3. Similar in the over all creative execution so as to create confusion and mislead the consumers. Prior usage of the visuals and the creative execution was established by 'Maxima Quartz Watches'. *Ad withdrawn.*
46. # 1759-9/98 Malayala Manorama	The Mathrubhumi Printing & Publishing Co Ltd (Press Ad - "Don't go to Kerala without Mathrubhumi" Mailer - "Why go by bulk") Maa Communications Bozell	Complaint (received in 9/98) against the Mailer and the Press Ad (in Outlook [9/98]). As per complaint, the 'Targets' chosen are so narrowly defined that they fall short of meeting the optimum sample size requirement. A sample size of 200 is the minimum requirement for statistical validity. The purpose is obviously not truthful analysis, but churning of misleading data to hurt competition. The Monthly Household Income catch between Rs.4000 and Rs.10000 - there is no product category, no brand that caters to this income class. Its addition aided in manipulating the data to the advantage of Mathrubhumi. The copy says Mathrubhmi has the highest reach in the most coveted consumer group. It is a grossly misleading copy.	February 1999 Chapter I.4. Misleading by omission of relevant data in respect of other potential consumer groups (Eg. Over Rs.10000 MHI). *Campaign closed.*

47. #	The Mathrubhumi Printing & Publishing Co Ltd (Kerala's Only Newspaper - India's Top Five) Maa Communications Bozell 1780-11/98 Malayala Manorama	Complaint (received in 11/98) against an Ad in 'The Advertising Brief' (11/98). As per complaint, the Ad is based on India Readership Survey'98 (IRS 98). The claims in the Ad clearly violate the ASCI Code for the following reasons: 1. The Ad compares Mathrubhumi's readership in round 1 to that in round 1+2. Growth in readership cannot be tracked from round 1 to round 1+2. 2. MRUC, the organiser of IRS has accepted that it is not correct to compare round 1 to round 1+2. 3. The Ad claims that Mathrubhumi has added 7.2 lakh readers in "just 12 months time". For such a readership growth over 12 months (July 1997 - June 1998) Mathrubhumi should have had a readership of 53.8 lakhs in July'97 which is not factual, and cannot be substantiated. Thus Mathrubhumi's claim to be Kerala's only newspaper to rank among India's top 5 fastest growing publications and the second fastest growing publication in India are baseless.	February 1999 Chapter I.4. Claims misleading by referring to data in the IRS which is not comparable to derive conclusive evidence. *Campaign closed.*
48.	Reckitt & Colman of India Ltd (Mortein King - 12 Hour Mosquito Mats) McCann-Erickson India 1790-12/98	Complaint (received in 12/98) against an Ad in the Times of India (12/98). As per complaint, the Ad copy says, "more smart more safe". The complainant questions - What is more safe? The product/pack? Or its use? A pesticide cannot be termed 'safe' under the Insecticides Rules. It is by its nature a poison and a poison inherently is unsafe.	February 1999 Chapter III.3. Manifests a disregard for safety, by the prominent mention of the claim, "more safe", vis-a-vis the Insecticides Act. *Ad modified.*
49. #	Baron Electronics Pvt Ltd (Aiwa CTV) Advertising Avenues 1791-2/99 Philips India Ltd.	Complaint (received in 2/99) against an Ad in the Times of India, Mumbai (1/99). As per complaint, the Ad has grossly misrepresented the comparison of the Philips 240B with Aiwa's TV-A219 in the comparison chart. In reality the features of the Philips 240B that	February 1999 Chapter I.4. Misleading by omission of pertinent data/technical information in support

have been mentioned are "edited" to suit Aiwa's convenience. Several key features, which are of relevance to consumers, have been deliberately omitted, giving the consumer a completely distorted picture. The real facts are that the Philips 240B far outweighs the Aiwa brands mentioned.

The Picto-Graph (OSD) feature mentioned in the chart is just a marketing nomenclature given to the On-Screen display function. This feature is shown as absent in a 240B. In fact, the On-Screen Display in the 240B is not only present but is also a superior feature to Aiwa's as it has an option of both English and Hindi displays. Aiwa has the capability of a single language display only.

In the Ad, Aiwa highlights the availability of 210 channels in their model. According to prevailing PAL transmission standards (certified by CCIR transmission standards for television) a television set can receive a maximum of 104 programmes, provided that 104 channels are being beamed at any point in time (this is currently not the case). This is obviously of no benefit to the consumer.

of the comparative claims made in the Ad.

Campaign withdrawn.

Complaints that were UPHELD by the Consumer Complaints Council
From April 1998 to March 1999

COMPLIANCE with CCC decision NOT ASSURED. Ads NOT modified/withdrawn
MEMBERS - Agencies, Media & Services are Requested Not To Place Or Carry These Offending Ads.

Sr. No	Advertiser / Agency	Nature of Complaint	ASCI Code / CCC Decision
50.	Nahar Enterprises (Come and own a part of Paradise at Mumbai) Percept Advertising 1679-4/98	Complaint (received in 4/98) against an Ad in the Times of India, Mumbai (4/98). As per complaint, the Advertiser calls their new residential colony "Amrit Shakti" at "Powai", although this is under construction in Chandivili farm. It has in fact no connection with Powai either in approach, environment, communication or postal link. The Ad is misleading.	May 1998 Chapter I.1. Claim, "at Powai" not substantiated.
51.	Patrex Fuels India Ltd (Patrex Green Petrol) 1732-8/98 Mr. N. G. Wagle	Complaint (received in 8/98) against an Ad in the Times of India (6/98). As per complaint, the Ad claims that the product is an alternative to Petrol. Pollution-free: the criteria for this claim needs substantiation. Apart from lead there are other pollutants, eg., carbon monoxide, nitrogen oxide, which are emitted. Mileage: proof that the mileage is "similar" to normal petrol must be provided. Octane Rating: the octane number is not revealed. Anti-knock index: needs to be tested.	October 1998 Chapter I.1. Claims, "pollution-free", "toxic free", and "similar mileage as Petrol", inadequately substantiated.
52.	Pest Control (India) Ltd (Roban Rodenticide) Pegasuss Communications 1748-9/98 Mr. N. G. Wagle	Complaint (received in 9/98) against the Product Brochure. As per complaint, the inside cover page of the brochure states, "Far safer than other acute rodenticides". Rule 19(8) of the Insecticides Rules, 1971, prohibits unwarranted claims for the safety of the product or its ingredients, if it is an 'insecticide' covered by the Insecticides Act, 1968. Although 'Roban' is not an	October 1998 Chapters I.4 & III.3. Claim on package (illustration) - "Kills Rats, Not Pets", misleading. Claims, "Far safer than other acute rodenticides", and

		'insecticide' in the exact scientific terminology, by law the Rules apply to "any substances specified in the schedule to the Act", and the active ingredient in 'Roban' is included in the schedule. The label on the package (back cover) declares, "Kills Rats, Not Pets". The active ingredient is a potent anticoagulant and does not distinguish between man, rat and pet, in its toxic effect. If an adequate dose enters the body of any of these species, it will be harmful.	"Poses low hazard to non-target species", manifest a disregard for safety and could encourage negligence.
53.	MINICOMP Ltd (The Minicomp XXXChange Offer) 1763-9/98	Complaint (received in 9/98) against an Ad in the Times of India (9/98). As per complaint, Minicomp has offered a PC carrying their brand name "Minicomp Celeste" which has Intel Celeron chip and which has speed of 266 MHZ, in exchange for an old PC at a price. The Ad does not state anywhere that the PC offered is without its heart - "the hard-disk" and without "Monitor". One cannot imagine a PC being offered for sale without a hard-disk and without a monitor. In fact, the PC shown in the Ad is a complete unit with PCU, Monitor, Keyboard, Mouse. The arguments put forth by Minicomp and its dealers that the offer is "subject to the conditions" and hence they would not be supplying hard-disk and the monitor with Minicomp Celeste PC, is not tenable. The Ad is false and misleading.	November 1998 Chapters I.4 and I.5. Misleading and ambiguous by omission of essential details of the restrictive conditions of the Exchange offer, which is grossly exaggerated.
54.	Super Domestic Dust Busters Pvt Ltd (Nuvac UV Water Purifier) 1769-10/98 Mr. N. G. Wagle	Complaint (received in 10/98) against an Ad in 'Rashtriya Sahara' magazine (10/98 issue). As per complaint, the Ad claims that, "Ultra-violet radiations remove disease causing virus, bacteria and micro-organisms". The advertiser should substantiate the claim of virus removal, and provide proof of removal of disease causing micro-organisms.	November 1998 Chapter I.1. Claim, "removal of disease causing virus", not substantiated. **'Rashtriya Sahara' has assured that this Ad will not be published by them.**

55. Balsara Hygiene Products Ltd
\# (Meswak Toothpaste)

Chaitra Leo Burnett

1777 - 11/98

Complaint (received in 11/98) against a TVC on DD Metro (8/98). As per complaint, the Commercial states that, "Meswak forms a layer on the teeth which provides complete protection and prevents cavities, tooth decay, bacteria and bleeding gums". The communication clearly implies that usage of Meswak provides complete oral care.
This claim is objectionable and it has strong potential to mislead consumers.

December 1998
Chapters I.1 and I.4.
Claim, "prevents cavities, tooth decay, bacteria and bleeding gums", not substantiated. Claim, "provides complete protection", was an exaggeration and misleading.
Ad. Agency has assured that airing of this TVC has been suspended temporarily.

Ammirati Puris Lintas

56. R.R. Trading P. Ltd
(Fitti Diapers)
\#

1770 - 10/98

Complaint (received in 10/98) against a TVC on Zee TV (8/98). As per complaint, the Ad is very similar to the `Huggies Nappi-Pads' Ad in terms of being based on the same core idea. The HNP Ad shows babies acting like adults. This proposition has been a Huggies property worldwide for many years and has been extended to India with the launch of Huggies Nappi-Pads. The new `Fitti Diapers' Ad shows the same idea, only in a different setting. The Ad states, "Duniya ka sarwottam diaper", which is aimed at showing all other diapers in poor light and is an unsubstantiated claim.

January 1999
Exparte.
Complaint on "similarity" to a competitive product's TVC in terms of "being based on the same core idea" - **Not Upheld.**
TVC not so similar as to confuse or mislead the consumers.

Complaint on claim, "Duniya ka sarwottam diaper" - **Upheld.**
Chapter I.1.
Claim not substantiated.

Kimberly - Clark
Lever Ltd.

57. Gitanjali Jewels
(Gili Gold)

J.K. Advertisers

1787 - 12/98

Complaint (received in 12/98) against an insert pamphlet - `A Times of India Presentation' circulated with T.O.I. (12/98). As per complaint, the inside page of the pamphlet states -

- `24 Karat or 24K - 99.5-99.9% Gold content'.
- Under General Information - `24K (99.5% purity)'.

This is not true. 24 karat gold means 100% gold content.

January 1999
Chapter I.1.
Claim, "24 Karat or 24K" as equivalent to 99.5-99.9% Gold content, not true.

Mr. N. G. Wagle

58.	Sun Sun Sun (Prize Offer) Admore	Complaint (received in 1/99) against the Programme on DD2 (9/98). As per complaint, the Complainant was declared winner of the only prize (given each week), offered in the above mentioned commercial programme telecast on DD2 on 21/9/98 at 7.30 p.m. The prizes offered were Rs.5000/-, Rs.5000/- gift cheques, and Rs.6000/- household goods. He wrote to the concerned advertiser - `Sun Sun Sun', New Mumbai, vide his letter dated 1/12/98. But he had still not received any prize till date (29/12/98).	February 1999 Chapter I.1. Advertiser failed to provide any evidence that the prizes as declared in respect of the offers made in the course of the programme, were actually awarded, with particulars of the prize winners.

1789-1/99

Mr. Des Raj

57 - upheld

2 - Century - not published

59

Complaints that were NOT UPHELD by the Consumer Complaints Council
From April 1998 to March 1999

Sr. No	Advertiser / Agency	Nature of Complaint	Comment / CCC Decision
1. #	Electrolux Ltd (Kelvinator Refrigerator) Anthem Comm Pvt Ltd 1665-3/98 Mudra Comms Ltd.	Complaint (received in 3/98) against an Ad in The Hindustan Times, Delhi (3/98). As per complaint, the Ad claims, "Kelvinator introduces India's fastest Cooling Refrigerator", and "Makes ice in half the time. Cuts power bills by 33%". The Ad does not specify any test or specifications. It unfairly misleads the consumer in believing that "No other refrigerator offers such levels of cooling".	April 1998 CCC deliberated on the test report on several refrigerators, as provided by an independent Government Institution. Claims not misleading or unfair to the consumer.
2.	Aarey (Energee Soft Drink) Cosmos Publicity & Display 1671-3/98 Consumer Guidance Society of India	Complaint (received in 3/98) against an Ad in Bombay Times (3/98). As per complaint, the Ad denigrates soft drinks in general by terming them as `coloured water' and describes `Energee' as the original one. Energee itself is coloured milk.	April 1998 Ad not denigratory.
3.	Godrej Soaps Ltd (Ganga Soap) Mudra Communications 1673-3/98 Mr. M.N. Damodaran Nair	Complaint (received in 3/98) against a TVC on DD (3/98). As per complaint, the Commercial states that Ganga soap is made out of Ganga water. There is no possibility of Godrej using Ganga water to manufacture Ganga soap. This Ad is false.	April 1998 Claim not false.
4.	Saree Kemp (Free Offer) Ogilvy & Mather 1674-3/98 Mr. T.K. Vishnu Cittan	Complaint (received in 3/98) against an Ad in Deccan Herald (3/98). As per complaint, the Ad states, "The largest Saree store in the Universe", and "The only place in the Universe where you can get a Blouse stitched in 1 Hour! Free!". The Advertiser should substantiate these claims.	April 1998 Claims not false.

 # Intra-Industry Complaints

5.	Warner Lambert India Pvt Ltd (Chiclet Chewing Gum) Contract Advertising 1678 - 3/98 Mr. V. R. Nayak	Complaint (received in 3/98) against a TVC on DD (3/98). As per complaint, the Commercial shows two young men who effortlessly entice a young girl to accompany them by showing 'Chiclet' chewing gum to that girl. This shows women in an extremely bad light as creatures of fragile virtue who could be enticed by an inconsequential article like chewing gum.	April 1998 Visuals in the Ad and their implications unlikely to cause grave or widespread offence.
6.	Warner Lambert India Pvt Ltd (Chiclet Chewing Gum) Contract Advertising 1675 - 3/98 All India Democratic Women's Association	Complaint (received in 4/98) against a TVC on DD1, Madras (3/98). As per complaint, the Ad shows a man inviting a woman out, by impressing her with a Chiclet packet and is followed by another man repeating the act (probably the next day) with the same woman. She is shown as accepting both the invitations, for the sake of Chiclet. The words "it works" appear on the screen. This Ad clearly denigrates women.	April 1998 Visuals in the Ad and their implications unlikely to cause grave or widespread offence.
7. #	Hindustan Lever Ltd (New Close-up Toothpaste) Hindustan Thompson Associates 1676 - 4/98 Aediffusion - VJ & R	Complaint (received in 4/98) against a TVC (on DD [3/98]), and press Ad (in Bombay Times [12/97]). As per complaint, the Ad makes the following claims: • It is a "New product". • It is "One-Up". • It has "Long Lasting Mouthwash". • It contains "25% mouthwash". • It has "Micro-whiteners". These claims prima facie appear to be highly exaggerated, distorted and not substantiated.	May 1998 Claims substantiated.
8.	Mother Dairy (Mother Dairy Milk) McCann-Erickson 1678 - 4/98	Complaint (received in 4/98) against an Ad in The Statesman, Calcutta (4/98). As per complaint, the declaration on the product pack states - "Homogenised Pasteurised Double Toned milk". There is not a drop of pure milk in the contents. It is made of milk powder, butter oil and other chemicals and sold in Calcutta @ Rs.5.25 per ½ litre pack. The Ad suppresses that the milk is double toned, but states, "100% Dudh, 100% Shudh".	May 1998 Claim, "100% Dudh, 100% Shudh", not false or misleading.

9.	Competition Success Review (Mega Subscription Offer) Sheena Advertising Agency 1682-4/98 Mr. K.C. Thomas	Complaint (received in 4/98) against an Ad in Competition Success Review (12/97). As per complaint, the Ad mentions, "Mega Subscription Offer - Win prizes worth Rs.21 lakh, to those who subscribe before December 15, 1997". No draw has been held for these prizes uptill now. The Ad is deceiving the public.	May 1998 Complaint not valid in respect of the claim, "mega prizes", which are due to be announced shortly. The early bird prizes have already been awarded.
10.	The Hindustan Times Ltd (Know Your Country Series - Mega Prizes) McCann-Erickson 1683-4/98 Mr. K.C. Thomas	Complaint (received in 4/98) against an Ad in The Hindustan Times (9/97). As per complaint, the Ad mentions, "1st Mega Prize: A two-bedroom apartment at Charmwood Village, 2nd Mega Prize: Contessa Classic, and several other prizes for individual rounds". The mega prizes have not yet been announced, even though the Ad and entry form appeared in the Hindustan Times in September'97. The Ad is deceiving the public.	May 1998 Complaint not valid. Winners of all the prizes on offer announced.
11.	K. Raheja Corp (Finest homes are now within reach) Pratibha Advertising 1680-4/98 Consumer Complaints Cell	Complaint (received in 4/98) against an Ad in the Times of India (4/98). As per complaint, the Advertiser calls their new residential colony "Raheja Vihar" at "Powai", although this is under construction in Chandivili. This complex is being constructed at Chandivili where earlier extensive quarrying work had taken place. The approach to this complex is from Chandivili road - Off Saki Vihar road from Killick Nixon factory. The entire area is industrially polluted, having been surrounded by all types of small/big industries. It has in fact no connection with Powai either in approach, environment, communication or postal link. The claim, "Powai", is misleading.	July 1998 Claim, "Powai", not misleading.
12. #	TTK Prestige Ltd (Prestige Pressure Cooker Exchange Scheme) Maa Comm Bozell 1687-5/98 Hawkins Cookers Ltd.	Complaint (received in 5/98) against an Ad in the Times of India, Mumbai (5/98). As per complaint, the objection is against the claim, "upto 42% off". Such claims 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.	July 1998 Adequate information made available to the consumer on the offer advertised. Claim not misleading.

13. #	Davar's College of Commerce (Personal Secretarial Course With Computers) Sher-Na Advertising Consultancy 1688-5/98 Davar's college of commerce	Complaint (received in 5/98) against an Ad in Mid-Day (5/98). As per complaint, the Advertiser claims that the Institute "Davar's at Fountain" is Government recognised, thus implying that the Personal Secretarial Course advertised is a government recognised course. This statement is absolutely false and misleading as the course being advertised is not recognised by Government. The Advertiser is further luring ignorant students by offering Guaranteed Jobs. Here too, they have not specified whether there are any terms and conditions for offering guaranteed jobs or whether this is applicable to one and all.	July 1998 Ad not false or misleading. Claim, "Government recognised", substantiated. Claim, "Jobs Guaranteed", not false.
14.	Colgate Palmolive (I) Ltd (Colgate Calciguard Toothpaste) Rediffusion D Y & R 1694-5/98 ~~Mr. T.P. Go~~ Ms. Vasconti	Complaint (received in 5/98) against a TVC on 'Discovery channel' (5/98). As per complaint, the TVC shows a visual of a chalk dipped in ink showing how teeth absorb calcium from toothpaste. The complainant would like to know whether calcium can be applied on teeth or teeth have to get it through the food which has calcium.	July 1998 Ad not misleading.
15.	Videocon International Ltd (Videocon's Post-Budget Announcement) iB&W Communications 1696-6/98 Mr. T. P. Gopinathan Nair	Complaint (received in 6/98) against an Ad in The Hindu (6/98). As per complaint, a news item says that "the prices of colour TVs will go up" from Rs.1300/- to Rs.2000/- depending on the size. The Videocon Ad says that "the reduction in prices is due to the new budget". The Ad is confusing and appears to be misleading.	July 1998 Ad was an announcement, not confusing or misleading.
16.	Life Insurance Corp of India (For those Unkind Moments of Life) Radeus Advertising 1702-6/98 Manav Adhikari Suruchi ~~Sabha~~ Samiti	Complaint (received in 6/98) against an Ad in the Times of India, Delhi (6/98). As per complaint, the Ad clearly hints about knowing the sex of the unborn child. This is not only unethical and inhuman, but also supports an illegal practice.	July 1998 Complaint subjective, not valid.

17. #	Godrej Pillsbury Ltd (Godrej Pillsbury Chakki Fresh Atta) Chaitra Leo Burnett 1701-6/98 O & M	Complaint (received in 6/98) against the press Ad [Deccan Herald (4/98)], and TVC (aired on various channels/kendras in Southern India between 3/98 and 5/98). As per complaint, the press and TV Ad claims that, "chapatis made from any other atta will remain soft only when they are hot. But Pillsbury atta chapatis will remain soft even after 6 hours". This claim is misleading.	<u>September 1998</u> Claims, "for rotis that are soft not just when they are hot but even six hours later", and "you can still tear the roti with just 3 fingers", substantiated. *Complaint misquoted the actual claims stated in the Ads.*
18. #	Novartis India Ltd (Solo-Care Soft) OgilvyOne Worldwide C-1708-6/98 Bausch & Lomb India Ltd	Complaint (received in 6/98) against the press Ad [Mid-Day, Mumbai (6/98)], and TVC [channel V (6/98)]. As per complaint, the press and TV Ads make the claim, 'No deproteinizing required'. The formulation of the solution has not been changed, therefore, the claim of not requiring protein removal tablets is unfounded, especially since the advertiser did recommend the use of these tablets with the product earlier. Hence the Ad is false and misleading.	<u>September 1998</u> Claim, "No deproteinizing required", not false or misleading.
19. #	Novartis India Ltd (Solo-Care Soft Contact Lens Solution) 1713-7/98 Bausch & Lomb India Ltd.	Complaint (received in 7/98) against the promotion message on the Pack. As per complaint, the claim states, "Special studies conducted by an independent laboratory in the USA, prove that Solo-Care removes protein. Solo-Care Soft eliminates the need for separate expensive protein removal products". Ciba Vision is trying to mislead the Indian consumer to believe that their brand of solution has been approved for marketing in the US.	<u>September 1998</u> Mention on the Pack - "special studies conducted by an independent laboratory in USA", not misleading.
20. #	Usha Martin Telekom Ltd (Yes! Pre-Paid Card) Trikaya Grey Advertising 1705-6/98 Modi Telstra Pvt. Ltd.	Complaint (received in 6/98) against an Ad in The Telegraph, Calcutta (6/98). As per complaint, the advertiser has made two claims which are misleading for the customers and show a competitive product, i.e. MobileNet Cashcards, in poor light. Against the heading "Control over expense", it	<u>September 1998</u> Claims, "Control over expense", and "Free Grace Period" - "only from Yes", were true at the time when the said Ad appeared first.

		is stated that for Yes! Pre-Paid Cards "monthly recharge amount is only at Rs.1,000 and multiples thereof (so you have complete cost-control since you decide how much to spend very month)" and goes on to state that a customer can get this facility "Only from Yes!" Against the heading "Free Grace Period", the Ad states that "Beyond validity period of 30 days, you have 20 days of grace period to recharge Yes! Card". And once again the advertiser claims that this is available "Only from Yes!" This is not true.	*Ad.Agency assured that claims will not be repeated in future.*
21.	Procter & Gamble (I) Ltd (Pantene Shampoo) Trikaya Grey Advertising 1698-5/98 Ms. Vasanti	Complaint (received in 5/98) against a TVC on DD Metro (5/98). As per complaint, the Ad claims that "Is mein hain Pro vitamin B5 jho balon ka poshan kare". The complainant would like to know whether the claim is true that Vitamins can be applied on hair or skin to improve its condition as shown in the TVC.	September 1998 Claim true.
22.	Procter & Gamble (I) Ltd (Pantene Shampoo) Trikaya Grey Advertising 1695-5/98 Ms. Vasanti	Complaint (received in 5/98) against a TVC on Star Sports (5/98). As per complaint, the Ad claims that "Ab mein balon may tel nahi lagati, Pantene se poshan milta ho to tel ki kya zaroorat?" The complainant would like to know whether the claim is true particularly whether it protects and strengthens the hair.	September 1998 Claim true.
23.	Hindustan Lever Ltd (Organics Shampoo) H.T.A. 1693-5/98 Ms. Vasanti	Complaint (received in 5/98) against a TVC on Zee TV (5/98). As per complaint, the Ad claims that "Glucasil jado ka poshan kare". The complainant would like to know whether the claim is true that proteins can be applied to hair or skin for strengthening and nourishment to improve its condition, as shown in the TVC.	September 1998 Claim true.

24.	Perfetti India Ltd (Big Babol Chewing Gum) McCann-Erickson 1704-6/98 Mr. Asha Mishra	Complaint (received in 6/98) against a TVC on DD1 (5/98). As per complaint, the Commercial shows a school going boy of around 10 years doing his homework and finding Maths tough. Then he opens his drawer (of the study table) which is stocked with Big Babol chewing gums and then blows away the imaginary `troubles' in shape of various mathematical signs, with the help of bubbles created by consuming the chewing gum. This implies that the mathematical problems became easier only after he consumed Big Babol. Then the boy goes on to declare, "I love maths". This propagates unhealthy practice among youngsters who are lured to consume large quantities of chewing gums especially while doing their homework. This might result in the childrens' physical, mental or moral harm and also exploits their vulnerability.	<u>September 1998</u> Product claim as depicted, not likely to cause harm to children.
25.	Fem Care Pharma Ltd (Fem Hair Removing Cream) Flagship Advertising 1716-7/98 Insight Consumer Education & Research Society	Complaint (received in 7/98) against an Ad in Femina (5/98). As per complaint, the Ad claims that `Fem delays re-growth of hair'. When Fem claims `delays re-growth of hair', it is comparing with similar hair removing creams only. However by not stating this in the Ad, the advertiser is misleading the consumers, who would obviously conclude that `delays re-growth' is compared to all other hair removing methods available, which include waxing and other epilatory methods.	<u>September 1998</u> Claim, "Fem delays re-growth of hair", not false or misleading.
26. # IHCTM	Cambridge Institute Of Technology (Admission - Notification) 1718-7/98	Complaint (received in 7/98) against an Ad in the Education Track of Indian Express (7/98). As per complaint, the advertiser states, "Join Govt Recognised Cambridge", thus implying that all the courses mentioned in the Ad are government recognised courses. It is possible that M/s. Cambridge may be offering two or three courses which are Government recognised. But by advertising for several courses under a common banner, the advertiser	<u>September 1998</u> Claims, "Govt. Recognised", "Govt. Exams", "Board of Vocational Examination", and "Govt. of Maharashtra", true.

		is misleading the readers, as the advertisement gives the impression that the courses such as Microsoft Office (M.S.), Desk Top Publishing, etc too are Government recognised. The advertiser should clarify and substantiate with proof the claims - "Govt. Recognised", "Govt Exams", "Board of Vocational Examination", and "Govt. of Maharashtra".	
27. #	Coca Cola India (Coca Cola - Ala Ala Re) Chaitra Leo Burnett 1723-7/98 Hindustan Thompson Associates Ltd.	Complaint (received in 7/98) against a TVC on Sony Entertainment Channel (7/98). As per complaint, the TV spot contains a jingle "Ala Ala Re" which had already been used in a TV Film shot on May 20-24, 1998 by Pepsi Foods India Ltd, featuring Sachin Tendulkar. The said Ad by Coca Cola is so similar to that of Pepsi in terms of music and other sound effects that it shall definitely mislead and confuse the consumers, leading to considerable commercial loss to Pepsi.	September 1998 Not so similar as to confuse or mislead consumers. Rights of prior usage of the jingle "Ala Ala Re", not been established nor has the use of the jingle been considered an advertising property.
28.	Baron International Ltd (Akai CT 2985 Offer - Money Back Plus Bonus) Trikaya Grey Advertising 1725-7/98 Mr. T. P. Gopinathan Nair	Complaint (received in 7/98) against an Ad in the Sunday Times of India (6/98). As per complaint, the Ad makes the statement - "We dare you to find another brand that will pay you Rs.30,000 to buy its CTV", which is objectionable and misleading. The advertiser is not paying on purchase; but if a person buys, they will repay him some years later. First, the complainant buys an Akai CT 2985 73cms (29) by paying Rs.27,990/-. Immediately they give him a post-dated cheque for Rs.30,000/-, which can be deposited only after 5 years and 11 months. The caption gives an impression that Akai is paying Rs.30,000/- to buy its CTV.	September 1998 Pertinent conditions of the offer clearly stated in the Ad. Not misleading.
29.	ICICI Ltd (ICICI Safety Bonds) Sobhagya Advertising 1726-7/98 Mr. N. G. Wagle	Complaint (received in 7/98) against an Ad in the Economic Times (7/98). As per complaint, the Ad describes the financial instruments as "Safety Bonds". But they are exposed to risk	September 1998 Nomenclature "ICICI Safety Bonds", not misleading under

		factors as stated in fine print. The Bonds are unsecured and rank subordinated to other payments/obligations of the Company. So, how can they be claimed to be Safe? The Ad misleads the prospective investor.	prevailing conditions, and taking into account the ratings awarded by 3 reputed credit rating agencies.
30.	Colgate Palmolive (I) Ltd (Colgate - Double Protection - Dental Cream) Rediffusion D Y & R 1728-7/98 Grahak Panchayat.	Complaint (received in 7/98) against an Ad in Indian Express, Pune (7/98). As per complaint, the Ad claims that "Colgate - Double Protection - Dental Cream is 2 ½ times more effective at fighting germs than ordinary toothpaste". This is a misguiding Ad as it does not prove how this figure of 2 ½ times is arrived at.	<u>September 1998</u> Claim, "Colgate - Double Protection - Dental Cream is 2 ½ times more effective at fighting germs than ordinary toothpaste", substantiated. Not false or misguiding.
31.	Malayala Manorama (Malabarile Mahasakthi) Stark Communications 1724-7/98	Complaint (received in 7/98) against an Ad in Malayala Manorama (7/98). As per complaint, the Ad in Malayalam, is captioned - "Malabarile Mahasakthi" (translated in English - "the greatest force in Malabar"). Under the caption there is the wording `Innu Kozhikodu Nagarathil mathram 2.52 laksham vayanakkar' (today 2.52 lakhs of readers in Calicut City). This is a conscious attempt to mislead the public.	<u>October 1998</u> Complaint misquoted the actual claim made in the Ad. ***Advertiser assured that claim, "the daily with the largest readership in India", deleted already.***
#	The Mathrubhumi Ptg & Publishing Co. Ltd	In this context, on the basis of ABC January-June'97 figures (July-December District wise figures are not available till date), Mathrubhumi has a distinct advantage on the actual copies in Calicut and Kannur editions, which covers the Districts - Kannur, Kasargode, Calicut, Malappuram, Wayanad - totalling Malayala Manorama (1,83,108) and Mathrubhumi (1,99,624). The Citywise circulation of Kannur and Calicut districts - totalling Malayala Manorama (41,896) and Mathrubhumi (59,996). The above goes to prove that the claim as advertised is factually untrue.	

32.	L.G. Electronics India P.Ltd (LG - PN System Refrigerators) Ammirati Puris Lintas 1729-8/98 Insight Consumer Education & Research Society	Complaint (received in 8/98) against a TVC [aired probably (5/98)], and a Brochure. As per complaint, the TVC and the Brochure states, "LG brings you the world's only 'Preserve Nutrition' System Refrigerators. It doesn't just cool like other refrigerators, but also keeps food fresh and nutritious. Day after day after day..." The Advertiser should substantiate these claims. The Brochure also states, "The PN system comprises the F.I.R. Lamp, the Moisture Controller and the Deodoriser. The three work together to counter factors that cause unpleasant odors, degeneration and staleness of food. Thus maintaining the natural flavour, freshness and nutritive value of food". The Advertiser should provide proof with tests/trials reports from an independent recognised testing institution.	October 1998 Claims substantiated.
33.	Hindustan Lever Ltd (Lifebuoy Plus Soap) Ammirati Puris Lintas 1730-8/98 Insight Consumer Education & Research Society	Complaint (received in 8/98) against an Ad [in local press probably (5/98)], and TVC [DD1 (7/98)]. As per complaint, the Ad claims that Lifebuoy Plus gives three times more protection against perspiration odour. This would imply to any consumer that Lifebuoy is compared to all other soaps in the market. The advertiser should clarify whether any comparative testing has been conducted at an independent laboratory to establish the 3 times more efficacy claim, and if so should provide substantiation of this claim. Lifebuoy has been endorsed by the Indian Medical Association (IMA). However the Code of ethics prevents a Medical Practitioner from endorsing a commercial product. This is confusing.	October 1998 Claim, "Lifebuoy Plus gives three times more protection against perspiration odour", substantiated. Section of TVC which presented the recommendation of the 'Indian Medical Association' not considered to be in contravention of the Code. (Medical ethics is the concern of the Medical Council).
34.	Hindustan Lever Ltd (Lifebuoy Soap) Ammirati Puris Lintas 1733-8/98 Mr. T. P. G. Nair	Complaint (received in 8/98) against a TVC on DD4 (7/98). As per complaint, the TVC shows a group of people using the same cake of Lifebuoy. The Ad is objectionable.	October 1998 Not objectionable, under circumstances depicted.

35. I.T.C. Ltd
(Wills Flake Filter)

#

H.T.A.

1731-8/98

Nexus Comms. P. Ltd.

Complaint (received in 8/98) against an Ad in the Bartaman (5/98). As per complaint, the Ad is a blatant attempt to cash-in on the goodwill of "Charms" by copying numerous elements of its advertising. "Wills Flake" is showing a situation and setting which is almost identical to the one in the "Charms" Ad. The copy line "You'll love the taste, my friend" is being re-presented as "The winning taste".

Charms has been using the advertising since 1994, whereas Wills Flake was launched in Calcutta in early May'98. The Ad could be confusing and misleading the customers.

October 1998
Did not take unfair advantage of the goodwill of the competitor's Ads.

One of the visuals bearing a similarity to a competitive Ad, withdrawn.

36. Pepsi Foods Limited
(Mirinda Lemon)

H.T.A.

1743-8/98

O & M

Complaint (received in 7/98) against a TVC on various TV channels (probably 7/98). As per complaint, the TVC shows a well-known actor saying "Zor ka jatka, Dhere se laghe", whereas on drinking this beverage, there is no such massive kick and or such feeling. This statement is false and misleading and derogatory of Postmen.

October 1998
Not misleading or derogatory of Postmen.

37. Parke-Davis (I) Ltd
(Listerine Mouthwash)

1737-8/98

Mr. N. G. Nayle

Complaint (received in 8/98) against an Ad in the Times of India (8/98). As per complaint, the Ad claims that, "Listerine Mouthwash kills the germs that cause bad breath, plaque & gingivitis". The advertiser must substantiate this claim of germicidal action.

October 1998
Claim substantiated.

38. Kotak Mahindra
Finance Ltd
(The K-Value Offer)

Trikaya Grey
Advertising

1738-8/98

Mr. K. Ramakrishnan

Complaint (received in 8/98) against an Ad in Mid-Day (8/98). As per complaint, the Ad says 'The K-value Offer for computers, with EMIs for 12 months scheme'. At the bottom of the Ad, it is mentioned that 3 EMIs and 2% service charge will be applicable at the time of purchase.
When the complainant enquired with Kotak Mahindra, he was told that even though the scheme is for 12 months, the EMIs get over in 9 months.
When a scheme has been announced for 12 months how can a scheme get over in 9 months. The information is not factual.

October 1998
Relevant particulars of the scheme not omitted.

39.	ITC Hotels Limited (Create Your Own Welcombreak!) H.T.A. 1747-9/98	Complaint (received in 9/98) against an Ad in The Hindu (Apr/May/Jun'98). As per complaint, the Ad prominently projects the words - "Ditch your wife for another woman and have the time of your life", which is highly offensive to an Indian wife. This is objectionable.	October 1998 Considered an Advertising licence, not likely to cause grave or widespread offence. ***Ad withdrawn.***

Empower Consumer Education & Information Centre

40.	Ion Exchange (India) Ltd (Suraksha Water Purifier) PSL Universal McCann ~~1749-9~~ 1736-8/98	Complaint (received in 8/98) against an Ad in the Bombay Times (8/98). As per complaint, the Ad claims, "elimination of disease causing bacteria and germs to give you safe drinking water". In normal public perception, 'germs' other than bacteria present in water, which may cause disease, are viruses. These lead to Jaundice (hepatitis), etc. The advertiser should define what is meant by germs, and if they are viruses whether the effectiveness of the said Purifier has been tested actually against viruses, for which proof is required, in respect of current standards of performance of a representative sample of the equipment - Suraksha Water Purifier, as marketed in India, and as promoted in the Ad.	October 1998 Claim, "elimination of disease causing bacteria and germs to give you safe drinking water", substantiated.

McCann-Erickson (I) Ltd.

41.	Ion Exchange (I) Ltd (Resiline Water Purifier) PSL Universal McCann 1749-9/98	Complaint (received in 9/98) against an Ad in the Indian Express, Pune (8/98). As per complaint, the advertiser has made claims on the ability of the advertised brand of equipment to "paralyse and completely destroy bacteria and viruses", and "get rid of all bacteria and viruses". The advertiser must substantiate the claims, confirmed on the basis of results of actual tests conducted, on the equipment advertised and as verified by an independent laboratory/institute, whether the advertised brand i.e. "Resiline" brand of water purifier specifically, has been tested and certified for its ability to "paralyse"/ "completely destroy" / "get rid of viruses" in the water.	October 1998 Claims, "paralyse and completely destroy bacteria and viruses", "get rid of all bacteria and viruses", substantiated.

Bajaj Electrical Ltd.

42.	Centre For Development of Advanced Computing (iLEAP Version 2.0) 1751-9/98 Dr. M. N. Cooper Partners Modular Systems	Complaint (received in 9/98) against an Ad in 'Express Computer' (8/98 issue). As per complaint, the claim made by the advertiser that the product advertised has "More than 1 lakh serious users", is absolutely incorrect. The claim in the Ad that "IleaP (Version 2.0) has been awarded User's Choice Award of PC Quest for 1997", is absolutely false, because this product has been launched in August'98 and it is absurd to advertise that it is the 'PC Quest User's Choice in 1997'. These false claims are misleading the public.	October 1998 Claims not false or misleading. *CCC recommended that the Advertiser should mention clearly that "User's Choice 1997 Award" from PC Quest was for 'LEAP' and that the slogan, "more than 1 lakh serious users", refers to all versions of LEAP including 'iLEAP'.*
43. #	Midas Care Pharmaceuticals Pvt Ltd (Relispray) Solutions Advertising 1754-9/98 Smithkline Beecham Pharmaceuticals (I) Ltd.	Complaint (received in 9/98) against an Ad in Femina (9/98). As per complaint, the Ad disparages a well-known product - 'Iodex'. The complainant objects to the Ad showing a bottle with green colour label that distinctly resembles Iodex.	October 1998 Not disparaging a recognisable well-known branded product; claims not false.
44. #	First Computers (Right Computer Course) Ammirati Puris Lintas 1722-9/98 NIIT Ltd.	Complaint (received in 7/98) against an Ad in The Hindu (6/98). As per complaint, the Ad is derogatory to the entire IT Training Industry. The IMRB Survey findings quoted in this survey have been funded by the First Computers and are, therefore biased. The advertiser should substantiate with relevant authentic particulars of survey and findings. **On a suo motu basis** Chapter I.4. Ad incorrectly quoted the IMRB survey findings - (Ad mentions, "software firms", whereas IMRB survey report mentions, "30 Corporates"). Misleading.	September 1998 **Complaint** - Ad is derogatory to the entire IT Training Industry and that the IMRB survey findings are biased - **Not Upheld**. **Decision on Review** November 1998 **Not Upheld.** Advertiser provided proof that IMRB survey actually restricted to software firms, and hence claim not misleading.

45.	Dabur India Ltd (Dabur Vatika Hair Oil) # Mudra Communications 1756-9/98 Marico Inds. Ltd.	Complaint (received in 9/98) against a TVC [DD Network & DD Metro (9/98), & on various TV channels], and Press Ads [Times of India, Mumbai (9/98)]. As per complaint, in this campaign (both TV and Press Ads), the following contentions have been made: 1. That 83% of today's women do not find Pure Coconut Oil good enough for the care of their hair as reported in a consumer survey done by AIKIU (in Delhi only). 2. That they feel in today's environment they need something more than Pure Coconut Oil. 3. That Dabur Vatika which is a coconut oil - with the addition of 3 herbs/natural ingredients viz. Amla, Lime and Heena - provides them with the "extra" they want. The above contentions are not true. They are contrived from intentionally biased research data, and do not represent the correct perceptions of the Indian woman, to intentionally mislead those who receive this advertising. In the television and press Ads, the advertiser has stated that there is so much of pollution and dust that hair requires extra nourishment for keeping hair problems away. The advertiser implies that ingredients like Henna, Amla & Lime address issues of pollution-affected hair. This is misleading as there is no technically proven evidence.	November 1998 Claim of "consumers' preference for pure coconut oil with something extra", as reported by the survey mentioned in the Ads substantiated. Claim that Dabur Vatika provides the "extra ingredients to reduce the harmful effects of environmental pollution and stress", substantiated.
46.	Aditi Herbochem (Kuntal Hair Rejuvenator) Thinktank Communication 1757-9/98 Mr. Mahnesh Solanker	Complaint (received in 9/98) against an Ad in Mid-Day (probably 9/98). As per complaint, the claims made in the Ad - "effective Ayurvedic medicine made from 22 herbs", "stops hair loss in just 7 days", "effective against premature greying and baldness", "results certified by doctors and beauticians", need substantiation.	November 1998 Claims, "stops hair loss in just 7 days", and "effective against premature greying and baldness", substantiated. Certified by recognised Ayurvedic Specialists.

47.	United Tele Shopping & Marketing Company Ltd (Magneto Therapy) 1734-8/98 Mr. N. G. Wagle	Complaint (received in 8/98) against a TVC on Home TV (8/98). As per complaint, the Ad related to magneto therapy. A variety of magnetic gadgets, belts, brush, necklace were advertised, which were recommended for ailments ranging from arthritis, spondilytis, back problems, neckache, hair problems (hair fall, greying and dandruff) etc. These claims must be substantiated.	November 1998 Claims substantiated. Certified by qualified Specialists in the field.
48.	Pennzoil India Ltd (Pennzoil Engine Oils) Chaitra Leo Burnett 1758-9/98 Ammirati Puris Lintas	Complaint (received in 9/98) against an Ad in India Today (9/98). As per complaint, the Ad depicts the brand "Maruti 1000" (which can also be mistaken for an Esteem) in a poor light. It shows that the "product" - car, breaks down and is not reliable, and that the consumer should use Pennzoil to prevent this "product" from breaking down and that the car (in its current form) without Pennzoil is unreliable.	November 1998 Not derogatory of an identifiable brand or specific product.
49. #	Eureka Forbes Ltd (Aquaguard Classic Water Purifier) Triton Communications 1761-9/98 Pratibha Advtg.	Complaint (received in 9/98) against an Ad - Literature (distributed in 7/98). As per complaint, the Ad - Literature makes a claim that, "the Ultraviolet Treatment in the Ultraviolet chambers eliminates all known water borne disease causing bacteria and viruses". The advertiser should provide proof to support this claim.	November 1998 Claim, "the Ultraviolet Treatment in the Ultraviolet chamber eliminates all known water borne disease causing bacteria and viruses", substantiated.
50.	Marico Industries Ltd (Parachute Coconut Oil) Ambience Advertising 1762-9/98	Complaint (received in 9/98) against a TVC on CVO, In Cable, and Zee TV (9/98). As per complaint, the Commercial claims that, "Parachute coconut oil is manufactured by international technology", and a background shot of a factory is shown. There is nothing international in technology used by Marico at their Kanjikode factory as well as job-work filling units. Hence the claim should be substantiated.	November 1998 Claim, "Parachute coconut oil is manufactured by international technology", substantiated.

51.	Tide Water Oil Co (India) Ltd (Veedol Lubricants) Fortune Communications 1768-10/98 Ms. Chandralekha Mukherjee	Complaint (received in 10/98) against an Ad in India Today (10/98). As per complaint, the Ad casts aspersion on the Indian Railways with no apparent cause. It maligns the Indian Railways and prejudices the public/readers against the services provided by the railways. The Ad seeks to use the railways as a benchmark for 'inefficiency' and 'unreliability', which is extremely unfortunate.	November 1998 **Exparte.** Did not denigrate Indian Railways or their services.
52.	Maxwell Apparel Industries Ltd (VIP Frenchie Briefs) Advertising Avenues 1773-10/98 CERS	Complaint (received in 10/98) against a TVC on Calcutta DD (9/98). As per complaint, the display in the TVC showed the full figure of a man in a 'brief' only, with outstretched arms to which, as it were, hung women whom the man in brief had come to rescue from miscreants. The Ad is offensive and vulgar.	November 1998 Imaginary dream sequence in the TVC considered as advertising licence. Ad not so offensive or vulgar as to cause widespread offence.
53. #	SmithKline Beecham Consumer Healthcare Ltd (Crocin) Ogilvy & Mather 1755-9/98 Reckitt Benckiser Ltd.	Complaint (received in 9/98) against the TVCs - 'Old Mother Ad' [on National Network (9/98)], 'Child Ad' [on Sony Television (9/98)]. As per complaint - **'The Old Mother Ad':** The early part of the Ad depicts a lady wearing a "Doctor's" white coat and saying that 'one needs to be careful about side-effects while administering medicines to the old' (as translated from the Hindi version of the said Ad). Immediately thereafter she remarks that "I am sure 'Crocin' must be around" (as translated from the Hindi version). She then goes on to make an assertion that 'Crocin is gentle on the stomach of everybody' (as translated from the Hindi version). **'The Child Ad':** The early part of the Ad depicts a lady wearing a "Doctor's" white coat and saying that 'one needs to be careful about side-effects while administering medicines to the children' (as translated from the Hindi version of the said Ad). Immediately thereafter she remarks "That is why I trust Crocin" (as translated from the Hindi version). She then	November 1998 Claims not misleading or harmful, nor are the visuals misleading. The English translation of the Hindi copy (voice over) tends to overstate the actual claims in the TVCs (Hindi version).

goes on to make an assertion that "Crocin is gentle on everyone and even for those suffering from asthma" (as translated from the Hindi version). The assertion is made that Crocin can be taken safely by asthma patients, whereas medical evidence shows that the taking of paracetamol by asthma patients can lead to serious complications.

These Ads create false impression of the medical view in relation to the safety of a product which contains a systemic drug and which has well documented and sometimes serious side effects.

54. Fena Limited (Fena Detergent Powder)

#

1767-10/98

HLL

Complaint (received in 10/98) against a TVC on DD1 (10/98). As per complaint, the objection is to the direct reference made to the brand 'Wheel' on the following two counts:

- The disparaging remarks about an old fashioned brand with lemon is a very obvious reference to Wheel as:

Lemon has been part of the brand since 1992 and as such consumers instantaneously associate this key ingredient as a part of this brand as evidenced through numerous consumer researches.

- Towards the end of the film, there is a pack shot obviously intended to cue competition. The colours of this pack are yellow and green which are the key brand colours of Wheel.

November 1998
Visuals and statements in the TVC did not denigrate an identifiable competitive brand or a group of products.

55. Hindustan Lever Ltd (Vim Challenge - Vim Bar)

#

Ammirati Puris Lintas

1765-90/98

Triton Comms. P. Ltd

Complaint (received in 10/98) against a TVC on Asianet channel (7/98). As per complaint, the TVC says that, "Vim Bar is far superior than your current powder or bar, try it and if you do not feel so, you will get a year's supply of your favourite powder free". While the message is directed at all competitive powders, the Odopic powder pack has apparently been shown visually as the pack currently being used.

November 1998
Chapter IV.1 (e). Denigrated a group of products - scouring powders, without justification.

Decision on Review
December 1998
Not Upheld.

		This is unethical and in contravention of the ASCI Code.	Additional information provided by the Advertiser in respect of the higher detergency activity of Vim Bar. Claim of comparative superiority considered substantiated.
56. #	Lever Johnson (Consumer Products) Ltd (Raid Maha Coil) FCB-Ulka Advertising 1760-9/98 Reckitt & Coleman of India Ltd.	Complaint (received in 9/98) against the promotion message on the Pack and Poster. As per complaint, the following claims made by the advertiser are misleading, and intended to communicate to the public that it has some superior quality as against other coils: "Raid Maha Coil" (on the pack and poster) - the claim of "Maha" (translated as "Great" in English) and "...jab machchar zyada to shakti bhi ho zyada" (on poster) - the claim "...shakti bhi ho zyada" (translated as "...power is also extra" in English).	December 1998 Claims on the Pack and Poster substantiated.
57.	Reckitt Piramal Ltd (Disprin Tablets) McCann Erickson 1771-10/98 Mr. R.C. Sharma	Complaint (received in 10/98) against a TVC on Zee TV (9/98). As per complaint, the complainant took a tablet of 'Disprin' when he suffered from headache. However, as claimed in the Ad that only Disprin starts showing the relief in 15 minutes, there was no sign of relief in his headache for the next one hour. In fact the intensity of the pain persisted. The Ad should show in which situations/indications, the medicine starts providing relief in 15 minutes. The Ad also claims, "dard ka ant turant" (immediate relief from pain). The claim is misleading.	December 1998 Claims substantiated. (On basis of dosage demonstrated in TVC).
58.	National Egg Co-ordination Committee (An Egg A Day) Enterprise Nexus 1775-10/98 Mr. R.N. Lakhotia	Complaint (received in 10/98) against an Ad in 'Sarita' Hindi magazine (10/98 issue). As per complaint, the Ad proclaims that egg is the best food for infants. It is absolutely essential for every child to eat eggs so that he may get balanced diet. This statement is made out on	December 1998 Claims neither misleading nor objectionable.

		the alleged qualities of best proteins in eggs which are stated to be absolutely essential for a healthy mind and body of the infants. This is not true. Hence this Ad is absolutely misleading and mischievous.	
59. #	Hindustan Lever Ltd (Vim Dish Wash Bar - Doorstep Challenge) Ammirati Puris Lintas 1778-11/98 P&G	Complaint (received in 11/98) against a TVC on Doordarshan (between 7/98 to 9/98), and also on various other channels. As per complaint, the "Vim dish wash bar - Doorstep challenge" is a copy of P&G's "Joy dish wash liquid - Doorstep challenge" from Japan, in general layout, visualization and executional elements. The "Joy dish wash liquid" Ad was first aired in Japan in Mar'95, whereas the "Vim dish wash bar" Ad was seen on air around June 19, 1998.	<u>December 1998</u> No evidence of plagiarism. TVC under complaint not so similar to the competitor's TVC (aired outside India) to confuse consumers in India.
60.	SmithKline Beecham Consumer Healthcare Ltd (New Smart Nutrients Horlicks) Hindustan Thompson Associates 1783-12/98 Food and Drug Admn. M.S.	Complaint (received in 12/98) against an Ad in Gruha Shobhika (9/98). As per complaint, the Ad is misleading because 1. There is a picture of a doctor. 2. It suggests that the food article in question is recommended by medical profession. 3. It is contradictory to Rule 39 of the Prevention of Food Adulteration Rules 1955 - *"Labels not to use words implying recommendations by medical profession"*.	<u>January 1999</u> Ad not in contravention of the Code.

Complaints that were NON ISSUES
From April 1998 to March 1999

Sr. No	Advertiser / Agency	Nature of Complaint	Comment / CCC Decision
1. #	ICI India Ltd (Supercote Acrylic Paint) 1670-3/98 concept comms. Ltd.	Complaint (received in 3/98) against a TVC on DD, Zee Network, Sony E.T. (3/98). As per complaint - • The commercial compares cement paint with acrylic based exterior paint. These are different products altogether and not in the same category. Thus this confer's an artificial advantage on Supercote. • In the TVC, waterproof cement paint is shown to flake, leave patches and peel due to rains. This is totally false. • The commercial unfairly denigrates and discredits `Snowcem' by showing a bag of cement paint being thrown aside. The bag is identical to the packaging of Snowcem and carries both the registered logo/device `Blue Circle', as well as the stripes which are registered along with the packaging design. Only the brand name `Snowcem Plus' has been replaced by `Cement Paint', all other features being the same.	April 1998 **Exparte. Non Issue.** Complaint filed by the complainant against this Ad with the MRTPC. Matter sub-judice.
2. #	Hindustan Lever Ltd (Wheel Lemon Power Detergent Powder and Detergent Cake) Ammirati Puris Lintas 1774-11/98 Fesa Ltd.	Complaint (received in 11/98) against a TVC [on DD1 (10/98)], Promotion Display Material, & Product Pack. As per complaint, the following claims made in their Ad, promotion display material, and product pack are false and misleading. a) That their Lemon Power Wheel detergent powder and Wheel detergent cake contain Nimbu/Lemon or ingredients thereof.	November 1998 **Non Issue.** Advice received from the Complainant that a similar complaint filed against this Ad with the MRTPC who passed an Order on 11/11/98 for an MRTPC inquiry.

Intra-Industry Complaints

b) That the Nimbu/Lemon or contents thereof are the main/key performing ingredients in their brand which deliver the product promise of washing clothes, removing stains and giving super wash.

As per complaint, actual laboratory tests/reports confirm that the Lemon Power Wheel detergent powder and detergent cake:

a) Do not contain any Nimbu/Lemon or ingredients thereof.
b) In the absence of Nimbu/Lemon or ingredients thereof, the same cannot be performing product function as claimed and promised.

Advertiser informed ASCI that a similar complaint filed with the MRTPC and the matter should be considered sub-judice pending the outcome.

List of Members
As on March 31, 1999

Category A - Advertisers

1. A.T.E. Enterprises Ltd. Mumbai
2. Ahmed Oomerbhoy Mumbai
3. Airfreight Ltd. Mumbai
4. Air India Mumbai
5. Ajanta Pharma Ltd. Mumbai
6. Akbarallys Mumbai
7. Alembic Chem. Works Co. Ltd. Vadodara
8. Amar Raja Batteries Ltd. Hyderabad
9. ANZ Grindlays Bank Chennai
10. Asian Paints (I) Ltd. Mumbai
11. Ayurved Sumshodhanalaya Pune
12. Bacardi Martini (I) Ltd.★ New Delhi.
13. Bajaj Electricals Ltd. Mumbai.
14. Bata (I) Ltd. Calcutta
15. Bausch & Lomb (I) Ltd. New Delhi
16. Bharat Petroleum Corpn. Ltd. Mumbai
17. BPL US West Cellular Ltd. Bangalore
18. Britannia Industries Ltd. Bangalore
19. Bush Boake Allen (I) Ltd. Chennai
20. Cadbury (I) Ltd. Mumbai
21. Cadila Health-Care P. Ltd Ahmedabad.
22. Camlin Ltd. Mumbai
23. Carrier Aircon Ltd. Gurgaon (Haryana)
24. Castrol (I) Ltd. Mumbai
25. Ceat Ltd.★ Mumbai
26. Charagh Din Mumbai
27. Citibank N.A. Mumbai
28. Coca-Cola India Gurgaon (Haryana)
29. Colgate Palmolive (I) Ltd. Mumbai
30. Colour-Chem Ltd. Mumbai
31. Consolidated Coffee Ltd Bangalore
32. Crompton Greaves Ltd. Mumbai
33. Dabur India Ltd.★ New Delhi
34. Duncans Industries Ltd.★ Calcutta
35. Elf Lubricants (I) Ltd. Mumbai
36. Eureka Forbes Ltd. Mumbai
37. Eveready Industries (I) Ltd. Calcutta
38. Geoffrey Manners & Co.Ltd Mumbai
39. Godfrey Phillips (I) Ltd. New Delhi
40. Godrej Pillsbury Ltd.★ Mumbai
41. Godrej Soaps Ltd Mumbai
42. Gujarat Ambuja Cements Ltd. Mumbai
43. Harrisons Malayalam Ltd. Cochin
44. Hawkins Cookers Ltd. Mumbai
45. Heinz India P. Ltd. Mumbai
46. Hero Honda Motors Ltd. New Delhi
47. Hindustan Lever Ltd. Mumbai
48. Hindustan Petroleum Corp Mumbai
49. HDFC Ltd.★ Mumbai
50. Hutchison Max Telecom Ltd.★ Mumbai
51. ICICI Ltd. Mumbai
52. Indian Oil Corp Ltd.★ Mumbai
53. International Bestfoods Ltd ★ Mumbai
54. Indian Shaving Products Ltd. New Delhi
55. ITC Ltd Calcutta
56. Infar (I) Ltd. Calcutta
57. ION Exchange (I) Ltd. Mumbai
58. Jet Airways (I) Ltd ★ Mumbai
59. JCT Mills Ltd New Delhi
60. J.L.Morison (I) LTD Mumbai
61. Johnson & Johnson Ltd. Mumbai
62. Kellogg (I) P. Ltd. Mumbai
63. Kimberly-Clark Lever Ltd. Pune
64. Khoday (I) Ltd. Bangalore
65. Kodak (I) Ltd. Mumbai

(★) *New Members*

List of Members
As on March 31, 1999

66 Larsen & Toubro Ltd.
Mumbai

67. Lupin Laboratories Ltd.
Mumbai

68. Madras Cements Ltd.★
Chennai

69. MRF
Chenai

70. Mafatlal Industries Ltd.
Mumbai

71. Mahajan Silk Mills
Mumbai

72. Marico Industries Ltd
Mumbai

73. Mirc Electronics Ltd.
Mumbai

74. Modi Corp.
New Delhi

75. Motor Industries Co. Ltd.
Bangalore

76. Nachiketa Publications Ltd.
Mumbai

77. Nestle India Ltd.
New Delhi

78. Nicholas Piramal (I) Ltd.
Mumbai

79. Novartis (I) Ltd
Mumbai

80. Otis Elevator Co (I) Ltd.
Mumbai

81. Paras Pharmaceuticals Ltd★
Ahmedabad

82. Parke-Davis (I) Ltd.
Mumbai

83. Parle Products Ltd.
Mumbai

84. Philips India Ltd.
Mumbai

85. Pond's (I) Ltd.
Chennai

86. Procter & Gamble (I) Ltd.
Mumbai

87. Raymond Ltd.
Mumbai

88. Reckitt & Colman of India Ltd.
New Delhi

89. S.Kumar Synfabs Ltd.
Mumbai

90. Seagram Mfg. P. Ltd.
Gurgaon

91. Shriram Honda Power Equipment Ltd
New Delhi ★

92. Smithkline Beecham Pharms (I) Ltd.
Bangalore

93. Siemens Ltd.
Mumbai

94. Talbros Automotive Components
Faridabad

95. Tata Chemicals Ltd.
Mumbai

96. Tata Tea Ltd.
Calcutta

97. The Associated Cement Cos. Ltd.
Mumbai

98. The Bombay Dyeing Mfg.Co.Ltd
Mumbai

99. The Gramophone Co. of (I) Ltd.
Mumbai

100. The Hongkong & Shanghai
Banking Corp. Ltd★
Mumbai

101. The Ravalgaon Sugar Farm Ltd.
Mumbai

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

103. Tide Water Oil Co. (I) Ltd.
Calcutta

104. Titan Industries Ltd.
Bangalore

105. Torrent Pharmaceuticals Ltd.
Ahmedabad

106. TTK LIG Ltd
Chennai

107. TTK Prestige Ltd
Banglore

108. Voltas Ltd.
Mumbai

109. VST Industries Ltd.
Hyderabad

110. Warner Lambert (I) P.Ltd.
Mumbai

111. Whirlpool of India Ltd★
New Delhi

112. Wilkinson Sword India Ltd★
New Delhi

113. Wockhardt Ltd★
Mumbai

Category B - Press / Media

1. Abhiyaan Press & Publications Ltd.
Mumbai

2. Aishwarya Publications P. Ltd.
Mumbai

3. Amar Ujala Publication
Agra

4. Bennett Coleman & Co.
Mumbai

5. Business India
Mumbai

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

7. Chitralekha
Mumbai

8. Courier Publications P. Ltd.
Mumbai

9. Dainik Bhaskar Group of Publications
Bhopal

10. Eenadu Telugu Daily
Hyderabad

11. Fortune Publications P. Ltd.
Mumbai

12. Gavakari Prakashan
Nashik

13. Indian Exp. News Papers (Mumbai) Ltd.
Mumbai

14. Jai Hind - Daily
Ahmedabad

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

16. Kasturi & Sons Ltd.
Chennai

17. Lokmat Newspapers P Ltd.

(★) *New Members*

List of Members
As on March 31, 1999

Nagpur

18. Malayala Manorama
Kottayam

19. Maurya Publications P. Ltd.
Mumbai

20. Mid-Day Publications Ltd.
Mumbai

21. Neutral Publishing House Ltd.
Ranchi

22. Outlook
New Delhi

23. Parsiana Publications P Ltd.
Mumbai

24. Patrakar Prakashan P.Ltd.
Raipur

25. Rajasthan Patrika Ltd
Jaipur

26. Ranchi Prakashan P.Ltd.
New Delhi

27. Rifa Publication P.Ltd.
Mumbai

28. RDI Print & Publishing P Ltd.
Mumbai

29. The Hindustan Times Ltd.
New Delhi

30. The Mathrubhumi Prntg. & Pub. Co. Ltd.
Calicut

31. The Printers (Mysore) Ltd.
Bangalore

32. The Statesman Ltd.
Calcutta

Category C - Advertising Agencies

1. Admiracle Advtg. P.Ltd
Rajkot

2. Adroit Advtg & Mktg P.Ltd★
Mumbai

3. Advertising Avenues
Mumbai

4. Advtg & Mktg Associates
Mumbai

5. Akshar Advtg Ascts P.Ltd
Bangalore

6. Ambience Advertising
Mumbai

7. Ammirati Puris Lintas
Mumbai

8. Amol Bose Advertising
Mumbai

9. Anugrah Madison DMB&B Advt. P.Ltd.
Chennai

10. Art Advertising Agency
Mumbai

11. B.D. Khanna & Publicity
New Delhi

12. Bates Clarion Ltd.
Mumbai

13. Canco Advtg (P) Ltd.
Mumbai

14. Carat Media Services (I) Ltd.★
Mumbai

15. Carl Advertising Agency
Mumbai

16. Chaitra Leo Burnett P. Ltd.
Mumbai

17. Concept Communications Ltd.
Mumbai

18. Contract Advtg (I) Ltd.
Mumbai

19. Corporate Voice P. Ltd★
Bangalore

20. Cosmos Publicity & Display
Mumbai

21. Creative Unit P. Ltd.
Mumbai

22. Dacunha Associates P. Ltd.
Mumbai

23. Dattaram Advtg P. Ltd.
Mumbai

24. Dynamic Advtg & Research Team (DART)
Mumbai

25. Enterprise Nexus Comms. P.Ltd.
Mumbai

26. Euro RSCG Advtg P. Ltd.
Mumbai

27. Everest Integrated Comms. P. Ltd.
Mumbai

28. Equus Advtg Co. Ltd.
Calcutta

29. FCB-Ulka Advertising P. Ltd.
Mumbai

30. F.S. Advertising Ltd.
New Delhi

31. Fountainhead Comms P. Ltd.
Chennai

32. Gracious Comms.P.Ltd★
Mumbai

33. Graphic Arts Industries
Bangalore

34. Hindustan Thompson Associates Ltd.
Mumbai

35. Hira Advertising Agency
Meerut City

36. iB&W Comms P. Ltd
Mumbai

37. Jaya Advtg Agency
Mumbai

38. Karishma Advertising Ltd
New Delhi

39. L.A.Advertisers
Hyderabad

40. Locus Comms (P) Ltd.
Coimbatore

41. Maa Comms Bozell Ltd.
Bangalore

42. Madison DMB &B Advtg. P.Ltd.
Mumbai

43. McCann-Erickson P.Ltd
Mumbai

44. Market Analysts & Product Promoters
Mumbai

45. Mass Mktg & Advtg Services P. Ltd.
Bangalore

46. Montage Advertising P. Ltd
New Delhi

(★) *New Members*

List of Members
As on March 31, 1999

47. Mudra Communications Ltd. Mumbai
48. Nac Advertising Corporation Mumbai
49. Naren Advtg & Marketing Ahmedabad
50. Navnitlal & Co. Ahmedabad
51. Nova Advtg Palace P. Ltd. Mumbai
52. Ogilvy & Mather Mumbai
53. Orbit Marketing Ltd. Mumbai
54. Overture Comms.P.Ltd. Mumbai
55. Pratibha Advertising Pune
56. Prem Associates Advtg & Mktg Mumbai
57. Quick Advertising Co.★ Rajasthan
58. R.K. Swamy BBDO Advtg (P) Ltd. Chennai
59. Radeus Advertising (P) Ltd. Mumbai
60. Raka Advertising & Marketing Mumbai
61. Ratan Batra (P.) Ltd. Mumbai
62. Rediffusion Dentsu Young & Rubicam P. Ltd. Mumbai
63. Rhizic Communications (P) Ltd. Mumbai
64. Roger Pereira Comms. P. Ltd. Mumbai
65. Sai Advertisers Mumbai
66. Sasi Advertising P. Ltd.★ Chennai
67. Seasons Advtg. Associates Mumbai
68. Shutters Advtg Services Mumbai
69. Sista's Saatchi & Saatchi Advertising Mumbai
70. Sunflower Mktg & Advertising Mumbai
71. Swift Advertising P. Ltd. Indore
72. Taddsco Promotions Ltd Mumbai
73 Takewing Communication Ltd Chennai
74. Tandem Communications P. Ltd. Mumbai
75. The Madras Advtg Co Ltd. Chennai
76. Trikaya Grey Advtg (I) Ltd. Mumbai
77. Triton Communications P Ltd. Mumbai
78. T.M.Inputs & Services P.Ltd Secunderabad
79. Urja Communications P. Ltd. Mumbai
80. Vishesh Advertising P. Ltd. Bangalore
81. Zen Communications P. Ltd. Mumbai

Category D - Allied Professsions

1. Aaren Advtg P Ltd. Mumbai
2. Better Communications P. Ltd. Mumbai
3. Burson-Marsteller Roger Pereira Comms. P. Ltd. Mumbai
4. Captions Outdoor Advtg. Pune
5. Comart Lithographers Ltd. Mumbai
6. Highlight Films Ltd. Mumbai
7. H.R. College of Commerce & Eco. Mumbai
8. Icon Creation Mumbai
9. Institute of Hotel Cargo & Tourism Management (IHCTM) Mumbai
10. International Management★ Institute New Delhi
11. Jamnalal Bajaj Institute of Management Studies Mumbai
12. Media Representation Intl. New Delhi
13. Modi Entertainment Network Ltd.★ New Delhi
14. Narsee Monjee Institute of Management Studies Mumbai
15. Neonite Corporation Lucknow
16. Paul Media Services New Delhi
17. Pro Video Mumbai
18. Sayani Video Promotions Mumbai
19. Selvel Publicity & Consultants (P) Ltd. Mumbai
20. Shunyata Productions P. Ltd. Mumbai
21. Sony Entertainment Television (I) P.Ltd. Mumbai
22. Telesis Management Services Ltd. Mumbai
23. The Tobacco Institute of India New Delhi
24. Unique Blocks Mumbai
25. Xavier Institute of Communications Mumbai
26. Zee Telefilms Ltd Mumbai

(★) *New Members*

CONSUMER COMPLAINTS COUNCIL – TENURE SINCE INCEPTION OF ASCI (1985)

Agarwal Rajiv	9/90	–	7/95	**Mehta Bansi**	10/85	–	9/94
Ansari Tarique	10/94	–	3/95	**Mody Zia**	6/95	-	
Athavankar U. A.	7/86	–		**Motwani Pushpa**	10/85	–	9/92
Ayer S. R.	7/88	–	9/90	**Mukherji Peter**	9/96	–	4/97
Bhandari L.	10/85	–	4/88	**Mundkur Bal**	9/90	–	11/91
Bilimoria Pheroza	9/90	–	10/91	**Murthy N. V. K.**	10/85	–	9/89
Bose Amol Kumar	10/91	–	9/92	**Nair M.K.B.**	12/95	–	
Das Gurcharan	10/85	–	4/88	**Narayanan V.**	10/85	–	4/88
Dasgupta A.	12/93	–	7/95	**Pant Rajesh**	5/97	–	
Ghosal Subhas	10/85	–	4/88	**Patel Bharat V.**	9/97	–	8/98
Halve Anand	9/96	–	12/97	**Pereira Roger**	10/92	–	9/93
Jain Harish	5/87	–	4/88	**Roy Protap**	7/88	–	8/89
Jayaraman N.	1/92	–		**Rodrigues Angela**	10/96	–	
Jhawer P. K.	7/86	–	8/96	**Sayani Ameen**	10/85	–	8/89
Kamath M. V.	10/85	–	9/95	**Singh Dighvijay**	1/96	–	5/96
Kapadia Bharat	9/98	–		**Singh Khushwant**	10/85	–	4/88
Khanna M.K.	7/88	–	8/90	**Sista S. V.**	7/95	–	9/96
Khorakiwala F. T.	10/93	–	9/94	**Sopariwala Dorab**	10/96	–	8/97
Kohli Swarn	7/88	–		**Sukthankar Usha**	11/92	–	
Kulkarni Ravi	7/88	–	6/95	**Swamy R. K.**	10/85	–	4/88
Kshirsagar E. A.	10/94	–		**Tarneja Ram**	10/85	–	4/88
Kurian K.	12/89	–		**Tikekar Aroon**	12/97	–	
Lentin Bakhtawar	12/89	–	7/95	**Upadhyaya Mukul**	8/89	–	9/90
Marfatia Akhil	12/89	–	11/93	**Vasu T. T.**	7/88	–	8/89
Mathew Jacob	6/96	–	8/97	**Wadia Nargis**	7/88	–	8/96
Mehra Asit	12/95	–		**Wagle N. G.**	12/95	–	

ASCI - ARTICLES OF ASSOCIATION - 55 (a) & (b)
CONSUMER COMPLAINTS COUNCIL

(a) The Board of Governors shall appoint Consumer Complaints Council consisting of 14 members, 8 of whom shall be from professions and activities not related to advertising and the remaining six being members of the Company to examine and investigate the complaints received from the Consumers and the General public including the members regarding any breach of the Code of Conduct and/or advertising ethics and to recommend the action to be taken in that regard.

(b) The decision to appoint a member on each council shall be taken by the Board by simple majority.

BOARD OF GOVERNORS - TENURE SINCE INCEPTION OF ASCI (1985)

Agarwal Rajiv	9/95	–	9/97
Ansari Tarique	2/93	–	3/95
Bakshi Jayant	9/91	–	5/93
Balsara Sam	9/96	–	
Banga M. S.	6/97	–	2/99
Bhullar Mohini	12/90	–	12/92
Bijlani Lalit	10/85	–	6/88
Bilimoria Pheroza	1988	–	9/97
Bose Amol Kumar	1987	–	10/94
Chopra J. C.	10/85	–	12/93
Dasgupta A.	8/96		
Desai Noshir	9/94	–	7/95
Desai Xerxes	10/85	–	3/89
D'souza J. B.	11/94	–	8/96
Deshpande M. B.	10/85	–	12/86
Dharmadhikari C. S.	11/94	–	8/96
Engineer Gul	10/85	–	9/94
Ghosal Subash	10/85	–	6/88
Gore Anil	1988	–	9/91
Guha Pradeep	9/94	–	9/98
Jain Harish	10/85	–	6/88
Jain Urmila	12/95	–	
Kamath Madhukar	9/97	–	2/99
Kapur Ranjan	5/94	–	4/95
Kapadia Bharat	4/95	–	
Khalap Kiran	9/98	–	
Khanna M.K.	9/92	-	9/93
Khorakiwala F.T.	8/89	–	
Kurian K.	10/85	–	6/88
Mahindra Harish	10/85	–	12/86
Manerikar V. V.	9/97	–	
Manwani Harish	3/99	–	
Mariwala Harsh	6/96	–	9/96
Mathew Jacob	3/90		
Mehta Karl	10/85	–	7/88
Murali N.	10/85	–	6/88
	9/98	–	
Nerker Ashok	8/89	–	9/98
Patel Bharat V.	8/95	–	
Peerbhoy Bunty	8/93	–	7/95
Pereira Roger	10/85	–	9/97
Poddar R. A.	11/98	–	
Poonawala B.	7/95	–	10/95
Rakshit Goutam	9/95	–	9/98
	3/99	–	
Sayani Ameen	10/85	–	2/87
	6/88	–	7/95
Sehgal Ram	7/95	–	
Sen Siddharth	1/87	–	8/89
Sheopuri R. C.	9/90	–	9/94
Shourie Deepak	9/97	–	
Sinha Tara	1/87	–	9/91
Sista S.V.	3/93	–	9/96
Soman D.S.	1/95	–	9/97
	11/97	–	9/98
Sopariwala D.R.	9/94	–	
Srinivasan K. B.	1/97	–	9/97
Swamy R. K.	1989	–	3/92
Syed Munawar	1988	–	1/91
Tandan Atul	3/94	–	8/96
Tarneja Ram	10/85	–	6/88
Upadhyaya Mukul	10/85	–	4/97
Vasudeva Brahm	10/85	–	7/95

THE ADVERTISING STANDARDS COUNCIL OF INDIA

Secretariat : 205, Bombay Market, Tardeo Road, Mumbai 400 034.
Tel. : 493 6863, 493 7066 Fax : 493 6863
E-mail:-asci@bom5.vsnl.net.in