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The Advertising Standards Council of India

FOURTEENTH REPORT AND ACCOUNTS

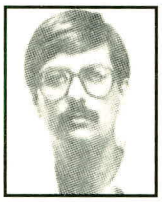
FOR THE YEAR

1999 - 2000

The Advertising Standards Council of India

FOURTEENTH REPORT AND ACCOUNTS FOR THE YEAR 1999-2000

BOARD OF GOVERNORS:


Mr. Bharat Kapadia
(Chairman)


Mr. Sam Balsara
(Vice Chairman)


Mr. Goutam Rakshit
(Hon.Treasurer)


Mr. A. Dasgupta


Mr. C. R. Irani


Ms. Urmila Jain


Mr. Ravi Kant


Dr (Ms) V. V. Manerikar


Mr. H. Manwani


Mr. Jacob Mathew


Ms. Zia Mody


Mr. N. Murali


Mr. Bharat V. Patel


Mr. R. A. Poddar


Mr. C. Saldanha


Mr. Ram Sehgal


Mr. D.R. Sopariwala

CONSUMER COMPLAINTS COUNCIL MEMBERS:


Mr. Rajiv Agarwal


Prof. U. A. Athavankar


Mr. Sam Balsara

Mr. Jaimini Chinai


Mr. Darryl D'Monte


Ms. Bachi Karkaria


Ms. Swarn Kohli


Mr. E. A. Kshirsagar


Mr. K. Kurian


Mr. Rajesh Pant


Mr. Ravi Pisharody


Dr. Angela Rodrigues


Ms. Usha Sukthankar


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

14th Report and Account of 1999-2000

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Report of Consumer Complaints Council .....

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 148th Meeting held on April 8th 1999 to the 160th Meeting held on March 9th, 2000. (13 Meetings held)

Name of Member	Meetings Applicable	Meetings Attended
Mr. Bharat Kapadia (Chairman - 9/99)	13	11
Mr. Sam Balsara (Vice Chairman - 9/99)	13	11
Mr. Goutam Rakshit (Hon. Treasurer - 9/99)	13	6
Mr. A. Dasgupta	13	8
Mr. C.R. Irani **(a)**	7	2
Ms. Urmila Jain	13	12
Mr. Ravi Kant **(b)**	3	2
Mr. Kiran Khalap **(c)**	6	4
Mr. F.T. Khorakiwala **(d)**	6	2
Dr. (Ms.) V.V.Manerikar	13	7
Mr. Harish Manwani	13	6
Mr. Jacob Mathew	13	6
Ms Zia Mody **(e)**	9	6
Mr. N.Murali	13	3
Mr. Bharat V. Patel (Chairman till - 9/99)	13	10
Mr. R.A.Poddar	13	7
Mr. Conrad Saldanha **(f)**	8	3
Mr. Ram Sehgal	13	5
Mr. Deepak Shourie (g)	6	0
Mr. Dorab R. Sopariwala	13	12

a) w.e.f Sept'99
b) w.e.f Jan'2000
c) Resigned Aug'99
d) Retired Sept'99
e) w.e.f. Aug'99
f) w.e.f. Sept'99
g) Retired Sept'99

Attendance of the members of the Consumer Complaints Council (CCC) from the 145th Meeting held on April 22nd, 1999 to the 156th Meeting held on March 23, 2000 (12 Meetings Held)

Name of Member	Meetings Applicable	Meetings Attended
Mr. Rajiv Agarwal (a)	9	6
Prof. U.A. Athavankar	12	4
Mr. Sam Balsara (b)	7	7
Mr. Jaimini Chinai (c)	8	5
Mr. Darry D'Monte (d)	4	3
Mr. Bharat Kapadia **(e)**	5	3
Mr. E.A.Kshirsagar	12	6
Ms. Bachi Karkaria (f)	4	0
Ms. Swarn Kohli	12	5
Mr. K. Kurian	12	11
Mr. Asit Mehra (g)	2	0
Ms. Zia Mody (h)	3	1
Mr. M.K.B.Nair (i)	8	3
Mr. Rajesh Pant	12	3
Mr. Ravi Pisharody	9	4
Dr. (Ms.) Angela Rodrigues	12	9
Ms. Usha Sukthankar	12	5
Dr. Aroon Tikekar (k)	8	3
Mr. N.G.Wagle	12	10

(a) w.e.f. July'99
(b) w.e.f. Sept'99
(c) w.e.f. Aug'99
(d) w.e.f. Dec'99
(e) Retired Sept'99
(f) w.e.f. Dec'99
(g) Resigned July'99
(h) Resigned July'99
(i) Resigned Dec'99
(j) w.e.f. July'99
(k) Resigned Dec'99

REPORT OF THE BOARD OF GOVERNORS

We take pleasure in presenting the Fourteenth Annual Report of the Advertising Standards Council of India, together with the Statement of Accounts for the period **April 1999 to March 2000.**

During this period, the ASCI welcomed **18 new** members. The **total** number of firms and companies who were members of the ASCI as on March 31, 2000 is **252,** same number as on March 31, 1999, 18 members having discontinued their memberships.

Annual **subscriptions** from members amounted to **Rs. 21,50,000/-** as compared to Rs. 19,21,750/- in the previous accounting period, ended March 31, 1999.

The Board of Governors: During the year, Mr. F.T. Khorakiwala and Mr. Deepak Shourie retired, and Mr. Harish Manwani and Mr. Kiran Khalap resigned from the Board. **The Board wishes to place on record its appreciation of the valuable services rendered by them during their tenure.** Mr. Conrad Saldanha and Mr. C.R. Irani were elected, and Mr. Ravi Kant was co-opted by the Board to fill the consequential vacancies. Ms. Zia Mody was co-opted by the Board as an additional member as per Article 38 of the Memorandum and Articles of the Association.

Memberships : The significant number of 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 18 new members during the year.

Though our membership 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 memberships 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): Analysis of Decisions on Complaints: The CCC met 12 times from April 1999 to March 2000. It considered a **total of 151 complaints**, of which **86** were **UPHELD**, **64** were **NOT UPHELD**, and **1** was considered a **NON-ISSUE**. Compared with last year the number of complaints has increased, whilst compliance with CCC decisions has remained high. **83 percent** of the complaints Upheld by the CCC resulted in advertisements being either **withdrawn or modified appropriately.** In the case of only 15 advertisements contravening the Code (complaints Upheld), the Advertisers/Agencies have not yet assured the ASCI of compliance with the CCC decisions. The Quarterly News Letter and Compilation Report 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 (included in this Report).

On behalf of all members of the Council, the **Board of Governors places on record its gratitude to each and every member of the CCC** for the very generous contribution of 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.

Intra-Industry Complaints: At the last AGM, your Chairman had informed members present, that in the matter of Intra -Industry complaints, there was a felt-need to **expedite the processing of complaints in the highly competitive environment, in which unfair or false advertisements are known to cause substantial commercial damage to competitors.** After much debate your Board drew up **a Scheme** which would address this requirement. However it required the payment of a substantial fee by the Complainant as well as the Advertiser, since expert opinions would need to be obtained, for deliberation by the CCC.

Also, in the case of Non-members of the Council, the reluctance to respond with their comments on the complaint and to implement the CCC decision, were considered as impediments to the satisfactory resolution of such complaints. The scheme has been held in abeyance till the views of the general body of our members can be ascertained.

During this year, 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 69 such complaints, 46 were Upheld, 22 were Not Upheld, and 1 was a Non-Issue). 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.

Code Review and Revision: During the period April to July 1999, a Sub-Committee of your Board met several times to review the existing Code. References were made to a cross section of our members, and the views of a number of Practitioners in Advertising were taken into account, before revisions in a few provisions in the Code, were drafted for deliberation by your Board. The revised Code was released to members of the Council at the time of the last AGM. The **thrust of the revisions was to ensure that advertisements do not exploit vulnerable sections of consumers and general public.**

Awareness of the Scope and Role of Self-Regulation in Advertising: Inspite of your Council being in existence over a period of 15 years, and having a membership of a large number of major Advertisers, Agencies and Media, there is a widespread lack of awareness of the existence of the Code, leave alone the need to observe it proactively among Practitioners in Advertising. As for consumers and the general public, the awareness of a Self Regulatory body which is concerned with safeguarding their interests in respect of their vulnerability to false, misleading or unfair advertising, is woefully lacking.

During this year, your Council ran an **Awareness Campaign in several national and regional Publications**, highlighting the obvious - false, misleading, and objectionable advertisements. The creative and the execution of a series of 3-Ads was contributed by Bates Clarion, as a service to your Council. On behalf of all our members, I would like to thank the Agency for their splendid efforts. As a result, over **410** requests were

received by our Secretariat for copies of the Code and for information on the activities of the ASCI. I would also like to **thank the various Media for carrying this campaign at no charge to ASCI, as a service to their reading publics.**

Self-Regulation and the Law: In July last year, in a preliminary hearing, the Mumbai **High Court** had ruled that the **role** of your **Council** in **administering Self-Regulation in Advertising**, cannot be **extended to cover non-member firms** in any manner which would adversely affect their trade or profession. A temporary restraining order was issued against the ASCI and its CCC, from implementing the relevant decision in respect of a complaint which was Upheld by the CCC (as mentioned in our last Annual Report).

In March this year, a two Judge bench of the Mumbai High Court, heard the Appeal of your Council and set aside the order of the single Judge (on 26th July,1999), in its entirety, insofar as the reasoning was concerned. **The original suit against the ASCI is yet to be disposed off finally.**

In April this year, a suit was filed by Emami Ltd against the ASCI, in the Calcutta High Court, seeking an injunction against the implementation by your Council of the CCC decisions which Upheld two complaints against a press Ad and a TVC. A single Judge passed a restraining order on ASCI, at the preliminary hearings, against the implementation of the CCC decisions. Subsequently, a two Judge Bench of the High Court, sustained the earlier restraining order. Pending the final disposal of this suit, **no observation was made regarding the rights of ASCI, in respect of communications with its own members, with regard to the implementation of the CCC decisions**, the matter being left open.

In May this year, in response to a complaint filed before the **MRTPC**, by Vicco Laboratories, against the ASCI, in respect of the CCC decision which Upheld a complaint against an Ad Film, an **exparte order** was passed, **restraining ASCI from performing its normal functions** in respect of this specific CCC decision. In response to an appeal filed by your Council, the matter has been adjourned to the next hearing in late August.

CCC Procedure for processing Complaints against Advertisements: In view of the recent challenges by a few Advertisers regarding the decisions of the CCC, particularly since these happen to be Non-members of your Council, your Board and the CCC, are

in the process of reviewing the prevailing procedures and the format of the various advices which emanate from our Secretariat, in administering the purpose of Self-Regulation in respect of advertisements which are considered by the CCC to be in contravention of the ASCI Code. Our aim is to ensure that Self-Regulation becomes a way of life in the Practice of Advertising by the **proactive observance of our Code**. The **wider awareness** of the **purpose and role of a Self-Regulatory body** such as the ASCI, which has no statutory authority, but is supported by the voluntary membership of responsible Practitioners in Advertising, should lead to universal acceptance of its Code, its application **within the principles of natural justice**, and the consequential implementation of the decisions of its CCC, which are seen to be objective, fair and in the interest of consumers, the general public, and the Practitioners in Advertising who rely on credible and honest Advertising to create satisfied customers

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 Fourteenth Annual General Meeting will be held on **Thursday September 7, 2000.** The Governors retiring from the Board, and eligible for re-election, are as follows:

Category A: Advertisers

Mr. Arun Adhikari
Mr. A. Dasgupta

Category B: Press/Media

Mr. Jacob Mathew
Mr. N. Murali

Category C: Advertising Agencies

Mr. Sam Balsara
Mr. Conrad Saldanha

Category D: Allied Professions

Mr. Ram Poddar
Mr. Dorab R. Sopariwala

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

Bharat Kapadia

Chairman

Mumbai, August 10, 2000

NOTICE

A meeting of the Board of Governors shall take place immediately after the Annual General Meeting on September 7, 2000. 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 Fourteenth Annual General Meeting are requested to attend this meeting.

Bharat Kapadia
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, 2000 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, 2000 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 18th, 2000

Lalit Khanna
Partner

The Advertising Standards Council of India

Balance Sheet as at 31st March, 2000

	Schedule	This Year Rupees	This Year Rupees	Previous Year Rupees
I. SOURCES OF FUNDS :				
1. Corpus and Reserves				
(a) Council's Corpus	A	22,03,808		21,71,808
(b) Reserves and Surplus	B	37,78,716		25,04,226
			59,82,524	46,76,034
2. Loan Funds				
Unsecured Loans	C		3,70,000	3,70,000
TOTAL RUPEES			63,52,524	50,46,034
II. APPLICATION OF FUNDS				
1. Fixed Assets				
(a) Gross Block	D	21,86,238		21,25,768
(b) Less : Depreciation		8,63,339		7,65,511
(c) Net Block			13,22,899	13,60,257
2. Investments	E		29,05,441	11,00,000
3. Current Assets, Loans and Advances				
(a) Accrued Interest on Investments and Bank Deposits			2,27,096	4,76,660
(b) Sundry Debtors	F		14,500	-
(c) Cash & Bank Balances	G		29,10,048	20,00,075
(d) Loans and Advances	H		22,440	3,25,290
			31,74,084	28,02,025
4. Less : **Current Liabilities & Provisions**				
(a) Current Liabilities	I		10,49,900	2,16,248
(b) Provisions			–	–
			10,49,900	2,16,248
Net Current Assets			21,24,184	25,85,777
TOTAL RUPEES			63,52,524	50,46,034

As per our report of even date attached

For Lalit Khanna & Co.
Chartered Accountants

Lalit Khanna
Partner

Mumbai July 18th, 2000

For and on behalf of the Board of Governors

Bharat Kapadia
Chairman

Members

Sam Balsara	Goutam Rakshit
Zia Mody	R.A. Poddar
N. Murali	C. Saldanha
Bharat V. Patel	D. R. Sopariwala

The Advertising Standards Council of India

Income and Expenditure Account for the year ended 31st March, 2000

Sr. No.	Particulars	Schedule	Rupees	This Year Rupees	Previous Year Rupees
	INCOME				
1.	Membership Subscription and other income	J		25,62,078	23,65,069
	EXPENDITURE				
2.	Salaries, Wages and Bonus		5,14,300		4,43,600
3.	Printing, Stationery and Xeroxing charges		1,31,041		1,24,345
4.	Electricity Charges		25,190		26,765
5.	Telephone Expenses		24,865		15,548
6.	Travelling & Conveyance		73,083		70,615
7.	Meeting Expenses		70,161		45,565
8.	Repairs & Maintenance		22,272		71,245
9.	Legal & Professional Charges		2,40,000		5,000
10.	Other Expenses	K	88,848		81,993
11.	Depreciation		97,828		1,03,276
12.	Total Expenditure			12,87,588	9,87,952
13.	Excess of Income over Expenditure for the year			12,74,490	13,77,117
14.	Balance at the beginning of the year			6,63,636	6,16,736
				19,38,126	19,93,853
Less :					
	(i) Accumulation under Section 11 (1) (a) of the Income tax Act 1961			5,64,490	5,09,217
	(ii) Accumulation under Sec.11(2) of the I.Tax Act.1961			7,10,000	8,21,000
				12,74,490	13,30,217
	Balance Carried to Balance Sheet			6,63,636	6,63,636

As per our report of even date attached

For Lalit Khanna & Co.
Chartered Accountants

Lalit Khanna
Partner

Mumbai July 18th, 2000

For and on behalf of the Board of Governors

Bharat Kapadia
Chairman

Members

Sam Balsara
Zia Mody
N. Murali
Bharat V. Patel
Goutam Rakshit
R.A. Poddar
C. Saldanha
D. R. Sopariwala

The Advertising Standards Council of India

Schedules annexed to and forming part of the Balance Sheet as at 31st March, 2000 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		21,71,808	21,13,808
Additions and adjustments during the year			
Entrance fees received during the year		32,000	58,000
		22,03,808	21,71,808
SCHEDULE - B			
RESERVES & SURPLUS			
(i) Accumulation under Section 11 (1) (a) of the Income tax Act 1961			
As at the begining of the year	10,19,590		5,10,373
Add : amount accumulated in the current year	5,64,490		5,09,217
		15,84,080	10,19,590
(ii) Accumulation under Section 11(2) of the Income tax Act, 1961			
As at the beginning of the year	8,21,000		-
Add : Amount accumulated in the Current year	7,10,000		8,21,000
		15,31,000	8,21,000
(iii) Surplus as per Income and Expenditure Account		6,63,636	6,63,636
		37,78,716	25,04,226
SCHEDULE - C			
Unsecured Loans			
Deposits from members		3,70,000	3,70,000

The Advertising Standards Council of India

Schedules to the Balance Sheet as at 31st March, 2000 and
the Income and Expenditure Account for the year ended on that date (continued)

SCHEDULE - D

SCHEDULE OF FIXED ASSETS ANNEXED TO AND FORMING PART OF THE BALANCE SHEET AS AT 31ST MARCH 2000

Sr. No.	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, 2000 Rs.	As at 31 March, 1999 Rs.
1.	Office Premises	17,97,913	0	17,97,913	5,63,798	61,706	6,25,504	11,72,409	12,34,115
2.	Computer	1,10,000	59,625	1,69,625	73,723	22,343	96,066	73,559	36,277
3.	Air Conditioners	76,520	-	76,520	49,650	3,738	53,388	23,132	26,870
4.	Office Equipment	53,364	-	53,364	20,006	4,639	24,645	28,719	33,358
5.	Furniture & Fixture	87,971	845	88,816	58,334	5,402	63,736	25,080	29,637
	Total Rupees	21,25,768	60,470	21,86,238	7,65,511	97,828	8,63,339	13,22,899	13,60,257
	Previous Year Rupees	20,78,868	46,900	21,25,768	6,62,235	1,03,276	7,65,511	13,60,257	14,16,633

	This Year Rupees	Previous Year Rupees
SCHEDULE - E		
Investments (at cost)		
1. Debentures and Bonds		
(i) 41 Bonds of Rs.500 each of 12.75% ICICI Regular Income Bonds	2,05,000	
(ii) 60,000 Units of Rs.10 each of UTI-Monthly Income Plan 1999	6,00,000	
(iii) 40 Bonds of Rs.5000 each of 14% IDBI Regular Income Bond	2,00,00	
	10,05,000	-
Deposits with Housing Development Finance Corporation Ltd.	19,00,441	11,00,000
	29,05,441	11,00,000

The Advertising Standards Council of India

Schedules to the Balance Sheet as at 31st March, 2000 and
the Income and Expenditure Account for the year ended on that date (continued)

	Rupees	This Year Rupees	Previous Year Rupees
SCHEDULE - F			
Sundry Debtors			
(Unsecured considered good)			
(a) Debts outstanding for six months		-	-
(b) Other Debts		14,500	-
		14,500	-
SCHEDULE - G			
Cash and Bank Balances			
(i) Cash in hand		7,078	2,269
(ii) In Savings Account with a Scheduled Bank		3,98,433	97,806
(iii) In Term Deposits with a Scheduled Bank		25,04,537	19,00,000
		29,10,048	20,00,075
SCHEDULE - H			
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		22,440	25,290
		22,440	3,25,290
SCHEDULE - I			
Current Liabilities			
a) Subscription received in advance		7,97,500	2,03,750
b) Sundry Creditors and outstanding expenses		2,52,400	12,498
		10,49,900	2,16,248
SCHEDULE - J			
Membership Subscription and other Income			
(i) Membership Subscription		20,42,000	19,21,750
(ii) Interest on Investments		2,41,190	2,01,110
(iii) Interest on Bank Deposits and Savings Account		2,38,888	2,16,265
(iv) CCC Review Charges		40,000	25,000
(v) Miscellaneous Income	-		944
		25,62,078	23,65,069

THE ADVERTISING STANDARDS COUNCIL OF INDIA

Schedules to the Balance Sheet as at 31st March, 2000 and
the Income and Expenditure Account for the year ended on that date (continued)

	Rupees	This Year Rupees	Previous Year Rupees
SCHEDULE - K			
OTHER EXPENSES			
(i) Staff Welfare		5,290	4,027
(ii) Society Outgoings		13,006	12,706
(iii) Postage and Fax		39,083	34,875
(iv) Auditors Remuneration			
Audit Fees	10,500		10,000
Out of Pocket expenses	900		350
		11,400	10,350
(v) Miscellaneous Expenses		20,069	20,035
		88,848	81,993

SCHEDULE - L : Notes and significant accounting policies

1. Significant accounting policies :-
   (a) All Fixed assets are valued at cost less depreciation
   (b) Depreciation has been provided on the written down value basis at the rates and in the manner prescribed in Schedule XIV of the Companies Act,1956
   (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	6,812	36,993
(b) Other Repairs	15,460	34,252
	22,272	71,245

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

THE ADVERTISING STANDARDS COUNCIL OF INDIA

SCHEDULE - M

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	2000
	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
6353	6353

Sources of Funds

Corpus	Reserves & Surplus
2204	3779
Secured Loans	Unsecured Loans
–	370

Application of Funds

Net Fixed Assets	Investments
1323	2906
Net Current Assets	Misc. Expenditure
2124	–
Accumulated Losses	
–	

IV Performance of Company (Amount in Rs. Thousands)

Turnover	Total Expenditure (including Depreciation)
2562	1288

Profit before tax	Profit after tax
1274	1274
Earning per Share in Rs.	Dividend rate %
Not Applicable	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 M

As per our report of even date attached

For Lalit Khanna & Co.
Chartered Accountants

Lalit Khanna
Partner

Mumbai July 18th, 2000

For and on behalf of the Board of Governors

Bharat Kapadia
Chairman

Members

Sam Balsara	Goutam Rakshit
Zia Mody	R.A. Poddar
N. Murali	C. Saldanha
Bharat V. Patel	D. R. Sopariwala

List of Members
As on March 31, 2000

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. Amara Raja Batteries Ltd. Tamil Nadu
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 Mumbai.
14. Bausch & Lomb (I) Ltd. New Delhi
15. Bharat Petroleum Corp Ltd. Mumbai
16. Bata (I) Ltd. Calcutta
17. Britannia Industries Ltd. Bangalore
18. Bush Boake Allen (I) Ltd. Chennai
19. BPL Ltd.* Bangalore
20. BPL US West Cellular Ltd. Bangalore
21. Cadbury (I) Ltd. Mumbai
22. Cadila Health-Care Ltd Ahmedabad.
23. Camlin Ltd. Mumbai
24. Carrier Aircon Ltd. Gurgaon
25. Castrol (I) Ltd. Mumbai
26. Charagh Din Mumbai
27. Ceat Ltd. Mumbai
28. Citibank N.A. Mumbai
29. Coca-Cola India Gurgaon
30. Colgate Palmolive (I) Ltd. Mumbai
31. Consolidated Coffee Ltd Bangalore
32. Crompton Greaves Ltd. Mumbai
33. Dabur India Ltd. Ghaziabad
34. Duncans Industries Ltd. Calcutta
35. Elf-Lubricants (I) Ltd. Mumbai
36. Eveready Industries (I) Ltd. Calcutta
37. Eureka Forbes Ltd. Mumbai
38. Ford India Ltd.* TAmil Nadu
39. Geoffrey Manners & Co.Ltd Mumbai
40. Glaxo India Ltd.* Mumbai
41. Godfrey Phillips (I) Ltd. New Delhi
42. Godrej-GE Appliances Ltd.* Mumbai
43. Godrej Pillsbury Ltd. Mumbai
44. Godrej Soaps Ltd Mumbai
45. Gujarat Ambuja Cements Ltd. Mumbai
46. Harrisons Malayalam Ltd. Cochin
47. Hawkins Cookers Ltd. Mumbai
48. Heinz India Ltd. Mumbai
49. Hero Honda Motors Ltd. New Delhi
50. Hindustan Lever Ltd. Mumbai
51. Hindustan Petroleum Corp Mumbai
52. H.D.F.C. Ltd. Mumbai
53. Honda Siel Power Products Ltd. New Delhi
54. Hutchison Max Telecom Ltd. Mumbai
55. ICICI Ltd. Mumbai
56. Indian Oil Corp Ltd. Mumbai
57. Indofil Chemicals Co.* Mumbai
58. ITC Ltd Calcutta
59. Indian Shaving Products Ltd. New Delhi

* *New Members*

List of Members
As on March 31, 2000

60. International Bestfoods Ltd
Mumbai

61. ION Exchange (I) Ltd.
Mumbai

62. J.L.Morison (I) LTD
Mumbai

63. JCT Mills Ltd
New Delhi

64. Jet Airways (I) Ltd
Mumbai

65. Johnson & Johnson Ltd.
Mumbai

66. Kellogg (I) P. Ltd.
Mumbai

67. Kimberly-Clark Lever Ltd.
Pune

68. Khoday (I) Ltd.
Bangalore

69. Kodak (I) Ltd.
Mumbai

70 Larsen & Toubro Ltd.
Mumbai

71. Lever Johnson (Consumer Products) Ltd. Pune*

72. Lupin Laboratories Ltd.
Mumbai

73. Madras Cements Ltd.
Chennai

74. MRF
Chenai

75. Mafatlal Industries Ltd.
Mumbai

76. Mahajan Silk Mills
Mumbai

77. Marico Industries Ltd
Mumbai

78. Motor Industries Co. Ltd.
Bangalore

79. Nachiketa Publications Ltd.
Mumbai

80. Nestle India Ltd.
New Delhi

81. Nicholas Piramal (I) Ltd.
Mumbai

82 Nirma Consumer Care Ltd.*
Ahmedabad

83. Novartis (I) Ltd
Mumbai

84. Otis Elevator Co (I) Ltd.
Mumbai

85. Paras Pharmaceuticals Ltd
Ahmedabad

86. Parke-Davis (I) Ltd.
Mumbai

87. Parle Products Ltd.
Mumbai

88. Penzoil India Ltd.*
Mumbai

89. Philips (I) Ltd.
Mumbai

90. Procter & Gamble Hygene & Health Care Ltd.
Mumbai

91. Prudential ICICI (AMC) Asst. Management Co. Ltd.*
Mumbai

92. Raymond Ltd.
Mumbai

93. Reckitt & Colman of (I) Ltd.
New Delhi

94. Samsung India Electronics Ltd.*
Noica

95. Saurashtra Cement Ltd.*
Ahmedabad

96. S.Kumar
Mumbai

97. Standard Chartered Bank *
Mumbai

98. Seagram Mfg. P. Ltd.
Gurgaon

99. Siemens Ltd.
Mumbai

100. Smithkline Beecham Consumer * Healthcare Ltd.
Gurgaon

101. Smithkline Beecham Pharmaceuticals Ltd. Bangalore

102. Tata Chemicals Ltd.
Mumbai

103. Tata Engineering & Locomotive Co. Ltd. Mumbai *

104. Tata Tea Ltd.
Calcutta

105. The Associated Cements Co. Ltd.
Mumbai

106. The Bombay Dyeing Mfg.Co.Ltd
Mumbai

107. The Gramophone Co. of India Ltd.
Mumbai

108. The Hongkong & Shanghai Banking Corp. Ltd
Mumbai

109. The Ravalgaon Sugar Farm Ltd.
Mumbai

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

111. Titan Industries Ltd.
Bangalore

112. Torrent Pharmaceuticals Ltd.
Ahmedabad

113. TTK Prestige Ltd
Banglore

114. Vadilal Enterprises Ltd.*
Ahmedabad

115. Voltas Ltd.
Mumbai

116. VST Industries Ltd.
Hyderabad

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

* *New Members*

List of Members
As on March 31, 2000

118. Whirlpool of India Ltd
New Delhi

119. Wilkinson Sword India Ltd.
New Delhi

120. Wockhardt Ltd
Mumbai

121 Xerox Modi Corpp Ltd.
New Delhi

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 Publications Ltd.
Mumbai
6. C.R. Competition Refresher P. Ltd.
New Delhi
7. Chitralekha Group
Mumbai
8. Courier Publications P. Ltd.
Mumbai
9. Dainik Bhaskar
Mumbai
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. Jame-E-Jamshed
Mumbai
16. Kasturi & Sons Ltd.
Chennai
17. Lokmat Newspapers (P) Ltd.
Nagpur
18. Malayala Manorama
Kottayam
19. Maurya Publications P. Ltd.
Mumbai
20. Mid-Day Publications Ltd.
Mumbai
21. Modi Entertainment Network Ltd.
New Delhi
22. Neutral Publishing House Ltd.
Ranchi
23. Outlook
New Delhi
24. Parsiana Publications P Ltd.
Mumbai
25. Patrakar Prakashan P.Ltd.
Raipur
26. Rajasthan Patrika Ltd
Jaipur
27. Ranchi Prakashan P.Ltd.
New Delhi
28. RDI Print & Publishing (P) Ltd.
Mumbai
29. Rifa Publication P.Ltd.
Mumbai
30. Sakal Papers Ltd.*
Pune
31. Sony Entertainment Television (I)
P. Ltd. Mumbai
32. The Hindustan Times Ltd.
New Delhi
33. The Mathrubhumi Prntg. & Pub. Co.
Ltd. Calicut
34. The Printers (Mysore) Ltd.
Bangalore
35. The Statesman Ltd.
Calcutta
36. Zee Telefilms Ltd.
Mumbai

Category C - Advertising Agencies

1. Admiracle Advtg. P.Ltd
Rajkot
2. Advertising Avenues
Mumbai
3. Advtg & Mktg Associates
Mumbai
4. Akshar Advtg Ascts P.Ltd
Bangalore
5. Ambience Advertising
Mumbai
6. Ammirati Puris Lintas
Mumbai
7. Amol Bose Advertising
Mumbai
8. Anugrah Madison DMB&B Advt.
P.Ltd.
Chennai
9. Art Advertising Agency
Mumbai
10. B.D. Khanna & Publicity
New Delhi
11. Bates Clarion Ltd.
Mumbai
12. Canco Advtg (P) Ltd.
Mumbai
13. Carl Advertising Agency
Mumbai
14. Carat Media Services (I) Ltd.
Mumbai
15. Chaitra Leo Burnett P. Ltd.
Mumbai
16. Concept Communications Ltd.
Mumbai
17. Contract Advtg (I) Ltd.
Mumbai

* *New Members*

List of Members
As on March 31, 2000

18. Corporate Voice P. Ltd
Bangalore

19. Creative Unit (P) Ltd.
Mumbai

20. Dacunha Associates P. Ltd.
Mumbai

21. Dattaram Advtg P. Ltd.
Mumbai

22. Dynamic Advtg & Research Team (DART)
Mumbai

23. Enterprise Nexus Comms. P.Ltd.
Mumbai

24. Equus Advtg. Co. Ltd.
New Delhi

25. Euro RSCG Advtg P. Ltd.
Mumbai

26. Everest Integrated Comms. Ltd.
Mumbai

27. FCB-Ulka Advertising P. Ltd.
Mumbai

28. Fountainhead Comms P. Ltd.
Chennai

29. Global Advertisers *
Mumbai

30. Graphic Arts Industries
Bangalore

31. Hindustan Thompson Associates Ltd.
Mumbai

32. Hira Advertising Agency
Meerut

33. iB&W Comms P. Ltd
Mumbai

34. Jaya Advtg Agency
Mumbai

35. Karishma Advertising Ltd
New Delhi

36. L.A.Advertisers
Hyderabad

37. Locus Comms (P) Ltd.
Coimbatore

38. Maa Comms Bozell Ltd.
Bangalore

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

40. McCann-Erickson P.Ltd
Mumbai

41. Market Analysts & Product Promoters
Mumbai

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

43. Mudra Communications Ltd.
Mumbai

44. Nac Advertising Corporation
Mumbai

45. Naren Advtg & Marketing
Ahmedabad

46. Navnitlal & Co.
Ahmedabad

47. Ogilvy & Mather
Mumbai

48. Orbit Marketing Ltd.
Mumbai

49. Overture Comms.P.Ltd.
Mumbai

50. Publicis-Zen Comms. P. Ltd.
Mumbai

51. Prem Associates Advtg & Mktg
Mumbai

52. Quick Advertising Co.
Rajasthan

53. R.K. Swamy BBDO Advtg (P) Ltd.
Chennai

54. Radeus Advertising (P) Ltd.
Mumbai

55. Raka Advertising & Marketing
Mumbai

56. Ratan Batra (P.) Ltd.
Mumbai

57. Rediffusion D Y & R P. Ltd.
Mumbai

58. Roger Pereira Comms. P. Ltd.
Mumbai

59. Saatchi & Saatchi Ltd.
Mumbai

60. Sai Advertisers
Mumbai

61. Seasons Advtg. Associates
Mumbai

62. Shutters Advtg Services
Mumbai

63. Sunflower Mktg & Advertising
Mumbai

64. Swift Advertising P. Ltd.
Indore

65. Taddsco Promotions Ltd
Mumbai

66. Tandem Communications P. Ltd.
Mumbai

67. The Madras Advtg Co Ltd.
Chennai

68. Trikaya Grey Advtg (I) Ltd.
Mumbai

69. Triton Communications P Ltd.
Mumbai

70. T.M.Inputs & Services P.Ltd
Secunderabad

71. Urja Communications P. Ltd.
Mumbai

72. Vishesh Advertising P. Ltd.
Bangalore

Category D - Allied Professsions

1. Aaren Advtg (P) Ltd.
Mumbai

2. Burson-Marsteller Roger Pereira Comms. P. Ltd.
Mumbai

* *New Members*

List of Members
As on March 31, 2000

3. Captions Outdoor Advtg.
   Pune
4. Comart Lithographers Ltd.
   Mumbai
5. Highlight Films Ltd.
   Mumbai
6. H.R. College of Commerce & Eco.
   Mumbai
7. Icon Ad Network P Ltd.
   Mumbai
8. Institute of Hotel Cargo & Tourism Management (IHCTM)
   Mumbai
9. Jamnalal Bajaj Institute of Management Studies
   Mumbai
10. Media Representation Intl.
    New Delhi
11. More Group India P. Ltd.*
    Mumbai
12. Narsee Monjee Institute of Management Studies
    Mumbai
13. Neonite Corporation
    Lucknow
14. Paul Media Services
    New Delhi
15. Pro Video
    Mumbai
16. Sayani Video Promotions
    Mumbai
17. Selvel Publicity & Consultants (P) Ltd.
    Mumbai
18. Shunyata Productions P. Ltd.
    Mumbai
19. Telesis Management Services Ltd.
    Mumbai
20. The Tobacco Institute of India
    New Delhi
21. Unique Blocks
    Mumbai
22. Xavier Institute of Communications
    Mumbai

* *New Members*

Complaints that were UPHELD by the Consumer Complaints Council
From April 1999 to March 2000

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

Intra-Industry Complaints

Advertisements Modified Appropriately / Withdrawn

1. #	Cosmos Inc (Maman Hygiene Diapers) Ammirati Puris Lintas C-1792 Kimberly-Clark Lever Ltd.	Complaint (received in 2/99) against an Ad in Woman's Era (1/99) and Femina (1/99). As per complaint, the claims made in the Ad - "Freedom from heavy weight diapers", "The world's thinnest diapers", and "Freedom from nappy rashes", need substantiation. The advertiser should provide proof with authentic tests/trials reports from or verified by an independent recognised testing facility, to substantiate the claims made in the Ad. The complainant has provided copies of test reports on a leading brand of similar products.	April 1999 Chapter I.1. Claims, "Freedom from heavy weight diapers", "World's thinnest diapers", and "Freedom from nappy rashes", not substantiated. *Ad withdrawn.*
2.	Philips India Ltd (Philips FW750C CD System) Euro RSCG Advtg C-1794 Mr. Neeraj Arora	Complaint (received in 2/99) against an Ad in the Times of India, Mumbai (1/99). As per complaint, the Ad mentions that the "Aiwa NSX F9" is a 3 CD Changer, while in reality it is a 5 CD Changer. The comparative chart furnished by Philips also does not mention the 30 CDs free offer available with every Aiwa F9 model, while comparing prices (inclusive of their offer). There are quite a lot of features in the NSX F9 system which are far superior to the advertised Philips model and these have not been mentioned in the chart. This Ad is not true and is misleading.	April 1999 Chapters I.1 and I.4. Not true, Misleading. *Ad withdrawn.*
3.	Modi Xerox Limited (Buy 'N' Enjoy Offer) Ammirati Puris Lintas C-1797 Mr. U. K. Singhal	Complaint (received in 2/99) against an Ad in Amar Ujala, Moradabad, Bareilly edition (12/98). As per complaint, the Ad mentioned a special offer of "Free Holiday of 3 nights & 4 days free stay for a couple" on the purchase of Modi Xerox Fax or Printer on or before	April 1999 Chapters I.1 and I.4. Not true, Misleading. *Ad withdrawn.* *Advertiser making*

		31/12/98. The Ad also mentioned about the attractive prizes on all the Models. On seeing the Ad, the complainant purchased a Fax Model No.7214 from M/s. Sehgal Enterprises, Moradabad. On purchase of the same, he was provided with a Holidays offer wherein some conditions were mentioned which are as under:- 1. Thirty days prior notice to the Heritage India for reservation of Hotel. 2. There should be three alternatives for Cities, Hotels and dates according to preference and the Heritage India will decide the date, Hotel and City. 3. Breakfast and dinner have to be taken by the persons as per rates prescribed in the terms and conditions. The breakfast and dinner charges for three days are to be sent in advance. 4. In the Ad the holiday offer was valid upto 31/12/99 whereas in the offer this is valid upto 30/9/99. There was nothing in the Ad regarding the above conditions. Hence the Ad is false and misleading. The Company had also mentioned that attractive prizes on all the Models would be given, but no prizes have been given.	***good the offers as per the Ad which have been committed to purchasers.***
4.	Hindustan Lever Ltd (Vim Dishwash Bar & # Vim Ultra Dishwash Cleaning Powder) Ammirati Puris Lintas C-1798 Fena Ltd.	Complaint (received in 2/99) against a TVC on DD National Network/DD Metro (2/99), Promotion Display Material & Product Packaging. As per complaint, HLL has been making the following false and misleading claims: a. That their Vim Dishwash Bar & Vim Ultra Dishwash Cleaning Powder contain Nimbu/Lemon or ingredients thereof. b. That the Nimbu/Lemon or contents thereof are the main/key performing ingredients in their brand which deliver the product promise of cleaning utensils. The complainant had samples of Vim Dishwash Bar & Vim Ultra Dishwash	<u>April 1999</u> Chapters I.1 and I.4. Visual depiction of lemon juice (drops) and related claim of "lemon power" not true and misleading. ***TVC modified.***

		Cleaning Powder purchased in the local market and had these tested in an independent laboratory. The test reports stated that these samples do not contain any Nimbu/Lemon or ingredients thereof.. The products cannot be performing the product functions as claimed and promised.	
5. # 	Baron Electronics Pvt Ltd (Audio/TV Products) Advertising Avenues C-1799 Philip India Ltd	Complaint (received in 2/99) against an Ad in the Times of India (1/99). As per complaint, there are some glaring errors in factual representation in the said Ad which are intended to give the consumer a wholly inaccurate picture of Aiwa's performance in the market place against Philips. Aiwa's claims: 1. "Within just 60 days of its launch in India, Aiwa knocks off Philips from the No.1 position in the Mini, Midi Hi-Fi segment". 2. "Within just 60 days of its launch in India, Aiwa beat Philips in the colour TV segment". 3. "Philips has a distinct cost disadvantage due to their overheads. Aiwa TV-A219 - MRP Rs.13,500 Philips 240B - MRP Rs.17,990 Should the consumer pay for the inefficiencies of a company? You decide?" As per complaint, the facts are: 1. As per the November'98 edition of the ORG Retail Audit, Aiwa's market share is 0.9% as against 34% for Philips (in the overall Audio category). And in the Hi-Fi segment Aiwa's share is 14.1% as against 34.8% for Philips. Moreover, Aiwa does not have a single Midi-Model. 2. Aiwa does not even feature in the November'98 ORG Retail Audit in the colour TV segment. There is obviously no question of 'beating Philips' therefore. 3. The Aiwa basic TV and the Philips 240B are not comparable products. The Philips 240B is the leading brand in the 21" (53 cms) range. Philips has other products that are more than competitive with the basic model offered by Aiwa. The 240B	<u>April 1999</u> **Exparte.** Chapters I.1, I.4 and IV.1 (e). Claims not substantiated, Ad misleading, and denigrated a competitive product without justification. ***Ad, a one-time release, and will not be repeated.***

can only be compared to the high end 21" sets offered by other CTV manufacturers like BPL, Samsung, Sony and Videocon.

6.	Modi Xerox Ltd (Buy 'n' Enjoy Offer) Ammirati Puris Lintas C-1803 Mr. A.R Narayanan	Complaint (received in 3/99) against an Ad in Deccan Chronicle and The Hindu (2/99). The complainant was interested to buy the xerox machine depicted in the Ad, which mentioned price of Rs.9990/-. However, the company salesman showed him a smaller machine for the above mentioned price and told him the cost of the machine shown in the Ad was Rs.33000/-. The Ad is not true and is misleading.	April 1999 Chapters I.1 and I.4. Ad not true and misleading. *Ad campaign ended. Advertiser assured that, in future, extra caution will be exercised to minimise the possibility of similar misunderstandings.*
7.	Diafree Treatment Center (For Diabetes) C-1806 Mr. V.R. Sridharan	Complaint (received in 3/99) against an Ad in 'Tamilan Express' (3/99 issue). As per complaint, the advertiser claims that their Ayurvedic treatment gives patients permanent cure from Diabetes without any need for diet control. The Ad is luring and misleading gullible readers unless proof is provided about the permanent cure.	April 1999 Chapters I.1 and III.3. Claim, "permanant cure from Diabetes", not substantiated. Claim, "without any need for diet control", could lead to a dangerous practice. *Advertiser assured that, Ad stopped immediately, in view of Drug Controller's directive, and will not make any such claims till they get approval from a recognised Research Institute.*
8. #	ORT India (Coaching for IATA Exam) C-1815 IHCTM	Complaint (received in 3/99) against an Ad in the Times of India (Classifieds) (3/99). As per complaint, the advertiser claims that they have "100% Pass Results" in the IATA-UFTAA examinations. This claim is false and is made	April 1999 Chapter I.1. Claim, "100% Pass Results", not substantiated.

		to lure students to enrol for their Courses. As per the IATA/UFTAA Standard Course Exam Results provided to all authorised training centres by IATA Geneva, M/s. ORT students got an overall aggregate of 94.44% in both papers and not 100% as claimed in the Ad. In fact, not a single institute in India got 100% pass results in the IATA-UFTAA examinations held in November'98.	*Ad campaign ended.*
9.	Hyderabad Telecommunications ("Get Your Phone in 30 Days !!") C-1810 National Remote Sensing Agency	Complaint (received in 3/99) against an Ad in The Hindu, Hyderabad edition (3/99). The complainant had applied for a new telephone connection with the Department of Telecommunications, Hyderabad on 10th December'97. After a lot of persuasion and personal visit to the office of the Divisional Engineer (North), New lines, he got the work order released on 28th January'99. But till date (22/3/99) the telephone had not been installed in his house. Hence the claim of Hyderabad Telecommunications on one "getting your phone in 30 days", is false. This same Ad also appeared in the second week of December'98 in local newspapers.	April 1999 **Exparte.** Chapter I.1. Claim, "Get your Phone in 30 Days", not substantiated. ***Ad, a one-time insertion.***
10.	Vandana Luthra's Slimming & Beauty For Women & Men (Opening of 2 New VLCC Centres) F.S. Advertising C-1805 Personal Poriot care Ltd.	Complaint (received in 3/99) against an Ad in The Hindustan Times (3/99). As per complaint, in the Ad VLCC have referred to VLCC therapy as "internationally accepted German guaranteed weight loss therapy endorsed by American and Canadian medical standards". The Ad is misleading the consumer to believe some facts which are not fully supported, such as - 1. How is VLCC therapy internationally accepted when VLCC has no international operations? 2. Which 'German Therapy' is the Ad referring to which 'guarantees weight loss'? 3. Which are the medical standards in America and Canada who have endorsed the VLCC therapy. Besides, "standards"	May 1999 Chapter I.1. Claims, "Internationally accepted German guaranteed weight loss therapy endorsed by American and Canadian medical standards", "Nidhi shed 32 kgs and 42.9 cms while Rajeev lost 20 kgs and 33 cms. in three short months", and "Shilpa Shetty & Zeenat Aman will show you how" this was done, "VLCC has helped over 60,564 people lose weight in the right places", not

		cannot "endorse" anything? VLCC should also substantiate the following claims with proof and supporting documents: • "Nidhi shed 32 kgs and 42.9 cms while Rajeev lost 20 kgs and 33 cms, in three short months". • "Shilpa Shetty & Zeenat Aman will show you how Nidhi and Rajiv lost 52 kgs together scientifically". • "VLCC has helped over 60,564 people lose weight in the right places".	substantiated. *Ad withdrawn.*
11. #	L.G. Electronics India Pvt. Ltd (LG Healthwave Cooking system) Capital Advertising C-1804 Mudra Comms Ltd.	Complaint (received in 3/99) against an Ad in India Today (3/99 issue). As per complaint, the Ad claims to preserve food's nutrition in a LG Microwave Oven. The Ad claims refer to "Multiwave technology", which on a consumer enquiry was explained, "to have two vents instead of one for the emission of Microwaves". The emission of microwaves from two vents cannot scientifically preserve vital nutrients in the food. The Ad is misleading.	May 1999 Chapter I.1. Claims, "The world's only one-touch Indian Cooking system", "While preserving the maximum nutrition with another feature other microwaves don't have: Multiwave technology which creates multiple emissions that help ensure the entire dish is cooked evenly & fast", not substantiated. ***Ad modified.***
12. #	CavinKare Limited (Fairever Fairness Cream) Fountainhead Comm C-1818 Ammirati Puris Lintas	Complaint (received in 3/99) against a TVC (in Tamil) on Raj TV (3/99). As per complaint, the Ad makes a claim of, "Is this the best fairness cream? 5 lakh consumers say yes". The source and date of the consumer survey in which the 5 lakh consumers have testified it as the best fairness cream, has not been mentioned in the Ad. This claim misleads consumers about the advertised product by exaggeration and ambiguity. The fact that 5 lakh consumers say so, does not yet provide sufficient grounds to	May 1999 Chapters I.1 and I.4. Claim, "Is this the best fairness cream? 5 lakh consumers say - yes", not true. Claim, "You do not have to buy ordinary creams anymore", misleading by ambiguity.

		suggest that the product is the best fairness cream. The advertiser should provide substantiation and support for the above claim. The other claim objected to is, "You do not have to buy ordinary creams anymore". The advertiser is loosely referring to all other fairness creams, which should in all likelihood include the market leader 'Fair & Lovely', in a generally negative way. This is unfair.	**Decision on Review** August 1999 **Upheld decision stands** Chapters I.1 and I.4. Claim, "Is this the best fairness cream? 5 lakh consumers say yes", not substantiated by any valid authentic consumer survey. Was considered a subjective conclusion related to absolute product sales in units/volume. Claim, "You do not have to buy ordinary creams anymore", considered ambiguous and therefore misleading, in absence of any valid consumer survey on comparable efficacy or consumer preference over other products such as creams, catering to the skin care market. *TVC discontinued.*
13. #	Hindustan Lever Ltd (New Pepsodent Toothpaste)	Complaint (received in 4/99) against the promotion message on the Pack. As per complaint, the Pack of New Pepsodent Toothpaste makes a claim that, "Pepsodent is the greatest enemy of germs". The implication of this statement is that Pepsodent is the only or best toothpaste, which fights germs as compared to all other toothpastes available in the market. Such a claim is not only tall and exaggerated but also false and misleading the gullible consumers, and should be substantiated by the advertiser. The Pack also carries the claim, "continues fighting germs even hours after brushing", which needs to be substantiated.	May 1999 Chapters I.1 and I.4. In the absence of authentic reports of comparative tests/trials, claim, "Pepsodent is the greatest enemy of germs", not substantiated and misleading by exaggeration. **Decision on Review** July 1999 **Upheld decision stands** Chapter I.1. Claim not substantiated

C-1822

Rediffusion-DY&R Brand Comms.

			adequately. **Decision on Review** - I September 1999 **Upheld decision stands** Chapter I.1. Claim, "Pepsodent is the greatest enemy of germs", not adequately substantiated. *Promotion message on the Pack modified.*
14.	Indage (India) Ltd (Riviera Wine Virtues) C-1831	Complaint (received in 5/99) against the Hoarding at Indage House, Worli, Mumbai. As per complaint, the Hoarding reads as under: "10 years of Danish Research shows that compared to regular wine drinkers, people who don't drink – Double their risk of mortality." Ref. Danish Study about alcohol consumption - British Medical Journal 1995. An earlier Hoarding by the same company at the same site had mentioned that regular wine consumption reduces the risk by 50% .... The current Hoarding appears to be a twisting of language so as to wrongly promote the virtues of alcohol in this country blessed with tropical climate. Mr. Dharmendra R. Nagda	July 1999 Chapter III.4. Breach of the Law. ***Advertiser assured that concerned Hoarding has been blanked out.***
15.	Ravishing Bodies ("Welcome to a Whole New World of Health & Beauty") Khan And Sons C-1849	Complaint (received in 5/99) against an Ad in the Deccan Chronicle (5/99). The complainant objects to the publishing of the photograph of two slim nude ladies in a very compromising position. Mr. M. Bhakthavatsalam	July 1999 Chapter II. Likely to cause grave offence. ***Ad discontinued.***
16. #	CavinKare Limited (Fairever Fairness Cream) Fountainhead Comm	Complaint (received in 6/99) against the promotion message on Leaflet inside the Pack. As per complaint, the leaflet mentions that, "the beauty secret of queens, Saffron has been known for generations as a wonder flower that	July 1999 Chapter I.1. Claim, "In Fairever, Saffron plays a vital role in controlling the

		enhances fairness. In Fairever, Saffron plays a vital role in controlling the formation of melanin, a skin darkening agent formed on exposure of sunlight". As per earlier ASCI ruling such a complaint was Upheld and the advertiser was requested to modify their commercial. However this promotion message still continues to appear in the leaflet. The claim is objectionable and it has strong potential to mislead the consumer.	formation of melanin, a skin darkening agent formed on exposure to sunlight", not substantiated. *Ad. Agency assured that the Leaflet was being modified appropriately.*
17.	Larsen & Toubro Ltd (Sharp Fax Machines) # Contract Advertising C-1853	Complaint (received in 6/99) against an Ad in the Times of India, Mumbai (6/99). As per complaint, the claim of Sharp being the "No.1 Fax in the U.S.", is quite incorrect. As per the Dataquest (Gartner group) USA report for the year 1998, it is quite clear that the market leader for fax in the USA market is Brother and not Sharp. The claim, "Proven as the No.1 fax choice in the U.S. for 11 years, Sharp leads the world's fax market", also needs to be substantiated. The Ad is misleading and has caused lot of face loss amongst the business associates and customers of a competitor. Brother Intl. Singapore Pte Ltd.	July 1999 Chapter I.4. Claims, "No.1 Fax in the U.S.", and "Sharp leads the world's fax market", misleading. Market data of earlier years (1987-1997) cited in support of the current market situation (1999) which has changed. *Ad modified.*
18.	Bajaj Auto Ltd (Bajaj Classic SL Scooters) Ammirati Puris Lintas C-1843	Complaint (received in 5/99) against a TVC on DD (4/99). As per complaint, the TVC shows three 2-wheelers being ridden side by side and the pillion riders on either side playing chess on the chessboard kept on the centre scooter. In one of the shots, one scooter is shown going on the wrong side of the divider and pillion riders still playing chess. They also show the three scooters going over a log of wood, in perfect synchronisation. All these shots show the riders breaking the traffic rules and are not in the interest of road safety. Morever, since the Ad is running without a disclaimer, it might induce the general public to try out activities which might prove to be fatal. Mr. Manish Patel	July 1999 **Exparte.** Chapter III.3. Ad showed a dangerous practice. Some acts portrayed were considered as likely to be in violation of the Law (Traffic Regulations). **Decision on Review** August 1999 **Upheld decision stands** Chapter III.3. Ad, without justification encourages negligence and a dangerous practice,

			which could induce vulnerable inexperienced riders to ignore traffic regulation. *TVC modified.*
19. #	Voltas Limited (Voltas - Air Conditioning Technology) FCB-Ulka Advertising C-1796 Bates Clarion	Complaint (received in 2/99) against an Ad in The Hindustan Times, New Delhi and The Economic Times, New Delhi (2/99). As per complaint, the baseline of the Ad proclaims: Voltas to be "India's largest air conditioning company". This claim needs to be substantiated, as it has no basis in actual fact, since it is widely acknowledged that it is Carrier Aircon Ltd that is India's number one air conditioning company.	April 1999 **Not Upheld** Claim, "India's largest air conditioning company", not considered false. **Decision on Review** (Requested by the Complainant) July 1999 **Upheld** Chapter I.1. Claim not adequately substantiated. The break up of Air Conditioning and Refrigeration business volume not provided. ***Ad campaign ended.***
20. #	J.K. Industries Ltd (JK Tyre - India's No.1 Radial) Interact Vision Advtg & Mktg C-1846 MRF Ltd.	Complaint (received in 5/99) against a TVC (Star News [5/99]), Press Ads (Business World magazine [3/99], and The Hindu [5/99]). As per complaint, the TVC shows - (a) The JKI promo billboard with VO "JK Tyres - India's No.1 radial". (b) Cricketer Ravi Shastri with the super "Largest manufacturer of radial tyres 1995-96, 1996-97. As per ATMA release" against an artwork with the slogan "India's No.1 radial". Ad published in 'Business World' - • The objection is to the title "India's No.1 Radial", and "No.1 in Car Radials - 33% market share in India". Market share	July 1999 Chapter I.1. Claims, "Largest manufacturer of radial tyres 1995-96, 1996-97", "India's No.1 Radial", and "No.1 in Car Radials - 33% market share in India", not substantiated. ***Press Ad / TVC modified.***

should be based on actual production figures, not on estimates. JKI has probably taken estimates into account.

Ad published in The Hindu -

- It has the slogan at the end "JK Tyre - India's No.1 Radial", which is an incorrect statement.

These Ads have been designed to mislead the public by giving viewers/readers the impression that JKI is the market leader in the car radial tyre segment.

21. # Hindustan Lever Ltd (New Pepsodent 2in1 Toothpaste)

C-1850

Colgate Palmolive (I) Ltd.

Complaint (received in 6/99) against the promotion message on the Pack. As per complaint, the Pack of New Pepsodent 2in1 toothpaste makes a claim that, "Get really strong teeth and clean fresh breath - a double benefit which no other toothpaste or gel offers". This claim is factually false and misleading.

There are several other toothpastes in the market, including Colgate Total, Colgate Double Protection etc, which offer this double benefit of strong teeth and fresh breath.

July 1999
Chapter I.1.
Claim, "a double benefit which no other toothpaste or gel offers", not substantiated.

Message on the Pack modified.

22. Positive Health Clinic (No Wigs. No Weaving)

S & A Communications

C-1856

Dr. P.S. Karupaswamy
President Indian Medical Association

Complaint (received in 6/99) against an Ad in the Times of India, Bangalore (5/99). As per complaint, the complainant (a Dermatologist) dealing with diseases of the skin, hair and nails, finds the claim dubious, "No Wigs. No Weaving. No Implants. Just your own hair regrown naturally". The Ad is misleading.

July 1999
Chapter I.1.
Claim, "Just your own hair regrown naturally", not substantiated.
No authentic tests/trials reports provided by the advertiser in support of the claim, nor any medical/clinical rationale of proven efficacy of the treatment submitted.

Ad modified.

23.	Anil Ayurpharma (India) Ltd (Roop Herbal Hair Oil) Conquerors Advertising C-1858 Dr. Ashwin on. Thakur veterinary college Gujrat Agril University	Complaint (received in 6/99) against an Ad in Mid-Day (6/99). As per complaint, the Ad claim, "100% Effective on Hair Fall, says Medical Research Report", is misleading. A copy of the said report was obtained by the complainant, who after going through the report found that the claim made by the advertiser is not correct and is misleading.	July 1999 Chapter I.1. Claim, "100% Effective on Hair Fall", not substantiated. *Ad modified.*
24.	Whirlpool of India Ltd (Whirlpool Quick-Chill Frost-Free Refrigerator) FCB-Ulka Advertising X C-1814 Mr. N. G. Wagle	Complaint (received in 3/99) against an Ad - Leaflet. As per complaint, the claim made in the Ad - Leaflet is that, "Harmful gases used in the manufacture of normal refrigerators have been replaced by environment friendly ones,...." The gas used in the refrigerator model is R134a - a hydrochlorofluorocarbon (HCFC) which causes global warming thus making it environment unfriendly. Whereas CFCs result in ozone damage, HCFC leads to global warming. So, it is incorrect to describe it as containing an environment friendly refrigerant. **(Additional complaint received on the same Ad - Leaflet - 1)**	July 1999 Chapters I.1 and I.4. Claim, "Harmful gases used in the manufacture of normal refrigerators have been replaced by 'environment friendly ones', conforming to International Standards (The Montreal Protocol imposes a ban on CFCs starting in the year 2002", not substantiated, since the Gas R134a is known to contribute towards global warming, and is therefore 'not environment friendly'. The Ad is misleading since no assurance provided by the advertiser, that use of this gas would be permitted for a period covering the expected life of a Refrigerator purchased today. **Decision On Review** January 2000 **Upheld decision stands** Chapters I.1 and I.4. Claim, "Harmful gases used in the manufacture of normal refrigerators have been replaced by environment friendly

			ones", not adequately substantiated. Claim misleading. *Ad-Leaflet discontinued.*
25.	Hindustan Lever Ltd (Kwality Walls Feast Ice Cream) Ammirati Puris Lintas C-1855 centre for Advocacy & Research	Complaint (received in 6/99) against a TVC on Zee TV (6/99). As per complaint, the Ad shows a girl who is seemingly, inspecting the crotches of men lined up in front of her and visibly expresses her distaste. Later, she picks on the one she likes and then the message 'Mate Your Stick' comes on the screen. Just before this message, it is shown that these men were actually holding ice cream sticks. The 2nd Ad, in which a young boy holds his ice cream stick in an 'up-yours' position after imitating the eunuchs in a derisive manner in order to shoo of a couple of them asking him for money, is highly derogatory and disrespectful to the community. The 3rd Ad shows three girls staring at a bunch of boys viciously and teasingly use the same jargons practised by young boys for eve teasing, to embarrass them. Then, they hold their ice cream sticks in 'up-yours' position and "the Big-F" appears on the screen. The complainant's objection and stand on this issue is supported by women consumers across age, income, class and occupation groups collectively. They have unanimously resented the Ad. **(Additional complaints received on the same Ad - 3)**	August 1999 Chapter II. Visuals portrayed gestures and the voice over on occasion conveyed messages, which were considered indecent, vulgar and repulsive. The impact considered offensive to the prevailing standards of decency and propriety, moreso in the context of the product advertised and the vulnerable section of young consumers portrayed in the 3 TVCs. *'Mate Your Stick' – TVC withdrawn.* *2nd and 3rd TVCs withdrawn.*
26.	Godfrey Phillips (I) Ltd (Four Square Kings) Ogilvy & Mather C-1860 Mr. Y. K. Sapru Cancer Patients Aid Association	Complaint (received in 7/99) against an Ad in Mid-Day (6/99). As per complaint, although the rule requiring the publication of "Statutory Warning" is followed in letter, it has certainly not been followed in spirit. By printing it in	August 1999 Chapter III.4. Observance of Statutory Warning not in conformity with the

		blue on blue and that too in a very small font size in comparison to the size of the Ad, the advertiser is hoodwinking the general public.	stipulated regulations. ***Advertiser assured that this violation will not be repeated.***
27. # C-1861 Mudra comms.	LG Electronics India Pvt Ltd (LG Health Air System Air Conditioners) Ammirati Puris Lintas	Complaint (received in 7/99) against a press Ad. As per complaint, the Ad claims LG to be the "world's only air conditioner" with three filters. The support for the claim "world's only" in the Ad is completely missing. The Ad claims to have three filters - Anti-bacteria, Deodoriser, and Anti-fungus electrostatic. Having three filters is an old industry standard, which the brand – Samsung has already improved upon in terms of giving Health Plus to the consumers all over the world. This involves an anti-fungal and anti-bacteria green coating to not only these three Bio filters (anti-bacteria, deodoriser, and anti-fungus electrostatic filters) but to all other components in their ACs (Samsung) with which the air comes in contact (while drawing in hot air and expelhing cold air). The claim is misleading the consumer to believe that only LG has these three filters.	<u>August 1999</u> Chapter I.1. Claims, "World's only Health Air System Air Conditioners", and "LG Health Air System is the world's only air conditioner that keeps you cool as well as safeguards your health", not substantiated with any valid authentic survey report on comparative status of various features in the Ad. ***Ad modified.***
28. # C-1862 IHCTM	Metropolitan Institute of Hotel Management & Catering Technology (Star Careers for the New Millennium)	Complaint (received in 7/99) against an Ad in Indian Express (6/99). As per complaint, the first line of the Ad claims, "First time in Mumbai". This claim is false as the Courses mentioned in the Ad are held by other Institutes since several years. The last line of the Ad claims, "Affiliated with Paris American Academy". This claim is misleading, as, firstly there may not be any Paris American Academy in Paris, France, and if so whether they do offer any affiliations for Hotel Management Courses as mentioned in the Ad.	<u>August 1999</u> Chapter I.1. Claims, "First time in Mumbai", "Industry Recognised Courses", "Placement Assistance in Hotels & Airlines", and "Internship at 3 & 5 Star Hotels all over India", not substantiated. ***Ad modified.***

29. #	Metropolitan Education Center (Enter the Glamorous World of Fashion, Airlines, Interior Designing, Hospitality) C-1863 IHCTM	Complaint (received in 7/99) against the Promotional Brochure. As per complaint, under the heading - Classic Airhostess Training Academy, the Institute claims in small print that it is a "D.G.C.A. course". This is false as D.G.C.A. does not conduct any Airhostess Courses. They further claim that they offer "Diploma Course (IATA-UFTAA)", which again is false as M/s. Classic or M/s. MEC is not authorised by IATA Geneva to offer IATA-UFTAA courses. Under the heading – Metropolitan Institute of Hotel Management & Catering Technology, the Institute claims that they have been "recognised by the Hotel Industry in India" which is false and ambiguous as there is no documentary evidence available that the course is recognised by National Hotels Association such as FHRAI or WHRAI. Under the heading - Self-Development Courses, the Institute claims that the "syllabus for Self-Development courses are the same as of American Universities (M.B.A. Programme)". The Institute is unable to substantiate the fact that the syllabus is similar to which American University or Universities. They also claim that all the above "courses are recognised by Indian Merchant Chamber, Mumbai". Indian Merchant's Chamber does not recognise any Self-Development Courses.	August 1999 Chapter I.1. Claims, "recognised by the Hotel Industry in India", "students find no problem in getting internship at 3 & 5 Grade Hotels", "syllabus for Self-Development courses are the same as of American Universities (M.B.A. Programme)", and "the above courses in Self-Development are recognised by Indian Merchants' Chamber, Mumbai", not substantiated. *Promotional Brochure modified.*
30. #	Sukh Sagor Institute (Computer Courses for Graduates and Under Graduates) C-1864 IHCTM	Complaint (received in 7/99) against an Ad in The Daily (6/99). As per complaint, Sukh Sagor Institute is offering a course in computers ADCSSAA which is "recognised by the Govt", but the other courses (i.e. from Newport University U.S.A) are not. The caption on the top of the Ad "SSI (Govt. Recogd.)" is giving a wrong impression of SSI (which stands for Sukh Sagor Institute) being recognised by Govt. for all the courses mentioned in the Ad. This claim is highly misleading.	August 1999 Chapter I.1. Claims, "Computers ADCSSAA (Recogd. by Govt.)", "M.S. Computers (Newport U - U.S.A.)", "Management M.B.A. (Newport U - U.S.A.)", and "B.S. Computers (Newport U - U.S.A.)", not substantiated. No proof of recognition or certificate of affiliation provided by Advertiser. *Advertiser assured appropriate modification of the Ad.*

31.	Overnite Express Limited (Rs.50/- - Delivery Overnight) C-1873 Lieutenant Commander Prem Nair	Complaint (received in 7/99) against an Ad in The Hindu, Visakhapatnam edition (6/99). As per complaint, the Ad states, "For only Rs.50/- you can make us run around the Country overnight". On seeing the Ad, the complainant rang up the said office and asked for couriering a letter to Alleppey in Kerala. The Manager initially informed him that the "letter would be delivered in three days". When reminded of the Ad, he further told him that "there was no service to Alleppey". The Ad is misleading and tends to send people on a wild goose chase.	August 1999 Chapter I.1. Claims, "overnight" and "anywhere in the country", not substantiated. *Ad withdrawn.*
32.	Sandip Academy of Engineering (Admissions) C-1865 Mr. Kiranndeep Dhillon	Complaint (received in 7/99) against an Ad in the Education Times (6/99). As per complaint, Sandip Academy of Engineering is a coaching class and not a regular Engineering Academy/Degree college, as made to appear in the Ad.. The courses may be recognised by the Govt, and not the Academy as an entity. By putting names of companies such as ONGC, BMC, etc, they imply that such jobs are provided by the Academy. Hence they are trying to lure gullible students by such claims. The Ad is misleading. **(Additional complaint received on a similar Ad - 1)**	August 1999 Chapter I.1. Claim, "Job Guarantee", not substantiated. *Ad modified.*
33. # Ammirati Puris Lintas	Hindustan Lever Ltd (Fair & Lovely Cream) C-1867 Fountainhead Comms P. Ltd.	Complaint (received in 7/99) against a TVC on Sun TV (7/99). As per complaint, the Ad is denigrating other brands and by implication the brand "Fairever", by stating that "only Fair & Lovely provides true fairness/glow (Asli Nikhar)". The Ad is trying to mislead the consumers by creating a non-existent concept of real fairness and thereby suggesting that other fairness creams provide false fairness.	August 1999 Chapter I.1. Claim, "only Fair & Lovely provides true fairness/glow (Asli Nikhar)", not substantiated by any valid authentic survey/report on comparative effectiveness of "Fair & Lovely" with other

			recognised brands available in the market place. Claim words, "only" and "true fairness"/ "real glow" (Asli Nikhar), and mention of other creams, fairness vitamins, not substantiated. September 1999 **Decision on Review** **Upheld decision stands** Chapter I.1. Comparative effectiveness claim, "only Fair & Lovely provides true fairness/glow (Asli Nikhar)", not substantiated. *TVC modified.*
34.	Bulls Eye (MBA - GRE) C-1876 Mr. Dinesh Kumar	Complaint (received in 7/99) against an Ad in The Tribune (6/99). As per complaint, the Ad states that, "3 out of 4 IIM Entrants from Chandigarh are from Bulls Eye", which is false and misleading, as the figures are impossible to calculate. The claim, "More than 100 Calls from Top 15 B-Schools", needs to be substantiated by the advertiser.	September 1999 **Exparte.** Chapter I.1. Claims, "3 out of 4 IIM Entrants from Chandigarh are from Bulls Eye", and "More than 100 Calls from Top 15 B-Schools", not substantiated. *Ad discontinued.*
35.	Baron Electronics Pvt Ltd (Aiwa Headphone Stereo) Advertising Avenues C-1881 Mr. Dhanan B Kallkati	Complaint (received in 8/99) against an Ad in the Times of India (3/99). As per complaint, an Aiwa Headphone Stereo Model No.HS-TA 193 was purchased. On getting the delivery, it was found that the Stereo had "18 Hr long play battery life" (as mentioned on the cover box of Aiwa HS-TA 193), instead of the "24 Hr long	September 1999 Chapter I.1. Specifications of the 3 models as cited in the Ad, do not match the actual specifications of the same models offered

		play" (as mentioned in the Ad), and it had no auto reverse facility (though claimed in the Ad). Further the other two Models advertised i.e., HS-GS 192 and HS-PS 162 also do not possess certain facilities that have been claimed in the Ad. This is misleading.	on sale at the Dealer's outlet (under reference). Claim false. *Ad modified.*
36. # C-1869 LG Electronics India P. Ltd.	Samsung India Electronics Ltd (Samsung Washing Machine) Mudra Communications	Complaint (received in 7/99) against an Ad in The Hindustan Times, Delhi (7/99). As per complaint, the comparison table shown in the Ad has LG WF 621 as the comparable model, although it was discontinued earlier. This was brought to the notice of Samsung after this Ad first appeared in the 23rd June newspaper. The comparable LG model is WF T6011. The soak option and lint filter is a standard feature and exists in all LG models including that in WF 621 as well as the comparable model WF T6011. Hence Samsung's contention is wrong and false. LG's efficiency of lint filter is similar to or identical with magic filter of Samsung and hence the contention that LG's concerned model does not have this feature is false. The claims, "Samsung introduces, India's 1st washing machine with the big Boomerang Pulsator", and "For the strongest washing action to dislodge the toughest dirt", need to be substantiated.	September 1999 Chapters IV.1 b, c & d. Ad conferred an artificial advantage upon the advertiser, the comparisons were not fair, the claims were not capable of substantiation, and the Ad could mislead consumers. *Ad withdrawn.*
37. # C-1870 LG. Electronic India P. Ltd.	Samsung India Electronics Ltd (Samsung Microwave) Mudra Communications	Complaint (received in 7/99) against an Ad in the Sunday Times of India, New Delhi (7/99). As per complaint, the LG Model No.MS-5835 mentioned in the Ad does not exist at all in LG range of Microwave ovens. This is a clear case of misrepresentation of facts. Claim, "The Nutrition Advantage – Ceramic Enamel, unlike stainless steel, produces less oxidation, which helps to retain essential vitamins like C&F, while cooking" :- One fails to understand how oxidation or non-oxidation of stainless steel or Ceramic Enamel can help retain essential vitamins like C&F in food.	September 1999 Chapter I.1. LG Model No.MS-5835 quoted in the Ad – false. Claims, "Samsung is the fastest selling", "World's No.1 Microwave", and "Today No.1 manufacturer in the world", not substantiated.

		The effect on nutrition in the food is possible only if the food is oxidised or burnt. Claim, "Ceramic Enamel Coated Cavity retains 2.5 times more heat" and "allows faster cooking":- 2.5 times more heat retention, is absolutely baseless without any substantiation. Ceramic Enamel ensures "faster cooking" - Power output claim as higher (900W), to a layman might appear as better, but it is not so technically. Their oven is 26L in capacity using 900W of power to cook food only for 26L capacity. Comparing ovens of different capacity on magnetron output is misleading. Scratch Challenge - Claim of Samsung Microwave being "rust-free & hygienic", is equally applicable for stainless steel, which is a known fact. Claim, "Samsung is the largest maker of Magnetron", has no clarification, whether as OEM or under the Samsung brand and is not substantiated. Claims, "Samsung is the fastest selling", "World's No.1 Microwave", and "Today No.1 manufacturer in the world", are not substantiated. Samsung is trying to confuse the customer into believing that because they are the largest manufacturers of magnetron (an unsubstantiated claim) they are the world's No.1 microwave ovens.	*Ad withdrawn.*	
38.	Baron Electronics Pvt Ltd (Ultra Mini Hi-Fi CD System - Offer) Advertising Avenues C-1875	Complaint (received in 7/99) against a press Ad. As per complaint, the price of 'LCX-350 Ultra Mini Hi-Fi CD System' mentioned is grossly different from the actual buying price. The Ad mentions in big block letters - "Only Rs.5,990/-". But the additional cost as mentioned in small print, at the bottom of the Ad is, "in exchange for your old 2-in-1 stereo in working condition. Local levies + freight	<u>September 1999</u> Chapter I.4. Conditions of "in exchange", "local levies + freight extra", not linked perceptibly and unreadable, in relation to the basic reduced price stated	

Mr. L. Ashok Kumar

		Rs.1,600/- (max) extra", which is hardly visible. The Ad is cheating the consumers.	boldly in the Ad. ***Ad, a one-time insertion.***
39. #	National Panasonic India P. Ltd (National Washing Machines) Shakun Advertisement C-1866	Complaint (received in 7/99) against an Ad in Dainik Navjyoti, Jaipur (7/99). As per complaint, National claims that its Fully Automatic Washing Machine – Niagara with Double Cascade, has "50% more cleaning power", and its Semi Automatic Washing Machine – Soak Matic, "gives upto 20% more cleaning". There is no explanation of these claims in the Ad. As for the statement in very fine print, "* As compared to previous National models", - the asterisk mark "*" is not indicated in the Ad against any specific claim. This could be misleading by its ambiguity.	October 1999 Chapter I.4. Comparative claims, "50% more cleaning power", and "upto 20% more cleaning", misleading by ambiguity. ***Ad withdrawn.***
	LG. Electronis India P. Ltd.		
40.	Arvind Fashions Ltd (Lee Girls Jeans) Trikaya Grey Advtg C-1890	Complaint (received in 9/99 – signed by 17 Signatories) against an Ad in Femina (9/99). As per complaint, the Ad pictures a girl on a cross, which is a depiction of Jesus Christ on the cross, with the caption "Let the worship begin". The Christian Community, being peace loving and non-interfering, can only condemn such acts of violation of their religious sentiments by protesting against it, to forums such as ASCI. **(Additional complaints received on the same Ad - 3)**	October 1999 Chapter II. Ad likely to cause grave or widespread offence. ***Ad withdrawn.***
41.	Dharampal Satyapal (Tulsi Mix Gutkha) Ogilvy & Mather C-1897	Complaint (received in 9/99) against an Ad in Mumbai Samachar (9/99). As per complaint, the Ad headline in Gujarathi, (as translated in English), states that, "Your joy with this Gutkha is now safe since they have got ISO 9002". "Tobacco chewing is harmful for health", is also stated. ISO 9002 has nothing to do with the safety or	October 1999 Chapter I.4. Association of ISO 9002 certification with the brand, safety and quality of the product, misleading, by its ambiguity.
	Mr. Yashwant A. Thaveri		

		quality of the product. It only indicates that the firm holding ISO 9002 certification has an acceptably high standard/system of production, marketing etc.	*Ad Agency assured that Ad has been modified.*
42. #	Canon India Pvt Ltd (Canon Fax Machines) Rediffusion DY&R Ltd C-1893 Brother Int'l. Singapore Pte. Ltd.	Complaint (received in 9/99) against an Ad in the Times of India (9/99). As per complaint, the claim made in the Ad that, "Canon – Asia's No.1 Fax Company", is wrong as there is no individual survey conducted for Asia. Secondly, the main leaders in the local fax market in the Asian region are Brother, Sharp and Panasonic. The Ad is misleading as it has wrongly represented the facts.	October 1999 Chapter I.1. Claim, "Canon – Asia's No.1 Fax Company", not substantiated with authentic valid survey reports. *Advertiser assured that claim being modified appropriately.*
43.	Pudukkottai Para Medical College (Course : Bachelor of Physiotherapy) C-1891 Dr. Unnikrishnan President, IMA Cherthala, SNMM Hospital	Complaint (received in 8/99) against an Ad in The Hindu, Kerala edition (8/99). As per complaint, the advertiser, Pudukkottai Para Medical College, has invited applications for BPT (Bachelor of Physiotherapy) and has claimed that it is a "Doctor's Course". Physiotherapy is a paramedical course and Physiotherapists are not doctors, but are technicians who have special training in exercise therapy and are part of a team of supportive staff in a rehabilitation team, usually under a doctor. The Ad attempts to mislead the public.	October 1999 Chapter I.1. Claim, "Doctor's Course," false. *Ad, a one-time insertion.*
44. #	CavinKare Ltd (Fairever Fairness Cream) Fountainhead Communications C-1883 Ammirati Puris Lintas	Complaint (received in 8/99) against an Ad in Bombay Times (7/99). As per complaint, the claim, "the question is are you going to get fairer by applying more or by using an effective fairness cream? Applying just a little Fairever everyday can make you fairer in a matter of weeks", implies that Fairever is more effective than the brands which are offering 'extra cream' i.e. Fair & Lovely. (implied).	November 1999 Chapters I.1 and I.4. Claims not substantiated with authentic tests/trials/ survey reports and could be misleading by ambiguity.

		The claim, "Fairever gives you the enduring goodness and milk", needs to be substantiated. The claim, "As over a million customers of saffron have discovered by now", is incorrect and misleading by ambiguity.	*2nd claim modified. Ad campaign temporarily withdrawn.*
45. #	CavinKare Ltd (Fairever Fairness Cream) Fountainhead Communications C-1884	Complaint (received in 8/99) against an Ad in Femina (7/99). As per complaint, the headline of the Ad claims, "How does saffron help make you fairer?" The copy in the Ad claims:- • "Saffron controls the excess formation of melanin which causes skin to grow darker". • "Triple sunscreen prevents you from growing darker again". • "Offers protection from the sun's harmful UV rays". These claims need to be substantiated by the advertiser.	November 1999 Chapter I.1. Claim,"Saffron controls the excess formation of melanin which causes skin to grow darker", not substantiated. *Ad discontinued.*
	Ammirati Puris Lintas		
46. #	Colgate Palmolive (I) Ltd (Colgate Total Toothpaste) Rediffusion DY&R C-1892	Complaint (received in 9/99) against a TVC on Sony TV (9/99). As per complaint, the commercial states, Colgate Total is a "Sampoorn toothpaste jo de suraksha har ghadi, har pal". This claim is objectionable as it has strong potential to mislead consumers, because it clearly implies that usage of Colgate Total provides complete protection through the day, in fact 24 hours.	November 1999 Chapter I.4. Claim misleading by its ambiguity. *TVC modified.*
	Ammirati Puris Lintas		
47. #	Sony India Ltd (ISO 14001) Enterprise Nexus C-1900	Complaint (received in 10/99) against an Ad in TV Veopar (8/99). As per complaint, the claim, "Sony India, the first to win the ISO 14001 for environment protection", is misleading and factually incorrect. Philips India Ltd were the first in the country, in the Consumer Electronics Industry to have received this certification in December 1997.	November 1999 Chapter I.1. Claim factually incorrect. *Ad withdrawn.*
	Philips India Ltd		

48.	Hindustan Lever Ltd (Vim Bar) Ammirati Puris Lintas C-1901 Mr. K. Suresh	Complaint (received in 10/99) against a TVC on Sun TV (9/99). As per complaint, the Ad shows a lady using Vim bar and after being satisfied with the product says that, "she will give Vim bar as "Seedanam" (meaning – "Dowry" in Tamil), when she gets her daughter married."	November 1999 Chapter III.4. Statement, "In my daughter's wedding I'll send Vim Bar in her dowry", appears to be endorsing a practice, which is prohibited by Law. *TVC modified.*
49.	HMT Ltd (HMT Watches) # Mass Mktg & Advtg. Services C-1903 Blow Plast Ltd.	Complaint (received in 10/99) against an Ad in the Corporate Dossier – The Economic Times (10/99). As per complaint, the Ad describes a class of products under a sweeping heading, as 'Over Priced'. The picture below it prominently shows a briefcase which is the exact photograph of a very popular and fast moving model of 'Odyssey BT Briefcase'. Anyone seeing this Ad will in all probability be misled into believing that VIP briefcases are over priced. The Ad denigrates other products and thereby misleads the consumers.	November 1999 Chapters IV.1 c & e. Comparisons not factual or capable of substantiation, and unfairly denigrated other products without justification. *Ad withdrawn.*
50.	HMT Ltd (HMT Watches) # Mass Mktg. & Advtg. Services C-1904 Milton Plastics Ltd.	Complaint (received in 10/99) against an Ad in the Corporate Dossier – The Economic Times (10/99). As per complaint, the Ad has made an unfair comparison of HMT Watches with three other products – Casseroles, Walkmans, Briefcases, and claims that these products are 'Over Priced', whereas HMT Watches are 'Priceless'.	November 1999 Chapters IV.1 c & e. Comparisons not factual or capable of substantiation, and unfairly denigrated other products without justification. *Ad withdrawn.*
51.	L.G. Electronics India P. Ltd # (LG Health Air System Air Conditioners) C-1905 Madras Comms. Ltd.	Complaint (received in 10/99) against an Ad in Gujarat Samachar (10/99). As per complaint, the Ad claims, LG to be "the World's only Air Conditioner that bans pollution", without any support to the claim. This is misleading the	November 1999 Chapter I.1. Claim not true. *Ad withdrawn.*

consumers to believe that only LG Air Conditioners prevent pollution.

52. Trade-Wings Institute of Management
(Two-in-one-offer)

C-1909

IHCTM

Complaint (received in 11/99) against an Ad in the Education Times (11/99). As per complaint, the main caption – "Two-in-one offer from the world leader!" needs to be substantiated.

November 1999
Chapter I.1.
Claim, "from the world leader", not factual and not substantiated.

Ad withdrawn.

53. Hindustan Lever Ltd (Clinic Plus Hair Oil)
#
Ammirati Puris Lintas

C-1907

Marico Inds. Ltd

Complaint (received in 11/99) against a TVC on DD Network, Sony TV, and Zee TV (10/99). As per complaint, the Ad portrays a user of pure coconut oil, represented by a blue oil bottle, being ridiculed by her peers as being old fashioned, in a highly derogatory manner by addressing her as "Chikni Chupudi Chachi".
This is insinuating that the trust placed by millions on the nourishing benefits of pure coconut oil, is misplaced.
Ridiculing a minor girl for having used pure coconut oil, by her peers, would make vulnerable minors exposed to that Ad, feel embarassed.

According to the advertiser, pure coconut oils get absorbed by paper. In fact the lab tests indicate that Clinic Plus, which contains approximately 40% paraffin oil, gets absorbed on paper even more than pure coconut oils.

November 1999
Chapters IV.1(d&e) and II.
Likelihood of the consumer being misled as a result of the unfair comparison of the products as depicted.
Ridicules vulnerable minors, and likely to cause widespread offence.

Decision On Review
January 2000
Upheld decision stands
Chapters IV.1(d&e) and II.
Ridicules an age old practice, without justification.
Expression, "Chikni Chupudi Chachi", likely to cause widespread offence to vulnerable minors and their families.

TVC withdrawn.

54. #	Ramuka Apparels (Hawk Jeans) C-1911 Ambience Advtg. P. Ltd.	Complaint (received in 11/99) against a TVC on MTV (10/99). As per complaint, the "Hawk Jeans" commercial is a clear case of plagiarism and an attempt to destroy the consumer equity of the brand – "Parx Jeanswear", which is being telecast on various TV channels since 1/7/99. The key visual property of "Parx Jeanswear" is a 'gymnast wearing jeans and exercising on Roman rings'. The visual property has been usurped by "Hawk Jeans", which shows a 'gymnast on the Roman rings'.	December 1999 Chapter IV.3. TVC similar to the competitor's TVC, as to be likely to mislead or confuse the consumer. *TVC discontinued.*
55.	National Institute of Fire Engineering (Career Problems) Sanjeet Advtg. P. Ltd C-1902 Mr. Prashant Vaman Yadav	Complaint (received in 10/99) against an Ad in the Education Times (1/99). As per complaint, the Ad mentions, "our placement cell ensures you a job of Good Salary, Respectable Status & Secure Future in prestigious organizations in sectors such as Refineries, Airports, Ports, Mfg. Industry, Constr. Industry, Fire Engg. Units etc around the world". But in reality there are no good salary jobs in the fire field. More than 300 students pass out per year and those who get jobs are not more than 25. The Ad is not true.	December 1999 Chapters I.1 and I.4. Claim, "the assistance of our placement cell ensures you a job of Good Salary, etc", not substantiated. Claims, "we promise you'll forget you ever had a career problem!", and "Heavy Demand & the Poor Supply of Fire Professional", misleading. ***Advertiser assured appropriate modification of the Ad, in future.***
56. #	LG Electronics India P. Ltd (LG Healthwave Microwave Ovens) C-1906 Mudra Comms. Ltd.	Complaint (received in 10/99) against an Ad in the Times Of India, Mumbai (10/99). As per complaint, the following claims made in the Ad are false. • "The No.1 even cooks healthy Indian food". • Healthwave Technology – "Unique twin emission source technology". • Family Size Ovens – "30 ltr. Cavity size of oven gives more space for Indian Utensils and suits Indian family sizes".	December 1999 Exparte Chapters I.1 and I.4. Claims, "Unique twin emission source technology", and "Anti Bacteria Cavity – prevents growth of dangerous bacteria inside the cavity", not substantiated.

		• Anti Bacteria Cavity – "Prevents growth of dangerous bacteria inside the cavity and minimises bad odour".	Claims, "The No.1 oven cooks healthy Indian food", and "30 ltr. Cavity size of oven gives more space for Indian utensils and suits Indian family sizes", ambiguous and misleading. ***Ad withdrawn.***
57.	Juggat Pharma (Teka Brahmi Capsule) Visesh Advtg. P. Ltd C-1916 Suo Moty	Suo motu consideration (complaint registered by Secretariat in 11/99) against an Ad in the Times of India (11/99). As per complaint, the following claims appear to be misleading and need to be substantiated. - By stimulating brain tissues, Brahmi expands understanding and actually makes you more intelligent. It improves memory, concentration, and sharpens both mental and physical reflexes. • "To improve the speech ability in children having stammering problems". • "Students to increase their concentration and intellectual capacity". • "Executives and housewives to sharpen their decision making skills". • "The elderly to rejuvenate their memory power and reflexes".	December 1999 Chapter I.1. Claims, in respect of the product advertised, not substantiated. ***Ad campaign suspended.***
58.	Nestle India Ltd (Kit-Kat Chocolate) Hindustan Thompson Associates C-1913 Mr. Jibu Cherian	Complaint (received in 10/99) against a TVC on Star News (10/99). As per complaint, the Ad shows freshers at a college doing some 'antics' as directed by their seniors. In the process, a pack of 'Kit-Kat' falls from a fresher's pocket. One of the seniors, a girl, shouts 'Break'. Then the Ad shows the freshers creeping away to be confronted by a muscleman senior who says 'freshers'! Ragging may be harmless, and the dividing line is very difficult to draw. When harmful it can even lead to death. Effective steps need to be	December 1999 Chapter III. Depicts a situation (apparent ragging of students) which promotes a hazard which is unacceptable to society. ***TVC discontinued.***

		taken against ragging in all forms. The Maharashtra Prohibition of Ragging Act 1999 has made ragging an offence. In this context the Ad promotes ragging or shows ragging as a normal act. This would be encouragement of an offence.	
59.	Konka Electronics (India) Ltd (Konka Digimax Television) Hindustan Thompson Associates C-1917 Mr. R. Kannan	Complaint (received in 10/99) against an Ad in Hindustan, New Delhi (10/99). As per complaint, the Ad claims of Konka Digimax TV having "Digital Picture Tube", "Digital Design Cannon Super Woofer System", "Digital NICAM Stereo", and talks about the same digital technology being used in Super Computers, Satellites, and Space Shuttles, and also offers max life to the TV. Digital technology is all about converting text/graphics/sound into binary numbers, which can be found in microprocessors. By prefixing the word Digital to picture tube and speakers, and also by saying that this offers max life to the CTV, the brand is grossly misleading innocent consumers into buying their brand.	<u>December 1999</u> Chapter I.4. Claims, "Digital Picture Tube", and "Digital Design Cannon Super Woofer System", misleading. ***Advertiser assured appropriate modification of the claims, in future Ads.***
60. #	Baron Electronics P.Ltd (Aiwa – "Welcome Mr. Yoshio Ishigaki") Advertising Avenues C-1918 Euro RSCG Advtg. P. Ltd.	Complaint (received in 11/99) against an Ad in the Times of India, Mumbai (11/99). As per complaint, the Ad claims, "having acquired about 60% of the Indian audio market and around 10% of the colour TV market", and "being certified an ISO 9002 production facility". The claims appear to be misleading. According to the ORG retail audit in September 1999, reported in October 1999, Aiwa has a value share of 16.6% of the total Audio market and their volume shares are much lower.	<u>December 1999</u> Chapter I.1. Claim, "acquired about 60% of the Indian audio market", not true. ***Ad, a one-time release, event linked.***
61. #	Butic Institute Of Beauty Therapy & Hairdressing (Celebrating 25th C-1919 IHCTM	Complaint (received in 11/99) against an Ad in Bombay Times, The Times of India (11/99). As per complaint, the Ad claims that Butic is, "the only Institute in India affiliated to	<u>January 2000</u> Chapter I.1. Claim, "Butic is the only Institute in India

	Anniversary)	prestigious International organisations", such as CIDESCO & BABTAC (UK) and CITY & GUILDS – UK. This claim is false as there are other Institutes such as SCHNELL HANS, which is also authorised for Beauty Therapy as well as Hairdressing course from CITY & GUILDS, UK.	affiliated to prestigious International organisations (named)", not substantiated. *Ad modified.*
62. #	The Mathrubhumi Printing & Publishing Co Ltd (Forced Circulation Vs. Natural Circulation) MediaMate Communications C-1920	Complaint (received in 12/99) against an Ad in The Hindu (11/99). As per complaint, the Ad copy reads, "Today's Newspaper. Lying in comfort?", "Undistributed copies of today's newspaper. For some, a means of establishing circulation leadership. But never at The Mathrubhumi". There is no supporting evidence in the Ad as to the allegations made or to the claims, which need to be substantiated. This allegation is very serious as it accuses the entire newspaper industry. Also at stake is the credibility of the Audit Bureau of Circulation which certifies the circulation of newspapers.	January 2000 Chapters I.1 and IV.1 (d). Claims not substantiated, and an unfair discredit of other publications. *Ad campaign concluded.*
63. #	Parke-Davis (India) Ltd (Gelusil MPS Antacid) Contract Advertising C-1921	Complaint (received in 12/99) against an Ad in Dainik Jagran, Agra (6/99). As per complaint, the said Ad clearly attempts to compare the product "Gelusil" with other products in the same market segment and attempts to mislead the consumers by unfairly denigrating and discrediting the products of other manufacturers. The Ad depicts a product called 'Fizz' as being inefficient in relieving/curing acidity and this is clearly aimed at the product 'Eno', which is packed in sachets, as is the product shown in the visual representation. The depiction is clearly aimed at denigrating Eno. The Ad has not explained or substantiated with scientific data as to how Gelusil is superior to other products in the antacid segment.	January 2000 Chapters I.1 and IV.1 (c). Claim, "Gelusil acts fast and keeps your acidity away longer", with reference to 'home remedies' and 'other cures', not adequately substantiated. Ad unfairly denigrated other products without justification. *Ad campaign concluded.*

Triton Comms. P. Ltd

Smithkline Beecham Asia Ltd.

64.	Godrej Sara Lee Ltd (Jet Mosquito Coils) Creative Unit (P) Ltd C-1924 Mr. Anand M. Shirudi	Complaint (received in 11/99) against a TVC on Sony TV (11/99). As per complaint, the advertiser makes a claim that Jet Mosquito Coil is "10 times more powerful than any competitor". This appears to be an exaggerated claim. Jet Coils at the max have got only double the effective capacity of any competitor keeping the main chemical component i.e., allethrin, as a bench mark.	January 2000 Chapter I.4. Claim, "Jet Mosquito Coil is 10 times more powerful than ordinary coils" ("Dus Gunha jadha shakti"), misleading by exaggeration. Claim based on tests with Jet Coil and Tortoise Mosquito Coil (which does not contain Allethrin or any other known active ingredient). *TVC being modified.*
65. #	The KCP Limited (KCP Cement – 0% Ash Addition) C-1923 Institute for Solid Waste Research & Ecological Balance (INSWAREB)	Complaint (received in 11/99) against an Ad in The Economic Times (5/99). As per complaint, the following claims appear to be misleading and need to be substantiated by the advertiser – • "Before mixing your cement make sure nothing is mixed in it". • "KCP which is an ISO 9002 company, makes 100% pure cement". • "In other words our cement is produced with 0% ash addition, making every speck of it pure cement". • "The result is the cement that sets faster, remains stronger and gives every bit of worth for your money". This may be considered as negative propaganda, more so when the Government is keen to promote fly ash utilisation towards durable concretes. The Judiciary has directed the Union Government to bring the notification on fly ash utilisation towards brick, cement and concrete (case No.CWP 2145/99 order Dt 25.8.99). Ministry of Environment & Forests had to readily comply with it (notification No.563 Dt 14/9/99).	February 2000 Chapters I.1 and I.4. Claims, "Everyone makes cement but KCP, which is an ISO 9002 company, makes 100% pure cement", and "cement that remains stronger", false and misleading. ***Ad discontinued. Advertiser assured appropriate modification of the Ad, in the future.***

66. #	Dainik Bhaskar (No.1 in Jodhpur) C-1929 Rajasthan Patrika	Complaint (received in 12/99) against an Ad in Dainik Bhaskar, Jodhpur edition (9/99). As per complaint, the Ad graphically depicts misleading figures of advertising space of Rajasthan Patrika and Dainik Bhaskar. The advertiser has tried to mislead the general public by combining IRS figures and irrelevant advertising space figures, thereby giving the impression that the comparative advertising space figures are also a part of the IRS study.	February 2000 Chapter I.4. Ad misleading. ***Ad withdrawn.***
67. #	The Mathrubhumi Printing & Publishing Co Ltd (Both Kerala Newspapers offer Large Spenders) Ogilvy & Mather C-1932 Malayala Manorama	Complaint (received in 1/2000) against an Ad in Outlook (1/2000). As per complaint, there are a few discrepancies in this Ad. Components of 'Large Spenders' - The inclusion of Supervisory level in the classification of "large spenders" is a mistake; IMMS (the study referred to in the Ad) has defined Supervisory level as *"Those in supervisory regulatory positions who are not senior enough to be called 'Officer/Executive'. E.g. head constables, head clerks, station masters, civil overseers etc. Other equivalent groups would be primary and secondary (below Xth Standard) school masters, matrons, foremen etc".* Exclusion of Junior Executive – Omissions of the Junior Executives category in the classification for 'large spenders' (when supervisory level is included) is not logical. Rate revision has been ignored – Mathrubhumi's Ad tariff was revised to Rs.1050 pcc from Rs.925 pcc w.e.f. 1st January 2000. The old rates were deliberately used for Cost per Thousand calculation, for arriving at an artificial cost advantage for Mathrubhumi. The table on occupation carries the title "Age Group".	February 2000 Chapters I.1 and I.4. Claims false, distorted and misleading by implication. ***Ad campaign concluded.***

68.	J. K. Ansell Ltd (KamaSutra Premium Condoms) Ambience D'Arcy Advertising C-1937 Mr. Brijesh kumar	Complaint (received in 1/2000) against an Ad in India Today (Hindi) (1/2000). As per complaint, the Ad depicts a man and woman in a vulgar and obscene posture. It is highly objectionable and immoral too. It will adversely affect the society at large and youth and adolescents in particular.	February 2000 Chapter II. Ad likely to cause widespread offence. ***Ad withdrawn.***
69. #	Indian Council Of Ceramic Tiles & Sanitaryware (Marble & Granite) TBWA Anthem P. Ltd C-1938 Kishangarh Marble Association	Complaint (received in 2/2000) against an Ad in the Times of India (1/2000). As per complaint, the Ad is defamatory of the Marble & Granite Industry. The words used, "This Guy Who Took A Big Fat Hammer And Kept Hitting His Mother On The Head", are not proper business language and create a very poor picture of the Marble & Granite Industry in the minds of the general public. Similarly the Ad also states, "Everyday marble, granite and other natural stones are being mercilessly hammered out of Mother Nature", "Opt for ceramic tiles. They are not only environment friendly but also hygienic and affordable". This is unfair.	February 2000 Chapter II. Ad likely to cause grave offence. ***Ad withdrawn.***
70. #	Godrej Soaps Ltd (Godrej Fair Glow Soap) Mudra Communications C-1935 ADL	Complaint (received in 1/2000) against a TVC [on Zee TV (1/2000)], and Press Ad [in Loksatta (12/99)]. As per complaint, the TVC, and the press Ad in Marathi (as translated in English), makes a claim of, "noticeable fairness in 15 days", which is false and misleading. and needs to be substantiated. The Fair Glow product does not, within 15 days, deliver a fairness benefit significantly different from an ordinary toilet soap and it is not significant enough to justify the above claim.	March 2000 Chapters I.1 and I.4. Claim, "noticeable / 'je disun yethe' (visible) fairness in 15 days", not substantiated and misleading. ***Ad campaign concluded.***

71.	J. K. Ansell Ltd (KamaSutra Premium Condoms) Ambience D'Arcy Advertising C-1942 Mr. K.S. Khalla	Complaint (received in 2/2000) against an Ad in India Today (2/2000). As per complaint, the Ad depicts a woman and a man in coital position – woman climbing upon her man. The picture is frontal and frank. The accompanying write-up is explicit and ecstatic. The picture is stated to be a reproduction from KamaSutra book 2, Section 6. While no one can take exception to the book "KamaSutra" as it is seen and read by only those few who buy or borrow it, the public Ad of the said picture is seen by one and all, regardless of age. The Ad showing the couple in sexual act is in bad taste. It goes beyond the right of freedom of expression.	March 2000 Chapter II. Ad likely to cause widespread offence. *Ad withdrawn.*

Complaints that were UPHELD by the Consumer Complaints Council
From April 1999 to March 2000

COMPLIANCE with CCC decision NOT ASSURED. Ads NOT modified/withdrawn MEMBERS - are Advised to take due note, in the observance of Self-Regulation in Advertising.

Sr. No	Advertiser / Agency	Nature of Complaint	ASCI Code / CCC Decision
# Intra-Industry Complaints			
72.	TTK-LIG Ltd (Durex Condom) McCann-Erickson	Complaint (received in 2/99) against a TVC on AXN Channel (12/98). As per complaint, the Ad is obscene. The impact of such vulgar visuals (apparently erotic) on impressionable young minds needs no emphasis.	April 1999 Chapter II. Visuals erotic and likely to cause widespread offence. **Decision on Review** August 1999 **Upheld decision stands** Chapter II. Various sequences depicted, considered in the context of prevailing conventions of propriety, to be offensive to members in a family environment. Visuals considered erotic and suggestive of foreplay which is a matter of privacy.
73.	Summit Data Products Ltd (Umax Scanners) Crescent Advertising	Complaint (received in 4/99) against an Ad in the `Express Computer' (3/99 issue). As per complaint, the complainant feels that the Ad is in violation of marketing ethics. The headline, "Summit devours HP Scanners for dinner", is offensive to HP as well as to the consumers. The headline in question, amounts to defamation of HP Scanners in particular and Hewlett Packard India Pvt Ltd in general.	May 1999 Chapters I.4 and IV.1 (e). Misleading by exaggeration and denigrated a competitive product without justification.

C-1795
All India Democratic Women's Association

C-1821
Mr. Pavan N. Rao

74.	KarRox Technologies Ltd (KarRox Honours Program) Concept Comm C-1827 Mr. N. G. Nagle	Complaint (received in 4/99) against an Ad in the Times of India (4/99). As per complaint, the Ad claims that, "18 internationally recognised certifications are a part of the curriculum", KarRox "has the record of the highest percent of international appointments for its candidates", "The most comprehensive computer training program in the world", "To manage even the most difficult challenges of an IT career in the next millennium", and "This program truly sets standards, Internationally". These claims need to be substantiated by the advertiser with documentary proof. Students are likely to be misled if the claims are wrong.	May 1999 **Exparte.** Chapters I.1 and I.4. Claims not substantiated and misleading.
75.	SPS Franch Castor Product Ltd (Franch Oil NH*) Vichitra Arts C-1839 Dr. Raghunathan	Complaint (received in 5/99) against an Ad in the Mathrubhumi (4/99). As per complaint, the Ad mentions that "Franch Oil NH*" can heal many skin conditions – Athletic foot, Skin itching, Baby oil, Cracked heels .... Any type of external Ulcer including Bed Sore....Papillomas of the skin..... The Ad does not mention the ingredients of the product, nor does it refer to scientific proof and supporting test reports in substantiation of the claim. This Ad is misleading.	July 1999 Chapter I.1. Claim, "Franch Oil NH* (Natural Healing) can heal various skin conditions (cited in the Ad)", not substantiated.
76.	MRF Ltd ("MRF Radial No.1") # Ammirati Puris Lintas C-1878 J.K. Inds. Ltd.	Complaint (received in 8/99) against an Ad in Times of India, Delhi (8/99), Business Standard the Motoring Monthly (8/99), and TVC on Star Plus (8/99), Sony TV (8/99). As per complaint, the press Ad and TVC claims, "MRF Radial No.1 for Indian Roads". The advertiser is misleading the consumers by overtly stating this claim, which is not substantiated in all their communication, namely print, TVCs and Outdoors.	September 1999 Chapters I.1 and I.4. Claim, "MRF Radial No.1 for Indian Roads", not substantiated with any authentic pertinent data. Ad ambiguous, in the absence of a meaningful reference in the Ad as to what factors are covered by the claim, "No.1 for Indian Roads".

77. #	Samsung India Electronics Ltd (Samsung Instachill Air Conditioners) Mudra Communications Ltd C-1880 LG Electronics India P. Ltd.	Complaint (received in 8/99) against the press Ad in The Hindustan Times, Delhi (6/99), and TVC on Star Movies (7/99). As per complaint, the press Ad claims that, Samsung Instachill Air Conditioners "have a unique system which ensures the chilled air you breathe is healthy and pure", and "Certain components are coated with a unique antibacterial formula to prevent bacteria and fungi formation". It suggests that the product delivers better health. The claims are false, as anti fungal coating in some components does not make sense and the tests carried out, by the complainant, on Samsung's AC prove otherwise. TVC: Samsung's claim of "Turbo chill" (as per their description of the feature in the TVC) would instantly drop the body temperature and is harmful for a person using that AC, and the claim of healthiness, is wrong and misleading the consumers.	October 1999 Press Ad Chapter I.1. Claims, "the chilled air you breathe is healthy and pure", "prevent bacteria and fungi formation", and "the air is free from micro particles", not substantiated. TVC: Claim not misleading.
78. #	Avon Beauty Products India P. Ltd (Avon PT White Cream) C-1885 Amnizati Puri's Lintas	Complaint (received in 8/99) against an Ad in Femina (8/99). As per complaint, the claims, "First In India", and "Advanced Fairness Technology", are false and misleading. The claim, "PT White contains the most effective blend of natural ingredients for visible fairness in just 2 weeks", is not substantiated and is objectionable and potentially misleading to consumers.	November 1999 Exparte Chapter I.1. Claims not substantiated.
79.	Grace Ayurvedic Beauty Clinic (1st Anniversary – Voted No. 1 for Ayurvedic Remedies) C-1896 Mr. M. Bhaktavatsalam	Complaint (received in 9/99) against an Ad in Deccan Chronicle (8/99). As per complaint, in respect of the claims, made for ailments and health/body conditions which require qualified medical treatment – there is no mention in the Ad, that such qualified personnel will administer the treatment. The reference to Ayurvedic remedies for such conditions and corresponding treatment, are not substantiated by mention of proven	December 1999 Chapter I.1. Claims cited in the complaint not substantiated, specifically, "Voted No.1 for Ayurvedic Remedies for several conditions", (not permitted to be

		beneficial results, supported by tests/trials. There is no evidence cited in the Ad, to assure the consumer/reader that the Beauty Clinic would have the required personnel and facilities to diagnose such conditions and carry out or prescribe the appropriate successful treatment.	advertised under The Drugs and Cosmetics Rules, 1945, schedule J, Rule 106). Deccan Chronicle has advised, they will not carry the offending Ad.
80.	Kayakalp – Naturopathy Kendra – Slim Point & Beauty Therapy (Kayakalp In Natural Way) C-1914 Ms. Laxmi Narain Modi	Complaint (received in 10/99) against the Pamphlet distributed with The Hindustan Times (10/99). As per complaint, the following claims appear to be misleading if not substantiated by the advertiser. • "Reduces excess fat from desired body portion by World's Latest Computerised - Therapy". • "Results availed up to ½ kg to 1 kg in one hour sitting. No Regaining with Maintenance session".	December 1999 **Exparte** Chapter I.1. Claims, "several facilities/treatments. available", and "related benefits in several conditions to be treated", not substantiated.
81.	Dalmia Industries Ltd (Learnol Plus Syrup) Bluebird Advertising 1908 Association for The Welfare of Person with a Mental Handicap in Maharashtra	Complaint (received in 10/99) against an Ad in the Times of India (probably in 10/99). As per complaint, the Ad claims, "Learnol Plus Syrup, an ayurvedic herbal formulation for mentally retarded children and adults to improve overall Mental Performance". Mental Retardation is not a disease, but an irreversible condition acquired genetically, through iodine deficient diet, through asphyxia immediately after birth, exposure to X-Ray radiation during pregnancy and due to other causes. Since Mental Retardation is not curable nor reversible, the Ad is misleading to the parents. To highlight the benefits for the mentally handicapped is not correct and is misleading.	January 2000 Chapters I.1 and I.4. Claim, "Learnol Plus Syrup, an ayurvedic herbal formulation for mentally retarded children and adults to improve overall Mental Performance", not substantiated. Could mislead numerous families who have any mentally retarded members. ***Concerned Media (T.O.I.) assured that, this Ad would not be carried in its present form, in their group of publications.***

82.	Dalmia Industries Ltd (Learnol Plus Syrup – A Ray of Hope) Bluebird Advertising 1928 Rajasthan Patrika	Suo motu consideration of an Ad in Mid-Day (11/99). As per complaint (registered in 12/99), the following statements/claims made in the Ad appear to be misleading unless they are substantiated adequately. A Testimonial from Mrs. Sangeeta Dadiyal - "I thought my child was normal until my doctor told me about his exceptional disability ... Mental Retardation." "I am giving Learnol Plus to my 7 years old daughter, Jasleen for the last 3 months. As a result, she has improved remarkably. Now she can concentrate better and do her work independently. She can convey & communicate clearly. Her memory has sharpened. Her intelligence level has improved substantially." • "Learnol Plus Syrup brings a New Hope for such children". • "An Ayurvedic Herbal Preparation especially developed for the benefit of such exceptional children and adults suffering from mental deficiency, memory impairment, exclusive disorders of restlessness, recognition, slow learning and subnormal intellect". • "Enhances mental performance, stimulates memory, increases concentration ability, improves speech defects, reduces irritability, anxiety, aggressiveness and stress". • "A unique Ayurvedic Herbal Preparation manufactured & evaluated in accordance with the standards of modern medical parameters and is completely safe".	January 2000 **Exparte.** Chapters I.1, I.4 and I.5. Claims could exploit the lack of knowledge of consumers and lead to grave or widespread disappointment. Claims not substantiated. Ad could mislead numerous consumers. ***Concerned Media (Mid-Day) assured that, this Ad would not be carried in its present form.***
83.	Hindustan Lever Ltd (Advanced Pepsodent Toothpaste) Ammirati Puris Lintas 1922 Dr. A. Kumaraswamy	Complaint (received in 11/99) against a press Ad [in Times of India (7/99)], and TVC [on DD (8/99)]. As per complaint, in the Ads, the said toothpaste is referred as "Pepsodentist". The Ads proclaim the advent of a substitute for a dentist and worse still, stake the claim that the toothpaste itself is indeed a dentist. The Ads are not only likely to mislead the public but also make a false claim so far as the	February 2000 Chapters I.1 and I.4. Press Ad claim, "Pepsodentist is after all, so much better than learning about toothaches", and in the TVC, the direct reference to

		alleged properties/qualities of a toothpaste are concerned, by equating the toothpaste with the professional oral care provided by the Dental Profession. It is extremely distressing that the advertiser has used the nomenclature of the dental profession to mislead the public at large. **For consideration of a <u>Review</u> at the next CCC meeting.**	"Pepsodentist" as "better than" Pepsodent or Dentist, false and misleading. ***Concerned Media (DD) have stopped the telecast of the TVC in its present form.***
84.	Vicco Laboratories (Vicco Vajradanti SF) Modern Advertising 1930 MS-Sonal Kanodia Legal	Complaint (received in 12/99) against an Ad screened at Drive In Theatre, Ahmedabad (12/99). As per complaint, the Ad says that, "Vicco Vajradanti SF is 'sugar free'. Since it is sugar free it is good for calorie conscious people, Diabetic patients. It also will not be a cause for the tooth decay as it is sugar free". By saying that "Vicco Vajradanti SF is sugar free", it indirectly says that most toothpastes contain sugar, in literal terms. Since nobody eats toothpaste, how can they claim that "it is good for calorie conscious people". The claim that "it will not be a cause for the tooth decay as it is sugar free", appears to be an exaggeration. The above claims are misleading and need to be substantiated by the advertiser. **2nd May 2000 - MRTPC, New Delhi, in response to Application filed by Vicco Laboratories, directed ASCI not to issue any adverse instructions to press/media/any other agency or person, against the product, (Vicco Vajradanti SF), till next Hearing.**	<u>February 2000</u> Chapters I.1 and I.4. Claim, "it is good for calorie conscious people", false and misleading by implication in respect of other comparable products.
85. #	Emami Ltd (Emami Naturally Fair Herbal Fairness Cream) Enterprise Nexus C-1931 Legal Fountainhead Comms. P. Ltd.	Complaint (received in 1/2000) against an Ad in Stardust (Dec'99 issue). As per complaint, the Ad claims that, "most chemical fairness creams contain hydroquinone, hydrogen peroxide and ammonia". This not only	<u>February 2000</u> Chapters I.1 and I.4. Claim, "100% natural", false. Claims, "100% safe",

	Communications	misleads consumers but questions brand benefits unduly. Such a claim is a misnomer and unacceptable. The claim of the cream being "100% natural", is highly questionable. It is not possible to have 100% natural ingredients in any fairness cream, as herbs in natural form cannot be processed. Moreover there would be need for chemical preservatives in any fairness cream so as to ensure stability. The Ad also mentions the following claims which appear to be misleading, unless they are substantiated by the advertiser: "Harsh whitening agents that impart only a temporary whiteness and rob the skin of its natural moisture leaving it dull and lifeless". "With continued use, your skin breaks out in blemishes and shows signs of premature ageing even before you realise it". "Chemical fairness creams don't list their ingredients on their packs". "A breakthrough intensive formulation made from the extracts of 11 rare herbs". "A blend of Ayurveda and international herbal science, it is the only fairness cream that works gently from within". "Natural fairness in just 4 weeks". **Sub-Judice. Suit filed against ASCI in Calcutta High Court. Exparte Order of injunction issued (12&17 April), restraining ASCI from publicising and implementing its orders (CCC Decisions) of March 3, 2000 against the press Ad under reference, till Suit is decided by the Court.**	"it is the only fairness cream that works gently from within", "long-lasting fairness without any side-effects", not substantiated. Claim, "Most chemical fairness creams", misleading by ambiguity.
86. #	Emami Ltd (Emami Naturally Fair Herbal Fairness Cream) Enterprise Nexus Communications	Complaint (received in 1/2000) against the Press Ads [in Health & Nutrition (11/99) and Savvy (12/99)], and TVC [on DD (10/99)]. As per complaint, the following claims appear to be misleading and need to be substantiated by the advertiser: "Nine out of ten fairness cream users don't know what they put on their faces. Just as	February 2000 Chapters I.1 and IV.1 (e). Claims false and not substantiated. Claims related to comparable fairness creams misleading and discredit other products

well" - This headline directly disparages fairness creams in general and brand 'Fair & Lovely' in particular, as Fair & Lovely is the dominant brand in the fairness cream market.
"Chemical fairness creams contain hydroquinone, hydrogen peroxide and ammonia" - This claim is in direct contravention of the ASCI Code, as this claim is a blatant distortion of facts. None of the chemicals mentioned herein are present in Fair & Lovely or other leading fairness creams, in India, which account for 95% of the fairness cream market.

directly and unfairly.

Concerned Media (DD) have stopped the telecast of the TVC in its present form.

The claims made in both the press Ads and the TVC state, "Harsh whitening agents that impart only a temporary whiteness and rob the skin of its natural moisture leaving it dull and lifeless", and "With continued use, your skin breaks out in blemishes and shows signs of premature ageing even before you realise it". These claims are unsubstantiated and not based on facts. This is a wilful and malicious attempt to mislead consumers and unfairly disparage all non-herbal fairness creams including Fair & Lovely.

"The only fairness cream that works gently from within. To give you a long-lasting fairness without any side-effects" - The claims are unsubstantiated and unfairly disparage all other fairness creams including Fair & Lovely without any stated basis or data to substantiate the same.
"100% natural" - The claim is false, misleading and blatantly untrue when in fact, a cream is by definition, chemically composed. The advertiser has thus deliberately attempted to distort facts and exploit lack of knowledge on the part of the consumer.

Sub-Judice. Suit filed against ASCI in Calcutta High Court, (as above). Exparte restraining order by Court applies to Press Ad and TVC under reference, till Suit is decided by the Court.

Complaints that were NOT UPHELD by the Consumer Complaints Council
From April 1999 to March 2000

Sr. No	Advertiser / Agency	Nature of Complaint	Comment / CCC Decision
# Intra-Industry Complaints			
1.	Madras Cements Ltd (Ramco Super Grade Cement) Fountainhead Comm C-1782 Mr. Mohan Ramanathan	Complaint (received in 12/98) against the Ads in The Hindu (12/98). As per complaint, a series of Ads appearing in leading Papers are making false and misleading claims which would harm the interests of the cement consumer, on account of the following reasons: • One of the claims is that, "strength, durability and economy of 'Ramco Super Grade' is higher than Ordinary High Grade cement". This is a highly misleading and mischievous claim, in as much as there is no BIS Code for 'Supergrade'. In fact, the word "Grade" in Engineering parlance is indicated by various classifications of cement like 33, 43 and 53 Grades only. • Several prominent structures from all over the world (except India) are presented in the Ad, to make it appear that cement used in the construction of these structures was of the same quality as Ramco Super Grade. In fact, the Company makes a claim that, "Ramco Super Grade cement gives the same quality, strength and durability of cement that have been used to build the World's Best Buildings". This is a highly deceptive and misleading claim in as much as no one really knows the strength and quality of cement/concrete that went into these structures built abroad. • One of the structures shown in the Ad is the world famous "Sears Tower" in Chicago, USA. This structure was the world's tallest structure when completed in early 70s. Display of this visual in the Ad will raise strong objections from professionally well informed engineers not	April 1999 Claims not false or misleading. Adequate substantiation provided by Advertiser.

to mention the confusion it will create in the minds of the gullible public.

- The Ad appearing in The Hindu (12/98) shows the engineering marvel "Euro Tunnel" or "Chunnel" as it is more popularly called now, with the similar headlines, captions and tables as in the previous Ad. In the "Euro Tunnel" construction, exclusive use of pre-cast, factory made elements were transported and assembled in position. There is no way that a construction of this nature would have used blended cement similar to the one being advertised.

2. Apar Marketing & Services
(Sale of Brand New Pagers - at Lowest Prices - Free Kodak KB10 Camera)

Sri Raghavendra Advtg

C-1793

Dr. B.R. Parikh

Complaint (received in 2/99) against an Ad in Dina Thanthi (1/99). As per complaint, the Ad offers "Brand New Pagers - 2-Line, for Rs.2,900/-". When the complainant approached Mobi Link representative i.e. DSS Communications Ltd, they quoted a price of Rs.3800/- for a single line Pager (and not a double line Pager), and that too without a gift.

The Partner of Apar Marketing & Services who advertised in Tamil Daily, offered a second hand Pager with three months subscription and wireless fees of Rs.100/- for one year at Rs.2800/-, instead of giving a new Pager with gift as per the Ad. This Ad is not true and is misleading.

April 1999
Complaint, an isolated instance of misunderstanding in negotiating the offer advertised.

3. Hindustan Sanitaryware & Industries Ltd
(Fascinating Hindware)

Crescent Advertising

C-1800

Mr. T.R. Vishwanathan

Complaint (received in 2/99) against an Ad in the Outlook (2/99). The complainant fails to see any reason why a scantily-clad female model should have been featured in this Ad. Even the caption is in bad taste. It appears as though the caption relates to the female model. There is no need for comparison of voluptious female with those of sanitarywares.

April 1999
Ad not so offensive as to cause widespread offence.

4.	Zenith Computers Ltd ("Buy Now! Harsh Budget") Zeal Communications C-1801 Mr. Gaurav Bansal	Complaint (received in 2/99) against an Ad in the Tribune, Chandigarh (2/99). As per complaint, the claim made in the Ad, "Buy Now! Harsh Budget - Finance Minister", must be substantiated by the advertiser. It appears to be false and misleading.	April 1999 Claim (headline) not false or misleading.
5.	Hindustan Lever Ltd (Flora Extra Refined Sunflower Oil) C-1802 Dr. B. K. Roy Chowdhary	Complaint (received in 3/99) against the promotion message on the Pack. As per complaint, the pouch of one litre of "Flora Extra Refined Sunflower Oil" of HLL mentions a claim of "Pufa Packed". This claim is misleading. An article written by Dr. Amitava Bhattacharya published in `Bartaman' (12/98) contradicted the basic facts pertaining to the utility of Sunflower Oil (Flora) in resisting heart diseases as claimed by HLL. He claimed that there is absolutely no Pufa Linoleric acid in Sunflower Oil which helps to protect the heart diseases.	April 1999 Claim, "Pufa Packed", not misleading.
6.	SPS Franch Castor Product Ltd (Franch Oil NH*) Vichitra Arts C-1807 Mr. S. A. Daniel	Complaint (received in 3/99) against a TVC on Sun TV (3/99). As per complaint, the TVC showed that the product "Franch Oil NH*" was claimed to beautify the eyebrows. First they showed a natural eyebrow, and after applying the product, they showed a tweesed eyebrow claiming that, the beauty was of the product, which is a false claim, and needs to be substantiated with proof and supporting test reports.	April 1999 Claim not false.
7.	Frizair Corporation (Frizair Air-Conditioner) Maa Communications Bozell C-1809 Mr. K. A. Krishna	Complaint (received in 3/99) against an Ad in the Times of India, Mumbai (3/99). The complainant finds the Ad to be indecent and objectionable in taste, unrelated in respect of the photograph and the text (stating the obvious).	April 1999 Ad not indecent and not so objectionable as to cause widespread offence.

8.	Johnson & Johnson Limited (Stayfree Secure Sanitary Napkin) Ammirati Puris Lintas C-1817 Mr. Rajesh P. Tahreja	Complaint (received in 3/99) against a TVC on Zee TV (3/99). As per complaint, the TVC should not show comparison between two different sanitary napkin pads, which are shown as soaking blue ink. The manner in which it is shown gives wrong impression to children's minds.	April 1999 Ad not offensive or objectionable.
9.	Philips India Ltd (Special Offer - Rs.50/- off - Philips Slec/T SLE 15W Lamp) Euro RSCG Advtg C-1808 Mr. Anthony Thomas	Complaint (received in 3/99) against an Ad in the Malayala Manorama (3/99). As per complaint, the Ad mentions that, if an 'ecotone bulb' is purchased from a Philips Dealer, there will be an offer of "Rs.50/- off". This offer is valid till 31st March 1999. On reading the Ad, the complainant purchased a "Philips Slec/T SLE 15W Lamp" from a Dealer of Philips. The Dealer refused to give the discount. This Ad is false and lying.	April 1999 Complaint, an isolated instance of non-performance of a trade obligation by a Dealer of the advertiser. *However, Advertiser assured that the offer would be honoured.*
10.	Electrolux Kelvinator Limited (Kelvinator Refrigerator) Ogilvy & Mather C-1813 Mr. K.R. Ravi	Complaint (received in 3/99) against a TVC on Doordarshan (3/99). As per complaint, the TVC shows a youngster singing in the presence of an elderly gentleman, who, from the marks on his forehead, is obviously a South Indian Carnatic music teacher. Then someone in the rear, opens the door of the refrigerator, the blast of cold air makes the youngster shiver, as a result of which his voice becomes "ati-sundar". The complainant objects to this Ad on the following grounds: • The viewer may get the impression that Carnatic music is of such low quality that all one needs is a whiff of cold air and he could become a Carnatic musician. • North Indians, already being fed on a diet of Hindi films and TV serials where South Indians are routinely shown as objects of derisive mirth, will find further "proof" of their "conviction" that South Indians are deservedly an inferior race. The Kelvinator Ad would serve the purpose of strengthening such prejudices.	May 1999 Ad not objectionable. Complaint, a subjective interpretation of humorous situation portrayed as attention-getter.

11.	Procter & Gamble (I) Ltd (Whisper Sanitary Napkin) Madison DMB&B Advertising C-1816	Complaint (received in 3/99) against a TVC on Sony TV (3/99). As per complaint, the TVC should not show comparison between two different sanitary napkin pads which are shown as soaking blue ink, which gives wrong impression to children's minds.	May 1999 Ad not objectionable or misleading.
12. #	CavinKare Limited (Fairever Fairness Cream) Fountainhead Comm Mr. Rajesh P. Talreja	Complaint (received in 2/99) against a TVC on Sony TV (2/99). As per complaint, the Ad makes a claim that, "Saffron: A beauty secret of the past, now in the shape of Fairever. Saffron makes the skin beautiful". This claim is objectionable. As is evident the claim being made is that saffron, the main ingredient, makes skin beautiful. The advertiser has not chosen to define 'beautiful' skin. Moreover there is no substantiation as to how saffron makes the skin beautiful. This claim relates to matter of objectively ascertainable fact and as such must be supported by due substantiation.	May 1999 Claim, "Saffron. A beauty secret of the past, now in the shape of Fairever. Saffron makes the skin beautiful", was based on Ayurvedic scientific literature, and was supported by testimonials from qualified experienced Ayurveda Practitioners. Claim not considered false.
13.	Old Street ("How to avoid misplacing your Brand Identity") Ushakaal Advertising C-1819 Ms. Neelakshi Sarkar	Complaint (received in 3/99) against an Ad in Femina (3/99). As per complaint, the Ad has insulted the complainant's sensibilities as a human being by depicting offensive visuals (illustrations) in sensitive positions across the T-Shirts.	May 1999 Ad not offensive.
14. #	Malayala Manorama ("In the Battle of Wits, We'll pick on someone our own size") Triton Communications C-1820 The Mathrubhumi Prtg & Publishing Co. Ltd.	Complaint (received in 4/99) against an Ad in A&M issue (3/99). As per compiaint, the Ad shows certain target groups of readers in specific areas like occupation, Socio Economic Class (SEC), Age Group etc which are advantageous to them, instead of showing the entire readership segments, sourced from NRS'97. The reach shown in percentage is not clarified, as to the basis. On the basis of reach shown in the Ad, cost per thousand for second newspaper is wrong and unfair.	May 1999 Data cited in the Ad which appeared in a Trade Publication, not false, ambiguous or misleading.

15. #	Nirma Chemical Works Ltd (Nima Rose Soap) Poomima Advertising C-1823 O & M	Complaint (received in 4/99) against a TVC on DD Network and Zee TV (3/99). As per complaint, the TVC shows a sequence where the water from the shower morphs into roses. The sequence where the water morphs into flowers, has been a property of `Jai' ever since 1994. The complainant takes objections to this blatant copy of this property of `Jai'.	May 1999 Ad not so similar as to create confusion in the minds of the consumers. Visuals under complaint not considered an Advertising Property of the complainant or the advertiser.
16.	Hindustan Sanitaryware & Industries Ltd (Fascinating Hindware) Crescent Advertising C-1824 Ms. Laxmi Narain Modi	Complaint (received in 4/99) against an Ad in Outlook (1/99). As per complaint, the Ad promoting Hindware products, depicts a `couple' in a sensuous mood. The effect of such Ads (both visual and text), specially on the younger generation is likely to be quite adverse and certainly against our Indian culture. It is objectionable.	May 1999 Ad not objectionable or offensive.
17.	Freshnella Foods Pvt Ltd (Freshna Classic Italian Ice Cream) Enterprise Nexus Communications C-1825 for Louis Menezes St. Xavier's High School	Complaint (received in 4/99) against an Ad in Bombay Times (T.O.I.) (4/99). As per complaint, the visuals of well exposed females, unrelated to the product advertised, is objectionable as many kids will get the message: "Delicious ice cream goes hand in hand with sex".	May 1999 Ad not objectionable or offensive.
18.	Ind Auto Ltd (Fiat UNO Car) Chaitra Leo Burnett C-1826 Prod. Ms. Matilda Lobo	Complaint (received in 4/99) against a TVC on ESPN/Star Sports (4/99). As per complaint, the TVC shows some street children requesting a man - "Uncle, Uncle ……", and they land up on top of the car and then they start dancing all over, to watch cricket. This is a misdirected Ad. Some street children may try to imitate this Ad and climb on some of the parked vehicles on the road.	May 1999 Ad not harmful or likely to induce children to undesirable behaviour.
19.	Larsen & Toubro Ltd ("Avinash - Built for Joy - Built to Last") C-1828 Mr. P. Mohanraj	Complaint (received in 4/99) against the Ad - Brochure. As per complaint, the Ad - Brochure promotes the purchase of apartments at Avinash in Coimbatore. It shows only five blocks whereas six have been constructed.	May 1999 Ad - Brochure (94/95) not misleading having regard to the lapse of time between the

		This is misleading. Many members, when they booked their apartment, were categorically informed that there would be only 5 blocks. Their choice was based on this information furnished by L&T officials at the site. Recently it has been discovered that the land on which the apartments are constructed includes a part of Government land occupied without permission and the land is short of what is mentioned in the Brochure, of 2.26 acres.	presentation of the initial introductory Ad - Brochure (under complaint) and the phased development and building activities referred to in the complaint, (which covers a span of $4^{1/2}$ years {94-99}).
20.	Hindustan Lever Ltd (Breeze Beauty Bar) # Ammirati Puris Lintas C-1829 Nirma chemicals vs Nirma Ltd.	Complaint (received in 4/99) against a TVC on Doordarshan (4/99) and on various other Channels. As per complaint, the Breeze commercial shows the toilet soap/beauty bar being wrapped into a wrapper in a way which is very similar to the opening shot in the 'Nima Rose' television commercial, which was on air before the 'Breeze' commercial. This is unethical on the part of HLL to air such an Ad. 'Nima Rose' was first aired on television on March 28, 1999 during the serial 'Ramayan' at 7.30 p.m. on Sony Entertainment Television.	May 1999 Ad not so similar as to create confusion in the minds of the consumers. The visuals under complaint not considered an Advertising Property of the complainant or the advertiser.
21.	Sansui Electric Co Ltd (The Sansui Digital # Experience) Quadrant Communications C-1830 Komerad-News advtg. Ltd.	Complaint (received in 4/99) against an Ad in the Times of India, Bangalore (4/99). As per complaint, the Ad of "Sansui Digital" is similar to the Ad of "Digital BPL". The Ad campaign of Digital BPL was released in leading national dailies on and from March 7, 1999, and since then is running in magazines. The similarities between the two are many and of too large a magnitude to be a coincidence. • The Digital effect (0101) used as a background in BPL Ads. • The similar depiction of the home theatre experience. • DVD player visual using a digital Video Disc. • The write-up on PC-TV is a straight lift from the BPL Ad without even a single change. This is a deliberate attempt to confuse the readers.	May 1999 Individual visuals cited in the complaint considered, to be generic in their depiction, related to product/usage in everyday lift situations. There was no specific Advertising Property attributed to these depictions in Ads of the complainant or the advertiser.

22.	Microtex Industries Ltd (Live-In Jeans) Contract Advertising C-1832 Mr. K.R.K. Mohan	Complaint (received in 5/99) against an Ad in the 'Eenadu', Telugu daily (4/99). As per complaint, the picture shows a young couple in a compromising position which is highly sensuous. Eenadu is the largest circulated Telugu daily which is read by over a million readers which includes tender kids. This Ad is bound to create a very bad effect on their minds. The Ad is obscene and highly indecent.	May 1999 Ad not obscene or indecent, and not likely to cause widespread offence.
23.	Microtex Industries Ltd (Live-In Jeans) Contract Advertising C-1834 Mr. Deepak Sindhwani	Complaint (received in 5/99) against an Ad in the Times of India, Delhi (4/99). As per complaint, the visual of a couple in a compromising position is vulgar and not related to the product advertised.	May 1999 Ad not vulgar.
24.	Godrej GE Appliances Ltd (Godrej Refrigerator - Double Chill Offer) C-1838 Ms. Minaksh Suri	Complaint (received in 5/99) against an Ad in the 'Daily Excelsior', Jammu and Kashmir (5/99). As per complaint, the Ad claims - "0% Finance". This Ad is published in Jammu & Kashmir in a local 'Daily Execlsior', when this offer is valid only in Chandigarh, Ludhiana, Jalandhar, Amritsar, Faridabad & Gurgaon. Since the advertiser is not giving this scheme in Jammu & Kashmir, this is a false claim.	May 1999 Complaint not valid since Ad clearly mentioned conditions applicable to the offer.
25.	Coca-Cola India (Coca Cola - 1.5 Litre Bottle - Label, offer) Chaitra Leo Burnett C-1833 Mr. Rakesh Bhatia	Complaint (received in 5/99) against the Label. The complainant got attracted to buy a Coca Cola 1.5 litre bottle as the label read, "You play...You win!" and on the side it read, "Fill in and send entry form (inside). Remove label after contents are consumed". On peeling the label off from the bottle he went through the Toon cricket'99 entry form which stated that all entries must be received by March 7th 1999 at their Mumbai address. The packing/manufacturing date given on the bottle cap was 17/3/99, 10 days after the last date for entry. This appears to be a false competition and is objectionable.	July 1999 Complaint not valid. The purchase of the product was made over a month after the announced last date of entry, probably from stocks left over at a Dealer's outlet.

26.	Radio BPL Count Down (Sponsored Programme 'BPL Count Down') Absolute Communications C-1840 Mr. C. Ramalingam	Complaint (received in 5/99) against the sponsored programme broadcast on All India Radio, Tiruchi and Chennai stations (4-5/99). As per complaint, at the end of this programme, there is a "question/answer session, followed by an assurance that for the first twenty five correct answers, the listeners would be awarded cordless headphone or stereo system". However in the subsequent programmes, the advertiser neither announces the winner nor the correct answers.	July 1999 Complaint not valid since it misquoted the terms of the prize offer advertised. Advertiser confirmed that prizes offered in the programme have been awarded to winners.
27.	Hindustan Lever Ltd (Lifebuoy Soap) Ammirati Puris Lintas C-1841 Mr. Murari Dass	Complaint (received in 5/99) against a TVC on DD National Network (5/99). As per complaint, the TVC shows a person breaking into a house through the window to take away "his dearest product - Lifebuoy Soap". The Ad is objectionable since this is not a good way to advertise a product, since it can corrupt the innocent minds of the young viewers and lead them to criminal acts.	July 1999 Complaint, a subjective interpretation of the TVC sequels shown. Ad not likely to lead to criminal acts.
28. #	Allergan India Ltd (Complete ™ All-In-One Solution) Scion Advertising C-1842 Bausch & Lomb India Ltd.	Complaint (received in 5/99) against the posters and other marketing/product literature. As per complaint, grossly misleading claims are being made by Allergan for their product – COMPLETE™ in its marketing/product literature, regarding protein removal capabilities. • Poster/Banner claims - "COMPLETE™ removes 2.5 times more protein that ReNu MultiPlus". "Maximum Protein Removal! Now approved by US FDA". • Leaflet claim - "COMPLETE Solution: 2.5 times better than ReNu MultiPlus TM". The source of the claims are not disclosed in the Ads by Allergan. The claim, "Maximum protein removal. Now approved by US FDA", is grossly misleading the contact lens users because it conveys an impression that -	July 1999 Detailed technical information and test reports provided by the advertiser in support of claims. Claims not false or misleading. However, Advertiser assured a change in the position of the statement, "Now approved by US FDA", to avoid any likely misleading of the consumers.

- US FDA has accepted, agreed and therefore, approved Allergan's contention that their product "COMPLETE™" removes maximum protein as compared to any other product in the market.
- US FDA has agreed and therefore, approved Allergan's claim that "COMPLETE™" removes 2.5 times more protein than ReNu MultiPlus.

US FDA neither approves any comparative claims nor does it approve superlative claims like "maximum protein removal for any product". All that the US FDA approves is the fact that the product meets certain standards and is therefore, marketable.

For protein removal comparative claims, Allergan has used "soak only" method in their internal study comparing "ReNu Multiplus" with their product "COMPLETE™". However, the actual regimen recommended even by Allergan is "rub & rinse" method for effective protein removal. The "soak only" mechanism may just remove loosely bound native protein (passive cleaning).

To make a claim on the basis of removal of only native protein (which is incomplete and insufficient treatment for the lenses) is unethical, unwarranted, frivolous and grossly misleading.

29. #	Hindustan Lever Ltd (Vim Dishwash Bar) Ammirati Puris Lintas C-1844 Triton Comms. P. Ltd	Complaint (received in 5/99) against a TVC on Star News (3/99) and Sun TV (4/99). As per complaint, the product "Vim Dishwash Bar" has been advertised at a price that is less than the current retail price. A super appears at the end of the film specifying the price of one 400 gm Vim bar as Rs.10/- but on further research, it is evident that one can only purchase it for Rs.10.50 from the retailer. In fact, the MRP on the pack is also mentioned as Rs.10.50 and not Rs.10/- as advertised.	July 1999 Complaint, an isolated instance of the schedule not being adhered to, by error, by the Media concerned.

30. #	Zenith Computers Ltd (Zenith PC) Zeal Communications C-1845	Complaint (received in 5/99) against an Ad in The Hindustan Times (4/99) and Times of India (5/99). As per complaint, Zenith Computers have claimed to be, "Now, The Largest Selling PC Brand in India". IMRB Itops'98, a research by IMRB has been quoted as being the basis of the claim. The Itops'98 research has very clearly said that HCL is the largest selling PC brand in India. The report indicates that Zenith Computers Ltd has a 33% market share in home segment and is No.1 within the home segment only. And Zenith Computers are quoting this leadership in one segment as overall leadership. This claim is a gross misrepresentation of facts and designed to mislead the customer.	July 1999 Complaint, an isolated instance of omission of the qualifying words "home segment". ***However, Ad modified on their own.***

HCL Infosystems Ltd.

31. #	Mercedes-Benz India Ltd (Mercedes-Benz E-Class) SSC & B Lintas Ltd C-1847	Complaint (received in 5/99) against an Ad in The Economic Times (Corporate Dossier) (5/99). As per complaint, the "Mercedes-Benz E-Class" Ad concept of using the life-line on a hand has an uncanny similarity to an ongoing campaign that "ANZ Grindlays Bank" had started in September 1998, for 'ANZ Loans'.	July 1999 Ad not so similar as to create confusion in the minds of the consumers. *However, Ad. Agency assured that visual of "Palm" in the Ad has been discontinued.*

ANZ Grindlays Bank

32. #	Godrej Foods Ltd (Godrej Refined Groundnut Oil) Madison DMB&B Advertising C-1848	Complaint (received in 5/99) against an Ad in Loksatta (in Marathi) (5/99), and Mumbai Samachar (in Gujarathi) (5/99). As per complaint, the Ad states that (in Gujarathi), "Sachu Puchho to Tamharoe Postman Tamne Aa Sandesh Aptha Jharaakh Kanchata Hatha"; the said line translated (in English) would mean that, "really speaking your Postman would hesitate to give you this message". It suggests that the brand 'Postman' would not match 'Godrej'. The Ad further disparages the quality of the competitive product.	July 1999 Ad not disparaging a competitive product. The reference to 'your Postman' was generic and not Brand specific.

Ahmed Oomerbhoy

33.	Hatsun Agro Product Limited (Arun Ice Cream) Hindustan Thompson Associates C-1851	Complaint (received in 6/99) against a TVC on Sun TV (4/99). As per complaint, the TVC shows, a scarcely clad girl entering the lift, giving company to a fat man. A waiter (young fellow) comes with a tray full of Arun ice cream. The girl signals enticingly to the waiter. When the lift stops the girl is seen hand in hand with the waiter who has "exchanged" the girl for a tray of ice cream. The fat man is happy with his tray of Arun ice cream. A voice says, "You will do anything for the taste of Arun ice cream". This Ad is an insult to womanhood as a whole. A girl is pictured as a flirt and can be "exchanged" for anything by anyone. Such Ads should not be shown on the TV, a media widely seen by children and teenagers in their impressionable age. Dr. Ms. Patricia Manoharan	July 1999 Ad not objectionable.
34.	Hindustan Lever Ltd (Clinic All Clear Dandruff Shampoo) Ammirati Puris Lintas C-1854 Mr. Amol U. Bose	Complaint (received in 6/99) against an Ad in the Times of India (6/99). As per complaint, the visual (resembling a Pakistan Cricket Player's sports shirt associated with the current World Cup series) and the slogan (Dho Dala!) smack of bad taste, thereby affecting the dignity of Advertising in India.	July 1999 Ad not objectionable.
35.	Indian Oil Corporation Ltd (Issued in Public Interest - Information on Hot Plate for New LPG Connections) C-1811 Mr. Vijay Kumar	Complaint (received in 3/99) against an Ad in the Times of India, New Delhi (probably 3/99). As per complaint, the Ad informs that those wait-listed but having a hot plate already, will have to get the same inspected and approved, from their Gas Distributor on payment of Rs.100/-. This Ad is misleading. Suo motu - The CCC considered that this may be a restrictive practice.	July 1999 Ad not misleading, nor considered to be in violation of any known provisions of the MRTP Act.
36.	Century Publishing House (IIIT Entrance Exam Guide) C-1859 Mr. K.C. Gupta	Complaint (received in 7/99) against the Promotion Leaflet. As per complaint, the Leaflet offered an "IIIT Entrance Exam Guide (for Allahabad) first edition at a price of Rs.300/- with a discount of Rs.50/- on direct purchase".	July 1999 **Exparte.** Promotion Leaflet not misleading. Complaint not valid. Discount of Rs.50/- was effected on

		The complainant went to Delhi for purchase of this book. The price charged for the book was Rs.370/-.	this purchase. *However, Advertiser agreed to make good the loss.*
37.	Zed Career Academy (Government Recognised Degree in BBA and BCA) C-1837 Ms. Minakshi Suri	Complaint (received in 5/99) against an Ad in 'Daily Excelsior', Jammu & Kashmir (5/99). As per complaint, the claim made in the Ad, "Government Recognised Degree in BBA and BCA", is false. UGC is not supposed to approve or recognise any diploma/degree awarded by any private Institution. The Ad does not mention which Government has recognised the degree awarded by Zed Career Academy.	August 1999 Claim, "Government Recognised Degree in BBA and BCA", substantiated, and implied claim of "Govt Recognition" and "Franchise validity", verified.
38.	Coca-Cola India (Pringles Free Offer against 1 Litre Coca-Cola) Chaitra Leo Burnett C-1857 Mr. Gaurav Arora	Complaint (received in 6/99) against an Ad in Times of India (5-6/99). As per complaint, the Ad mentions, "Offer valid till 20th June'99 or till stocks last". During that week, when the complainant called the helpline set up by Coca-Cola on 9628002230, the Operator told him that "the stocks had been exhausted and the offer was no longer valid". On 17th June'99 in the Times of India, Coca-Cola again advertised that "one can of Pringles Chips will be given with 3 Pet Bottles (1.5 litres) of Coca-Cola" at the special stalls set up by the company at various stores. The Ad is misleading.	August 1999 Complaint not valid. In each Ad, the terms and conditions of the offer stated clearly and not misleading.
39.	Hindustan Lever Ltd (Fair & Lovely Cream) # Ammirati Puris Lintas C-1868 Fountainhead Comms. P. Ltd.	Complaint (received in 7/99) against an Ad in 'Sandesh Sapthahik Purti' (6/99). As per complaint, the pack shot of 'Fair & Lovely' is very similar to the pack shot of 'Fairever', which has been featuring in the press Ads for over one year. The flower next to the Fair & Lovely pack not only resembles the pack shot of Fairever by its placement, but is also misleading consumers	August 1999 Pack shot of "Fair & Lovely" not even remotely similar to that of the pack shot of "Fairever". The floral depiction also not considered similar or misleading.

with its similarity to the saffron flower.
This placement and similarity is an attempt to mislead consumers into believing that Fair & Lovely also contains saffron extracts just as the product Fairever does.

40. Samsung India Electronics Ltd (Samsung Television Sets)

Mudra Communications

1872

Complaint (received in 7/99) against a TVC on Star TV (6/99). As per complaint, the TVC shows a well-known cricketer, Kapil Dev, and a companion on an African "safari". They hear lions roar, and on investigating, are surprised to see a group of African tribals making hunting noises and gesturing with weapons at lions appearing on televisions sets.

The Ad portrays Africans as dumb fools and stereotypes them in such a way. This is covert racism.

August 1999
Ad not objectionable. "Humorous episode" used as an attention-getter in support of the T.V. set advertised.

Mr. Sachin Gomez

41. Camlin Limited (The All-India Camel
Colour Contest)

Mosaic Advertising & Marketing

C-1877

FCB Ulka Advtg. Ltd.

Complaint (received in 8/99) against an Ad in Sunday Review of Sunday Times of India (7/99). As per complaint, the baseline of the Ad mentions, "Camel Colours Your Child's Imagination". This is a clear case of a copy of the baseline - "Faber Castell. Colour your imaginations", which may lead to confusion among the consumers.

A.W. Faber Castell (India) Ltd has been running a T.V.Commercial on Zee TV from 19/6/99. The baseline - 'Faber Castell. Colour your imaginations' was first used in this T.V.Commercial. This line has not been used in this product category prior to the T.V.Commercial done by Faber Castell.

September 1999
Prior usage of the baseline, "Colours Your (Child's) Imagination", established by the advertiser (Camlin).

42. Hindustan Lever Ltd (Wheel Lemon
Detergent Powder)

Ammirati Puris Lintas

C-1879

Nirma Chemical Works Ltd.

Complaint (received in 8/99) against a TVC on DD1 (7/99). As per complaint, the said Commercial of "Wheel Lemon Detergent powder" makes an almost direct reference to "Nirma Detergent powder". It intentionally disparages the Nirma name and equity by showing a yellow powder in a newspaper. The

September 1999
Ad not denigrating any identifiable brand or a group of products.

		T.V. Commercial depicts that the shirt washed by yellow powder shows dirty patches and therefore the palmist flings the yellow powder with great contempt and advises not to curse "rahu 'ketu", but to change the detergent powder from yellow powder to Wheel Lemon Detergent powder costing Rupee one, and "lighten the fortune".	
43.	Godrej GE Appliances Ltd (Godrej Refrigerators) Hindustan Thompson Associates C-1882 Mr. K. Ramakrishnan	Complaint (received in 8/99) against Ads in the Times of India (6-7/99). As per complaint, the Ads (appeared on 4th June, 18th June and 2nd July'99) mentioned the MRP of "WS 275 Refrigerator" as Rs.22885/-, Rs.24887/-, and Rs.24768/-. The Ads (appeared on 27th June and 11th July'99) did not state any MRP. However, at the bottom of the Ads, it was mentioned as "MRP as on 11th May 1999", and "MRP as on 1st June 1999". The Ads mentioned different prices on different dates. When the complainant contacted the Answer Centre No.5171515, he was informed the MRP of "WSL-275" as Rs.23,815/-. The Ads are unfair and confusing to consumers.	September 1999 Ads complied with the requirements of price declaration applicable to this category of goods. Ads not misleading or unfair to consumers.
44.	Dorcas Market Makers Ltd (Medimix Soap) Pen a Trait Comm C-1871 Mr. R. Thilakeen	Complaint (received in 7/99) against a TVC on DD1 (7/99). As per complaint, the Ad claims that "Medimix soap is pimple cream, prickly heat powder, dandruff shampoo, moisturiser, and beauty soap". This claim as an 'all in one soap' is wrong. It is just a low quality ordinary soap. The claim is highly exaggerated and misleading.	September 1999 Claim substantiated by pertinent and relevant technical references from Ayurveda Literature, and not misleading.
45.	Nirma Consumer Care Ltd (Nirma Lime Bath Soap) Purnima Advtg Agency C-1874 Ms. S. Bhaveni Devi	Complaint (received in 7/99) against a TVC on DD1 (7/99). As per complaint, the TVC shows a young woman prancing around on the beach, and near waterfalls, in barely decent and proper attire. In one of the shots, she is lifted or rather hoisted by her male friend in a	October 1999 Ad not objectionable.

horrid and obscene-manner, which has shades of soft porn.
The Ad is objectionable.

46. #	Hyundai Motor India Ltd (Santro Car – Truth Prevails) Saatchi & Saatchi Ltd C-1887 Ammirati Puri Lintas.	Complaint (received in 8/99) against an Ad in the Times of India, New Delhi (8/99). As per complaint, the Ad features a comparative test carried out by the AUTOCAR magazine (published 9/99 issue), among various cars in the compact car segment. As per this test report, Hyundai Santro has been judged "the best all rounder in this segment." The "venue of this test" was the Vehicle Research & Development Establishment, Ahmednagar. However the Ad gives the impression that the test was carried by the VR&DE, Ahmednagar.	October 1999 Ad not false or distorted, and the complaint not valid.
47.	Britannia Industries Ltd (Snax Biscuits) Ammirati Puris Lintas C-1895 Mr. Shriram R.	Complaint (received in 9/99) against a TVC on Sun TV (9/99). As per complaint, the Ad featured a well-known cricketer, Rahul Dravid, with his left foot offered for application of the identification mark, at a polling booth. The explanation is that his hands are full, eating Snax. According to the complainant, in one stroke this ridicules the very basis of our democracy, the polling process. It is a great insult that must not be tolerated.	October 1999 Sequel under complaint considered to be an instance of Advertising Licence to create humorous situation. *However, TVC discontinued on their own.*
48.	Titan Industries Ltd (Fastrack Cool Watches) Ammirati Puris Lintas C-1898 Mr. L. Ravindran Human Rights Cell	Complaint (received in 9/99) against an Ad in the Times of India (10/98). As per complaint, the Ad is vulgar, using "woman" as a medium. It is very bad to project a woman in this manner as it amounts to insult to womanhood at large.	October 1999 Ad not vulgar. *However, Ad campaign discontinued on their own.*

49.	Hindustan Lever Ltd (Breeze Soap) Ammirati Puris Lintas C-1899 Mr. Samit Agarwal	Complaint (received in 9/99) against a TVC on Sony TV(9/99). As per complaint, the TVC shows an Army Personnel throwing his cap at the feet of a girl. The girl after picking it, returns the same to him. Thereafter he places the cap in the mouth of a dog, who takes it back to the girl. The Ad is making a fool of an armed forces cap which is held in great respect.	<u>October 1999</u> Complaint not valid, and Ad not objectionable. The complaint was a mistaken interpretation of the sequence depicted in the TVC, namely the cap was of a Commercial Pilot, not of an Army Personnel.
50. #	MRF Ltd (MRF Formula Racing Car Tyres) C-1886 J.K. Inds. Ltd.	Complaint (received in 8/99) against a TVC on Sony TV and Star Plus (8/99). As per complaint, the advertiser makes a claim of MRF being the only one in India to make Formula racing tyres. This claim is misleading since it implies that they have a product used in Formula One racing, which they do not. The first such racing tyre manufactured in India was "Blaze", a formula racing tyre launched in 1992 by JK Tyre. Hence, the Advertiser's claim of being the first to manufacture Formula racing car tyres in India, is inaccurate.	<u>November 1999</u> Complaint not valid, and the claim, "MRF the only one in India to make Formula racing tyres", not false.
51. #	Lever Johnson (Consumer Products) Ltd (Raid Mosquito Coils) FCB-Ulka Advtg. Ltd C-1894 Creative Unit Pvt. Ltd.	Complaint (received in 9/99) against a TVC on DD1 (9/99) and Sun TV (9/99). As per complaint, the Ad states, "Raid Coil is 10 times more powerful than any other ordinary coil". The said claim, as well as the creative content, is identical to that of the "Jet Coil – Dus Guna" Commercial, which has been aired on various TV channels, from April 1998 till date. On comparison, the execution of "Raid Coil" TVC is a lift of "Jet Coil" TVC – there are similarities in the basic idea of the film, its structure, and the claim/slogan of 'Dus Guna Jyada Shakti'.	<u>November 1999</u> Complaint, "Raid Coil is 10 times more powerful", not valid, since the claim in the TVC conveys, "Raid Coil acts 10 times faster". Creative content and the visual depiction not so similar as to create confusion in the minds of the viewers of the TVCs.

52. #	SmithKline Beecham Asia Ltd (Aquafresh Toothpaste) Trikaya Grey Advtg C-1912	Complaint (received in 11/99) against a TVC on Zee TV (11/99). As per complaint, the TVC states that Aquafresh is a toothpaste which "reduces plaque upto 50%", "fights cavities upto 44%", "destroys harmful bacteria upto 90%". The claims are objectionable and have strong potential to mislead consumers unless it is duly substantiated.	December 1999 Claims substantiated.

Amrizati Puris Lintas

53. #	Colgate Palmolive (I) Ltd (Colgate Dental Cream Super Shakti) Rediffusion DY&R Ltd C-1915 Mr. Mohit Beotra Amrizati Puris Lintas	Complaint (received in 11/99) against a TVC on National Network (10/99). As per complaint, the TVC shows a child suffering from toothache which is attributed to the use of a 'new' toothpaste. This is a blatant case of disparagement of Pepsodent toothpaste, on two counts: - In the past 3 years, Pepsodent has used toothache extensively as the problem set up in its communication. - In the consumers mind Pepsodent is seen as the 'new' toothpaste which is attempting to gain market share. The TVC also states that Colgate Dental Cream Super Shakti provides a 'suraksha kavaj' and 'jeevan bhar suraksha' to the consumers. These claims should be supported by due substantiation. Colgate Dental Cream Super Shakti uses a blue shield enveloping the teeth to demonstrate the 'suraksha kavaj'. This device is identical to the blue shield used by "Pepsodent 2 in 1" since May 1997.	January 2000 Claim substantiated, and Ad not disparaging of a specific toothpaste brand, nor visually similar to a competitor's Ad.

Amrizati Puris Lintas

54.	Godfrey Phillips (I) Ltd (Four Square Gold Cigarettes) Ogilvy & Mather C-1926 Mr. V.S. Chikramane	Complaint (received in 12/99) against an Ad in Mid-Day (12/99). As per complaint, the "Statutory Warning" in the Ad, is printed in a smudgy way as to obfuscate the reader. The printing of the warning can be easily confused with other lettering appearing on the same Ad.	January 2000 Complaint, an isolated instance of poor (smudgy) printing of the Ad.

55.	Business World (The Business World – Bournvita Book of Knowledge Offer) C-1927 Mr. S.C. Dasgupta Tisco S.C. Mine	Complaint (received in 12/99) against an Ad in Business World (1/99 to 5/99 issues). As per complaint, the Complainant paid the amount due in mid Feb and received the first issue due in the first week of March, but despite reminders, the gift on offer was not received till mid June, whereas a circular letter was received advising that the magazine would be published weekly instead of Bi-monthly, and the free gift books could be obtained against a payment of Rs.300/- (or an overnight Executive bag for Rs.250/-). In July'99 an Ad of Business World appeared, with an offer of a 3 years subscription for Rs.684/- (same amount as the earlier Ad), for weekly issues of the magazine, and a free gift worth Rs.745/- or Rs.840/-. According to the complainant, the advertiser has cheated the subscriber (complainant) by not delivering the free gift due, and has been unfair to the earlier subscribers by charging double the amount per issue, and offering a gift of much lower value in the previous offer. The Ad of January-March'99 is a false offer and is unfair to the readers who responded to this earlier Ad. Till date (3rd December) the free gift offer has not been fulfilled.	January 2000 Non-receipt of the free gift on offer, an isolated instance of non-performance by the advertiser, who assured that the lapse would be made good.
56.	Malayala Manorama (92.15 Lakhs Readers) # Creative Minds 1925	Complaint (received in 12/99) against an Ad in Malayala Manorama (11/99). As per complaint, the Ad in Malayalam (as translated in English), states that, Malayala Manorama has "47.92 lakhs more readers than the nearest largest circulated Daily in India". This fact may be true, but it is a misleading one as the readers may think that Malayala Manorama has "47.92 lakhs more readers than Mathrubhumi; which is the 2nd largest circulated Daily in India". In fact as per NRS-99 round I, Mathrubhumi readership is 69.53 lakhs as against Manorama's 92.15 lakhs readers. The difference is only 22.62 lakhs. In the Ad, Malayala Manorama has compared The Mathrubhumi Pty & Publishing Co. Ltd.	February 2000 Complaint subjective, Ad not misleading.

the readership with incomparable publication without naming it. This is ambiguous and misleading.

57. #	The Mathrubhumi Printing & Publishing Co Ltd (A C Najib) Ogilvy & Mather C-1933	Complaint (received in 1/2000) against an Ad in Outlook (12/99). As per complaint, there are a few discrepancies in the Ad. The source quoted is IMMS 1999 RI. The Ad shows old IRS readership figures, which have been updated since. As per IMMS 1999 RI, the readership of Malayala Manorama in Kerala is 83.66 lakhs and that of Mathrubhumi is 67.47 lakhs, but the updated figures (which were released several months back) show Malayala Manorama with an increase of 6.28 lakhs at 89.94 lakhs and Mathrubhumi with a fall in readership of 89000 at 66.58 lakhs. The readership figures that were used are misleading.	February 2000 Ad not misleading.

Malayala Manorama

58.	Hindustan Lever Ltd (Pepsodent G Toothpaste) Ammirati Puris Lintas C-1936	Complaint (received in 1/2000) against a TVC on DD (7/99). As per complaint, the Ad claims that, "Pepsodent G contains vitamins", and "gives the gum essential nutrition by virtue of vitamins incorporated in it", which needs to be substantiated by the advertiser. The following should be examined in the larger interest of the public. Whether Pepsodent G contains vitamins. If so, whether the product contains minimum scientifically accepted level of vitamins. Whether the product, in fact, provides essential nutrition to gums based on the scientifically accepted pre and post brushing test results.	February 2000 Claims not false.

Ms. Usha Vishwanathan

59	I.T.C. Ltd (Gold Flake Cigarettes) Bates Clarion Ltd C-1939	Complaint (received in 2/2000) against an Ad in Intelligent Investor (2/2000). As per complaint, the Ad has a caption, "It's Honeydew Smooth", while on the left side the Statutory Warning: 'Cigarette Smoking is	February 2000 Claim not false or misleading.

Ms. Laxmi Narain Modi

		Injurious to Health' is mentioned. How can a product which is injurious to health, be smooth like Honeydew? This is nothing but taking consumers for a ride.	
60.	Xerox Modi Corp Ltd [Fax Machine (Model No.F60)] C-1941 Sethia Oils Ltd.	Complaint (received in 2/2000) against an Ad in Business India Annual Report Directory'99 (Aug-Sept'99 issue). As per complaint, the complainant had purchased a Modi Xerox Fax machine (Model No.F60) on 30/6/98. The machine never gave up-to-the mark service and had to be repaired twice during the first year. A product priced at Rs.9900, required spare parts worth Rs.9305 after fifteen months and that too just after two or three days of servicing. According to him, "Modi Xerox is No.1" but in customer dis-satisfaction. Appropriate measures must be taken in preventing such false claims from getting published by Modi Xerox in future.	February 2000 Complaint an isolated instance of under-performance by the advertiser in respect of product/services advertised.
61.	Hindustan Lever Ltd (New Close-Up Renew Ultra Whitening Toothpaste) Hindustan Thompson Associates C-1940 Mr. Shivreem Nair	Complaint (received in 2/2000) against the press Ad and toothpaste carton. As per complaint, the press Ad claims that the product provides ultra whitening benefits "in just 4 weeks" of use. The toothpaste carton and the press Ad states that, the "whitening granules softly scrub away the yellow even in-between your teeth". These claims are false, misleading and highly exaggerated. Earlier, this company was marketing another toothpaste under the brand name "Close-Up Renew". The following information/clarification needs to be sought from the advertiser, to protect the interest of the consumers – What new active ingredients, and the levels thereof, are being used in new 'Close-Up Renew Ultra Whitening' as against the old 'Close-Up Renew' toothpaste ? What scientific evidence is available to demonstrate that the product provides "ultra whitening" benefits in just four weeks ?	March 2000 Claims not false or misleading.

62. #	Tata Chemicals Ltd (Tata Shudh Washing Powder) Publicis-Zen Comm C-1943 Nirma Consume Care Ltd.	Complaint (received in 2/2000) against a TVC on Sony TV (2/2000). As per complaint, the commercial in its voice over/copy depicts a lady saying "dudh si safedi – main nahin manti" (in Hindi), - "whiteness as milk – I don't agree" (as translated in English) to promote the brand – Tata Shudh washing powder. Nirma has been using a jingle, 'dudh si safedi Nirma se aye' (Nirma brings whiteness as milk) for its brand – Nirma washing powder, in its Radio commercial since 1973 & TVC since 1983. The brand name "Nirma" has created a strong association with these sets of words over a period of time. It is highly degrading and unethical on the part of the advertiser to use denigrating remarks against such a strong property of Nirma to promote their brand.	March 2000 Ad not denigrating any specific brand or group of products.
63.	Shoppers' Stop ("The easiest way to get anything you want: Just ask") Contract Advertising C-1945 Mr. Vivian Miranda "Sylvinel"	Complaint (received in 3/2000) against an Ad in Woman's Era of November (second)'99. As per complaint, the background building shown in the Ad, is that of the Basilica of Our Lady of the Mount, Bandra, which is a Catholic place of worship and pilgrimage. The complainant questions whether the same pose (of the model) would be acceptable with a temple, a mosque, a gurudwara or any agiary, in the background ? The Ad Agency prefers a "soft" target for obvious reasons. The complainant leaves it to the judgement of ASCI, whether the modelling pose is in good taste or not.	March 2000 Ad not likely to cause grave or widespread offence.
64. #	Hindustan Lever Ltd (Lux Skincare Soap) Hindustan Thompson Associates C-1947 Godrej Soaps Ltd.	Complaint (received in 3/2000) against a TVC on Sony TV (2/2000). As per complaint, the TVC speaks of a variant of Lux with "fairness protecting properties" which is yet to be launched by the advertiser. The TVC is being telecast for over 6 weeks. The TVC violates the ASCI Code and should	March 2000 Ad not misleading.

not be allowed to be aired for the following reasons:
The product is not in the market and the Ad does not give a definite date of proposed availability. This confuses and frustrates the consumer and results in creating disappointment in his/her mind.

Since a considerable period of time has elapsed since the airing of the TVC began, the intentions of the advertiser are unclear.

Most importantly, the pack depicted in the TVC is an incomplete version. It is simply the current product with the sub-nomen removed. The product depicted is not exactly the one proposed to be launched. Hence the Ad is misleading.

WHY - SELF-REGULATION IN ADVERTISING

In recent years the quantity of false, misleading and offensive advertising has resulted in **consumers having an increasing disbelief in advertising,** and a growing resentment of it. Misleading, false advertising also constitutes unfair competition. It could lead to marketplace disaster or even litigation. If this kind of advertising continues, it won't be long before statutory regulations and procedures are imposed which make even fair, truthful, decent advertising cumbersome if not impossible. This certainly will affect your ability to compete and grow.

The Advertising Standards Council of India (1985) has adopted a Code for Self-Regulation in Advertising. It is a commitment to honest advertising and to fair competition in the marketplace. It stands for the protection of the legitimate interests of consumers and all concerned with advertising, - advertisers, media, advertising agencies or others who help in the creation or placement of advertising. As the Code becomes increasingly accepted and observed proactively, three things will begin to happen.

1. Fewer false, misleading claims
2. Fewer unfair advertisements
3. Increasing respectability

Which, only means more freedom for you to practise your craft or carry on your business effectively. **As a member of ASCI**, you can mould the course of Self-Regulation and **participate** in the **protection of healthy, effective advertising**. You can have a say, through the Board of Governors, in the further development of the Code and future appointments to the Consumer Complaints Council. Membership of the ASCI entitles your to appoint your nominee to discharge your function as a member, including standing for election to the Board of Governors and voting at general meetings.

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

In India, as in several advanced economies, there is only ONE BODY for Self-Regulation in Advertising - the ASCI, which is concerned with safeguarding the interests of consumers whilst monitoring/guiding the commercial communications of Practitioners in Advertising on behalf of Advertisers, for advertisements carried by the Media, in their endeavours to influence buying decisions of the Consuming Public.

Complaint that was a NON ISSUE
From April 1999 to March 2000

Sr. No	Advertiser / Agency	Nature of Complaint	Comment / CCC Decision
# Intra-Industry Complaints			
1. #	Baron International Ltd (TCL Colour Televisions) Advertising Avenues C1888 BPL Ltd. Entertainment Electronic Business Groups	Complaint (received in 9/99) against an Ad in The Hindu (9/99). As per complaint, the advertiser has made false and misleading statements which are also unfair to consumers, the trade and competitors. 1. TCL is the Original Equipment Manufacturer for world famous brands, like Sanyo. All brands outsource many of their critical components. 2. Many of them get their products made by OEMs, and just market them under their own brand names. 3. The stamp of quality comes only from the quality of components and processes. TCL components and processes surpass the quality standards of the world's best known brands. 4. Worldwide brands like TCL bring down prices by producing large volumes. TCL manufactures 6 million TV sets per year. (More than 10 times the largest brand in India). 5. TCL has grown rapidly to become the world's third largest TV Company.	October 1999 **Non Issue**, presently. Sub judice, since the concerned Advertising Agency advised that a similar complaint against the same Ad, was referred by the Complainant to the MRTP Commission, thereby placing the complaint outside the purview of Self-Regulation.

WHY ASCI !

ORGANISATION : **The Board of Governors (16 members) ensures equitable representation of Advertisers, Agencies, Media and other Advertising services, the individual member firms being leaders** in their respective industries or services. The CCC (14 members) has 8 **non - advertising professionals who are eminent and recognised opinion leaders** in their respective disciplines such as Medical, Legal, Industrial Design, Engineering, Chemical Technology, Human Resources and Consumer Interest Groups.

The Consusmer Complaints Council (CCC) met 12 times form April 1999 to March 2000. It considered a **total of 151 complaints**, of which 86 were **UPHELD**, 64 were **NOT UPHELD**, and 1 was considered a **NON-ISSUE**. **Eighty three percent** of the complaints **Upheld by the CCC** resulted in advertisements being either **withdrawn or modified appropriately**. **Implementation of CCC decisions** - as a result of prompt and effective follow up there have been positive responses received from advertisers and agencies, in respect of CCC recommendations on complaints which were Upheld. There has been a number of instances wherein advertisers/agencies have withdrawn or modified their advertisements appropriately, merely on their being approached by ASCI for comments in respect of complaints received. The acceptance of **ASCI's** role in **judging complaints against advertisements,** in the interest of all Practitioners in Advertising and Consumers who are the targets of such advertisement, is demonstrated by the fact that during the year **the advertisers/agencies have failed to provide assurance of compliance in respect of only 15 complaints.**

Analysis of Complaints decided upon by the CCC. There has been a **substantial number (68)** of **intra-industry complaints** received from advertisers and agencies, in respect of **comparative advertising and unfair competitive advertisements** (46 were Upheld, 22 were Not Upheld and 1 was a Non-Issue). **The Council has played a fair and supportive role** in ensuring such complaints were dealt with promptly, were treated with the confidence which they deserved, and was instrumental in mediation with advertisers and agencies concerned, thus **avoiding time consuming and costly litigation** in many instances.

Quarterly review letters to members and compilation reports of CCC decisions on consumer and industry complaints against advertisements provide current background information, which represents **valuable case/reference material for pro-active observance of the Code for Self-Regulation**, when the creative is on the drawing board.

Our Secretary General, Gualbert I. Pereira may be contacted on (022) 4937066 - phone and (022) 4936863 - fax, or e-mail asci@bom5.vsnl.net.in for

- Clarifications or additional background information if required,
- Complaints against advertisements which you consider objectionable or offensive,
- Requests for particulars of Membership of ASCI,
- A free copy of the ASCI Code and the CCC Procedure for processing complaints.

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

Agarwal Rajiv	9/90 - 7/95		
	7/99 -		
Ansari Tarique	10/94 - 3/95		
Athavankar U.A.	7/86 -		
Ayer S.R.	7/88 - 9/90		
Balsara Sam	9/99 -		
Bhandari L.	10/85 - 4/88		
Bilimoria Pheroza	9/90 - 10/91		
Bose Amol Kumar	10/91 - 9/92		
Chinai Jaimini	8/99 -		
D'Monte Darryl	12/99 -		
Das Gurcharan	10/85 - 4/88		
Dasgupta A.	12/93 - 7/95		
Ghosal Subhas	10/85 - 4/88		
Halve Anand	9/96 - 12/97		
Jain Harish	5/87 - 4/88		
Jayaraman N.	1/92 - 4/99		
Jhawer P.K.	7/86 - 8/96		
Kamath M.V.	10/85 - 9/95		
Kapadia Bharat	9/98 - 8/99		
Karkaria Bachi	12/99 - 3/2000		
Khanna M.K.	7/88 - 8/90		
Khorakiwala F.T.	10/93 - 9/94		
Kohli Swarn	7/88 -		
Kulkarni Ravi	7/88 - 6/95		
Kshirsagar E.A.	10/94 -		
Kurian K.	12/89 -		
Lentin Bakhtawar	12/89 - `7/95		
Marfatia Akhil	12/89 - 11/93		
Mathew Jacob	6/96 - 8/97		
Mehra Asit	12/95 - 5/99		
Mehta Bansi	10/85 - 9/94		
Mody Zia	6/95 - 7/99		
Motwani Pushpa	10/85 - 9/92		
Mukherji Peter	9/96 - 4/97		
Mundkur Bal	9/90 - 11/91		
Murthy N.V.K.	10/85 - 9/89		
Nair M.K.B.	12/95 - 11/99		
Narayanan V.	10/85 - 4/88		
Pant Rajesh	5/97 -		
Patel Bharat V.	9/97 - 8/98		
Pereira Roger	10/92 - 9/93		
Pisharody Ravi	7/99 -		
Roy Protap	7/88 - 8/89		
Rodrigues Angela	10/96		
Sayani Ameen	10/87 - 8/88		
Singh Digvijay	1/96 - 5/96		
Singh Khushwant	10/85 - 4/88		
Sista S.V.	3/93 - 9/96		
Sopariwala Dorab	10/96 - 8/97		
Sukthankar Usha	11/92 -		
Swamy R.K.	10/85 - 4/88		
Tarneja Ram	10/87 - 4/88		
Tikekar Aroon	12/97 - 11/99		
Upadhyaya Mukul	8/89 - 9/90		
Vasu T.T.	7/88 - 8/89		
Wadia Nargis	7/88 - 8/96		
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
Irani C.R.	9/99		
Jain Harish	10/85	-	6/88
Jain Urmila	12/95	-	
Kamath Madhukar	9/97	-	2/99
Kant Ravi	1/2000	-	
Kapur Ranjan	5/94	-	4/95
Kapadia Bharat	4/95	-	
Khalap Kiran	9/98	-	9/99
Khanna M.K.	9/92	-	9/93
Khorakiwala F.T.	8/89	-	9/99
Kurian K.	10/85	-	6/88
Mahindra Harish	10/85	-	12/86
Manerikar V.V	9/97	-	
Manwani Harish	3/99	-	3/2000
Mariwala Harsh	6/96	-	9/96
Mathew Jacob	3/90	-	
Mehta Karl	10/85	-	7/88
Mody Zia	8/99	-	
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	-	
Saldanha Conrad	9/99	-	
Sayani Amin	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	-	9/99
Sinha Tara	1/87	-	9/91
Sista S.V.	7/95	-	9/96
Soman D.S.	1/95	-	9/97
	11/97	-	9/98
Sopariwala Dorab	9/94		

THE ADVERTISING STANDARDS COUNCIL OF INDIA

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