

The Advertising Standards Council of India

FIFTEENTH REPORT AND ACCOUNTS

FOR THE YEAR

2000 - 2001

The Advertising Standards Council of India

FIFTEENTH REPORT AND ACCOUNTS FOR THE YEAR 2000-01

BOARD OF GOVERNORS:


Mr. Sam Balsara
Chairman


Ms. Urmila Jain
Vice-Chairperson


Mr. Goutam Rakshit
Hon. Treasurer


Mr. Arun Adhikari


Mr. C.R. Irani


Mr. Ravi Kant


Mr. Bharat Kapadia


Dr. V.V. Manerikar


Ms. Zia Mody


Mr. N. Murali


Mr. Bharat V. Patel


Mr. R. A. Poddar


Mr. Conrad Saldanha


Mr. Derrick Samuel


Mr. Ram Sehgal


Mr. R. K. Singh

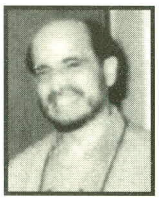

Mr. Dorab Soparwala

CONSUMER COMPLAINTS COUNCIL MEMBERS :


Mr. Rajiv Agarwal


Prof.U.A. Athavankar

Mr. Jaimini Chinai


Mr. Darryl D'Monte


Ms. Urmila Jain


Ms. Swarn Kohli


Mr. E.A. Kshirsagar


Mr. K. Kurian


Mr. Rajesh Pant


Mr. Ravi Pisharody

Mr. B.V. Rao


Dr. Angela Rodrigues


Ms. Usha Sukthankar


Mr. N.G. Wagle

The Advertising Standards Council of India

15th Report and Account of 2000-2001

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

Solicitors
Little & Co.
Central Bank Building
Mumbai

Registered Office
205, Bombay Market
Tardeo Road,
Mumbai 400 034.
Tel. : 493 6863, 493 7066 Fax : 493 6863
E-mail:asci@vsnl.com

Attendance of the members of the Board of Governors of The Advertising Standards Council of India at Board Meetings from the 161st Meeting held on April 6th, 2000 to the 173rd Meeting held on March 8th, 2001. (13 Meetings held)

Name of Member	Meetings Applicable	Meetings Attended
Mr. Sam Balsara (Chairman - 9/2000)	13	13
Ms. Urmila Jain ((Vice-Chairperson - 9/2000)	13	7
Mr. Goutam Rakshit (Hon. Treasurer - 9/2000)	13	5
Mr. Arun Adhikari **(a)**	12	5
Mr. A. Dasgupta **(b)**	4	2
Mr. C.R. Irani	13	3
Mr. Ravi Kant	13	8
Mr. Bharat Kapadia	13	12
Dr. (Ms.) V.V.Manerikar	13	7
Mr. Jacob Mathew **(c)**	6	3
Ms Zia Mody	13	6
Mr. N.Murali	13	6
Mr. Bharat V. Patel	13	11
Mr. R.A.Poddar	13	5
Mr. Conrad Saldanha	13	9
Mr. Derrick Samuel **(d)**	7	4
Mr. Ram Sehgal	12	5
Mr. R.K. Singh **(e)**	6	0
Mr. Dorab R. Sopariwala	13	13

a) w.e.f. May'2000
b) Resigned Aug'2000
c) Retired Sept'2000
d) w.e.f. Sept'2000
e) w.e.f. Oct'2000

Attendance of the members of the Consumer Complaints Council (CCC) from the 157th Meeting held on April 27th, 2000 to the 168th Meeting held on March 22, 2001 (12 Meetings Held)

Name of Member	Meetings Applicable	Meetings Attended
Mr. Rajiv Agarwal	12	5
Prof. U.A. Athavankar	12	7
Mr. Sam Balsara (a)	5	4
Mr. Jaimini Chinai	12	1
Mr. Darryl D'Monte	12	9
Ms. Urmila Jain (b)	7	5
Ms. Bachi Karkaria c)	1	0
Ms. Swaran Kohli	12	4
Mr. E.A.Kshirsagar	12	7
Mr. K. Kurian	12	11
Mr. Rajesh Pant	12	4
Mr. Ravi Pisharody	12	8
Mr. B.V. Rao (d)	10	3
Dr. Ms. Angela Rodrigues	12	10
Ms. Usha Sukthankar	12	6
Mr. N.G.Wagle	12	10

(a) Retired Sept'2000
(b) w.e.f. Sept'2000
(c) Resigned May'2000
(d) w.e.f. June'2000

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

Adhikari Arun	5/2000		
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	-	8/2000
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	-	9/2000
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	-	
Samuel Derrick	9/2000	-	
Sayani Amin	10/85	-	2/87
	6/88	-	7/95
Sehgal Ram	7/95	-	10/2000
	12/2000		
Sen Siddharth	1/87	-	8/89
Sheopuri R.C.	9/90	-	9/94
Shourie Deepak	9/97	-	9/99
Singh R.K.	10/2000		
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	-	
Srinivasan K.B.	1/97	-	9/97
Swamy R.K.	1989	-	3/92
Syed Munwar	1988	-	1/91
Tandan Atul	3/94	-	8/96
Tarneja Ram	10/85	-	6/90
Upadhyaya Mukul	10/85	-	4/97
Vasudeva Brahm	10/85	-	7/95

THE ADVERTISING STANDARDS COUNCIL OF INDIA

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

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	-	8/2000
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
Jain Urmila	9/2000		
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	-	4/2000
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
Mukherjee 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	-	
Rao B.V.	6/2000		
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.

REPORT OF THE BOARD OF GOVERNORS

We take pleasure in presenting the Fifteenth Annual Report of the Advertising Standards Council of India, together with the Statement of Accounts for the period 1st April 2000 to 31st March 2001.

It was a busy year that threw up new challenges for your Board to manage and in the process further the cause of Self-Regulation in Advertising. The highlights of the activities during the year are given below:

- New CCC Procedure for Processing Complaints adopted from 1st December, 2000
- 9 New members joined the Council
- New Press campaign inviting complaints from consumers launched, July 2001
- New Television campaign featuring Priya Tendulkar of Rajani fame will be launched by August 2001
- The Advertising Club, Bombay runs a contest on Self-Regulation – over 50 entries received from Agencies; 4 winning entries telecast at India Advertising Festival on Abbies night
- ASCI meets Mr. Arun Jaitley, Honourable Minister of Law
- ASCI meets Ms. Sushma Swaraj, Honourable Minister of Information & Broadcasting
- ASCI participates in 2 consumer seminars at New Delhi and Chennai
- ASCI corpus + reserves + surplus increases to Rs.75.3 lakhs from Rs.59.8 lakhs last year

The Board of Governors: During the year Mr. Jacob Mathew retired, and Mr. A. Dasgupta resigned from the Board. The Board wishes to place on record its appreciation of the valuable services rendered by them during their tenure. Mr. Arun Adhikari, Mr. Derrick Samuel, and Mr. R.K. Singh were co-opted by the Board to fill the consequential vacancies.

CCC Members: During the year Ms. Bachi Karkaria resigned and Mr. B.V. Rao was appointed to fill the consequential vacancy.

Membership: Your Board of Governors is pleased to report that due to active follow-up by Board members, 9 new members enrolled during the year. However, 13 members did not renew their membership resulting in a net reduction in membership of 4. Many of those who did not renew, did not do so because of substantial reduction in the scale of operation of their business.
The Board would like to highlight to you that representation from advertisers to ASCI continues to be poor. It is a cause of concern for the Self-Regulation movement that over 100 major advertisers listed in A&M magazine as BIG SPENDERS, are not yet members of your Council even though many of them are ISA members. During the year such advertisers were identified and the Chairman of ISA has been kind enough to write to such advertisers to inform them about the need to become members of your Council, in their own enlightened self-interest. With substantial increase in the number of television channels, a similar concerted effort is being made to enrol all channels, as media members of your Council.

The Consumer Complaints Council (CCC): Analysis of Decisions on Complaints: The CCC met 12 times from April 2000 to March 2001. It considered a total of 107 complaints, of which 56 were UPHELD, 49 were NOT UPHELD, and 2 were considered as NON ISSUES. Compared with last year the number of complaints has decreased considerably. Compliance with CCC decisions has remained high, 89 percent of the complaints Upheld by the CCC were either withdrawn or modified appropriately. In the case of only 6 Ads contravening the Code (complaints Upheld), the Advertisers/Agencies have not yet assured the ASCI of compliance with the CCC decisions. The Quarterly News Letters and Compilation Reports issued by your Council periodically, however, will result hopefully in subsequent withdrawal or appropriate modification of some of these offending Ads. The support of all our members is implicit to the implementation of the CCC decisions and the observance of the ASCI Code in making Self-Regulation in Advertising a way of life across all segments of our Industry, to the ultimate benefit of consumers and the general public. A summary of these complaints is mentioned in the Compilation of the CCC decisions reported for the Year (included in this

Report). The involvement of ASCI members in the various complaints, (identified by * in this report), is indicative of the need for greater proactive observance of the Code, at the time of development of every Ad.

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 their very generous contribution of valuable time and expertise month after month.

Intra-Industry Complaints: During this year, there has been a substantial number of intra-industry complaints (identified by # in the CCC Compilation Report) received from advertisers and agencies in respect of comparative advertising and unfair competitive Ads. Of the 48 such complaints received, 28 were Upheld, 18 were Not Upheld, and 2 were considered Non Issues. Your Council has played a fair and supportive role in ensuring that such complaints were dealt with promptly and were treated with the confidence which they deserved. The net beneficial result was the avoidance of time consuming and costly litigation in many instances.

New CCC Procedure for Processing Complaints against Advertisements: At the last AGM a reference was made to various amendments to the prevailing CCC Procedure which was in the process of being finalised. In mid November the new procedure was sent out to all members, and implemented from 1st December 2000. This has been well received.
The highlights of the new procedure are:

- The entire complaint as received by ASCI will be passed on to the advertiser for comments, masking only the name of the complainant.
- If a complaint is Upheld, the complainant will not be informed immediately, leaving an interval of 15 days during which time ASCI will make all efforts to seek compliance of the advertiser with the CCC decision.
- The ASCI will set up a panel of experts in areas wherein complaints are commonly received, so as to avail of expert technical opinion before the CCC takes a final decision.
- The procedure is more transparent, rigorous and meets the requirements of natural justice.

Composition of the CCC: In order that the deliberations on complaints can be more broad-based through the interaction of more disciplines and professions on the CCC, your Board proposes to increase the number of members from the existing 8 Non-Practitioners to 12, and from 6 ASCI member – Practitioners to 9, the total number being increased from 14 to 21 members on the CCC. An application has been filed with the Company Law Board for approval of the amendment to the relevant provision in the Memorandum and Articles of the Council.
Subject to receiving such approval, this proposed change will be placed on the Agenda of the forthcoming AGM for approval by the general body.

Awareness of your Council among Consumers: It is a matter of some concern that despite your Council having been in existence for almost 16 years, there is a widespread lack of awareness among consumers at large, about the efficient and effective redressal machinery provided by your Council, and available to them for stoppage of misleading, untruthful, indecent or unfair Ads. This lack of awareness gets highlighted when members of your Board of Governors have participated in various consumer forums.

In view of this, your board decided during the year to launch for the first time an awareness campaign through television. It approached the Advertising Club to run a competition as part of Abbies 2001 and invited storyboards from advertising agencies. A total number of 51 storyboards was received, from which a duly appointed committee short-listed 4 films, which were aired at the Abbys night to an audience of over 2000 advertising and marketing practitioners, and a special judging panel selected the winner. However, your Board of Governors did not find the winning entry appropriate; therefore, a new commercial has now been made featuring Priya Tendulkar (of Rajani fame) which will be on air probably by the time you read this report.

A new press campaign, featuring a series of 4 small Ads inviting complaints from consumers, was launched in July, 2001.

Your Board of Governors would like to place on record its gratitude to Madison Communications, Mr. Kuttu Chatterjee of Hi Klass films and Ms. Priya Tendulkar, for agreeing to produce the campaign at no cost to the Council, and to the press and television channels for carrying the campaign again at no cost to the Council.

Your Chairman was invited by Star News to participate in a programme called "Sawal Apke", and by Sab TV to participate in "Jimmedar Kaun", which provided an excellent opportunity to make viewers aware about your Council and our activities.

Self-Regulation and the Law: In April 2000, 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 2000, 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 was heard on 11th September 2000, after which a Notice of Enquiry in respect of the Proceedings on this complaint, was issued, since the Commission did not accept the ASCI submission.

At this stage, the Chairman had met the Honourable Minister of Law, Mr. Arun Jaitley, and had apprised him of the useful role the ASCI was playing in society. He also apprised the Minister of the needless legal complications that the ASCI gets into, because of court judgments and of the current MRTPC proceedings. The Minister was sympathetic to the Council's position and assured all help on behalf of the government. In addition, a comprehensive presentation on the ASCI, its purpose, role, functions, and responsibilities, was prepared by the Chairman to represent our case to the MRTPC members, which was done subsequently at the department head level.

Concurrently a copy of the preliminary investigation report (dated 25th September 2000) submitted by the Asst. Director General of Investigation and Registration, MRTPC, to the Chairman, MRTPC, was delivered to the ASCI Secretariat on 1st January 2001, along with a notice of Enquiry served on the Secretary General, for a hearing before the MRTPC on 5th February 2001, at their premises in New Delhi, with the provision for a reply by the ASCI, to be filed within six weeks from the service of notice. The Report stated that "in view of the foregoing submissions, once the alleged activities of the respondent (ASCI) are neither `trade' nor `service' under the provisions of MRTP Act, 1969, there is no question of their being restrictive/unfair in nature. In view of these circumstances it is submitted that the complaint of the complainant regarding the alleged objectionable trade practices doesn't deserve further investigation or action under the provisions of MRTP Act, 1969. Hence, the Honourable Commission may consider action as may be deemed fit and proper under the given circumstances".

The review application came up before the Commission on 4th May 2001. The Commission has upheld the notice of enquiry issued against the ASCI by its order dated 14th December 2000, and has directed ASCI to reply to the same. The matter is now scheduled to be heard on 28th August 2001.

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/Public exposed to Advertising as a commercial expression.

The Board of Governors would like to place on record their sincere gratitude to Ms. Zia Mody for personally providing legal assistance (which of late has been increasing in leaps and bounds) free of cost to the Council.

ASCI meeting with the Minister of Information and Broadcasting: The ASCI team of the Chairman along with Mr. Dorab Sopariwala, and Mr. Bharat Kapadia, made a presentation to Ms. Sushma Swaraj, Minister for I&B in her office in April 2001, when several senior bureaucrats from the ministry were present

- The Minister appreciated the useful role of the Council, as presented by the ASCI team, and said that she was not aware of the existence of the ASCI. She urged the Council to publicise the services available to the public, for which purpose she assured of support from Prasar Bharti, through DD channels.
- The Minister advised the Council to integrate the various Codes on Advertising, to establish uniformity and consistency, in ensuring that Ads would not be objectionable, whilst serving the desired purpose of their communication tasks.
- The ASCI team suggested to the Minister, that the role of the Media Council proposed to be set up by the Ministry, should be focused on "programme content", leaving the ASCI to continue its established role in the area of "advertising content."

Widening the Base for Self-Regulation in Advertising: Consumer Movement - Call for a Ban on Advertising and Sponsorship of Tobacco products: In response to a request received from the Additional Secretary, Dept of Consumer Affairs, Govt. of India, the Chairman informed him that such a ban falls outside the purview of the ASCI purpose, whereas the ASCI Code requires that Ads should not violate the Law, and should not promote products or services to minors, which could be harmful to them.

Press Council of India: A few requests had been received regarding decisions of the Press Council in respect of complaints received against specific Ads. Your Council had been requested to lay down certain guidelines and criteria against the preparation and publication of Ads considered to be obscene and vulgar. An appropriate reply was sent with reference to the ASCI Code.

The Confederation of Indian Alcoholic Beverage Companies (CIABC): The support of your Council was requested, in the CIABC's representation to the I&B Ministry, Govt of India, on the issue of proposed amendments in the "Cable Television Act", which endeavoured to bring all TV channels on par with DD, in so far as norms of advertising are concerned. An appropriate reply was sent indicating that it would fall outside the purview of ASCI and its purpose.

Cellular Operators Association of India (COAI): The Director General, COAI, requested the assistance of your Council, in setting up a council for self-regulation for the cellular industry, along the lines of the ASCI. Your Council has provided the pertinent information and help. We have however regretted our inability to participate actively in the Cellular industry's Council.

Centre for Advocacy and Research: The Centre for Advocacy and Research held a seminar on "Public Regulatory Mechanism on Media" in New Delhi on 28th May 2001. Mr. Dorab Sopariwala represented ASCI at the seminar and shared with the participants, information on the useful role played by ASCI in terms of content of advertising, specially with regard to vulnerable sections of society including women and children.

Consumers Association of India: The Consumers Association of India held a convention in Chennai on "Advertising, Sales Promotion and Consumers" on 12th June 2001. Your Chairman delivered the key note address at this Convention which was very well attended by consumer activists from Tamil Nadu, many of whom were representatives of FEDCOT. The Convention presented an ideal opportunity to inform consumer activists about the useful role played by ASCI and the availability of our redressal mechanism, to consumers.

Amendment to the Code: After the last revision of the Code in June 1999, the Indian Society of Advertisers pointed out to the Council, that in the process of 'cleaning up' the Code, an impression may have been

created that the responsibility for observance of the Code rests solely with the Advertiser. Since this is not the case, your Board at its meeting on 12th July 2001 has decided to amend the Code suitably.

Financials Results

	This year Rs.	Previous year Rs.
Income	29,15,673	25,62,078
Expenditure	13.79,841	12,87,588
Excess of Income over expenditure for the year	15,35,832	12,74,490
Balance at the beginning of the year	6,63,636	6,63,636
	21,99,468	19,38,126
Less:		
(i) Accumulation under Section 11(1)(a) of the Income tax Act 1961	6,40,832	5,64,490
(ii) Accumulation under Section 11(2) of Income tax Act 1961	8,95,000	7,10,000
	15,35,832	12,74,490
Balance carried to Balance Sheet	6,63,636	6,63,636

Particulars of Employees: The Company does not have any employee drawing an annual or monthly salary in excess of the limits prescribed under Section 217(2A) of the Companies Act, 1956.

Conservation of Energy and Technology Absorption: During the year under report there was no activity relating to conservation of energy and/or technology absorption.

Foreign Exchange Earnings and Outgo: During the year under Report there were no earnings or outgo in respect of foreign exchange.

Auditors: M/s. Lalit Khanna & Co. Chartered Accountants, retire and are eligible for reappointment.

Members are requested to appoint auditors to hold office upto the conclusion of the next Annual General Meeting and to fix their remuneration.

"Directors' Responsibility Statement': The Directors confirm:

1. that in the preparation of the annual accounts, the applicable accounting standards have been followed, along with proper explanation relating to material departures:
2. that they have selected such accounting policies and applied them consistently and made judgements and estimates that are reasonable and prudent, so as to give a true and fair view of the state of affairs of the Company at the end of the financial year and of the profit or loss of the Company for the period:
3. that they have taken proper and sufficient care for the maintenance of adequate accounting records, in accordance with the provisions of the Companies Act, 1956 for safeguarding the assets of the Company and for preventing and detecting fraud and other irregularities; and
4. that they have prepared the annual accounts on a going concern basis".

The Fifteenth Annual General Meeting will be held on Thursday September 13th, 2001. The Governors retiring from the Board, and eligible for re-election, are as follows:

Category A: Advertisers

Mr. Ravi Kant
Mr. Bharat V. Patel

Category B: Press/Media

Mr. C.R. Irani
Mr. Bharat Kapadia

Category C: Advertising Agencies

Mr. Goutam Rakshit
Mr. Ram Sehgal

Category D: Allied Professions

Mr. Ashoke Bijapurkar
Ms. Urmila Jain

On behalf of the Board of Governors,

Sam Balsara
Chairman

Mumbai, August 2nd, 2001

NOTICE

A MEETING OF THE Board of Governors shall take place immediately after the Annual General Meeting on September 13th, 2001. 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 Fifteenth Annual General Meeting are requested to attend this meeting.

Sam Balsara
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, 2001 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) according to the information and explanations given to us and on the basis of written representations from the directors of the Company, taken on record by the Board of Directors, none of the directors is disqualified as on March 31, 2001 from being appointed as a director under Section 274(1)(g) of the Companies Act, 1956;

   (f) 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, 2001 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 : August 2nd, 2001

Lalit Khanna
Partner

The Advertising Standards Council of India

Balance Sheet as at 31st March, 2001

		Schedule	This Year Rupees	This Year Rupees	Previous Year Rupees
I.	SOURCES OF FUNDS :				
	1. Corpus and Reserves				
	(a) Council's Corpus	A	22,19,808		22,03,808
	(b) Reserves and Surplus	B	53,14,548		37,78,716
				75,34,356	59,82,524
	2. Loan Funds				
	Unsecured Loans	C		3,70,000	3,70,000
	TOTAL RUPEES			79,04,356	63,52,524
II.	APPLICATION OF FUNDS				
	1. Fixed Assets				
	(a) Gross Block	D	22,82,230		21,86,238
	(b) Less : Depreciation		9,72,035		8,63,339
	(c) Net Block			13,10,195	13,22,899
	2. Investments	E		45,05,441	29,05,441
	3. Current Assets, Loans and Advances				
	(a) Accrued Interest on Investments and Bank Deposits			3,05,485	2,27,096
	(b) Sundry Debtors	F		10,000	14,500
	(c) Cash & Bank Balances	G		19,00,367	29,10,048
	(d) Loans and Advances	H		29,780	22,440
				22,45,632	31,74,084
	4. Less : **Current Liabilities & Provisions**				
	(a) Current Liabilities	I		1,56,912	10,49,900
	(b) Provisions			–	–
				1,56,912	10,49,900
	Net Current Assets			20,88,720	21,24,184
	TOTAL RUPEES			79,04,356	63,52,524

As per our report of even date attached

For Lalit Khanna & Co.
Chartered Accountants

Lalit Khanna
Partner
Mumbai: August 2nd, 2001

For and on behalf of the Board of Governors

Sam Balsara
Chairman

Members

Goutam Rakshit
Ram Sehgal
R.K. Singh
D. R. Sopariwala

Mumbai: July 12th, 2001

The Advertising Standards Council of India

Income and Expenditure Account for the year ended 31st March, 2001

Sr. No.	Particulars	Schedule	Rupees	This Year Rupees	Previous Year Rupees
	INCOME				
1.	Membership Subscription and other income	J		29,15,673	25,62,078
	EXPENDITURE				
2.	Salaries, Wages and Bonus		7,14,550		5,14,300
3.	Printing, Stationery and Xeroxing charges		1,33,785		1,31,041
4.	Electricity Charges		35,816		25,190
5.	Telephone Expenses		36,648		24,865
6.	Travelling & Conveyance		37,221		82,683
7.	Meeting Expenses		51,810		70,161
8.	Repairs & Maintenance		82,176		22,272
9.	Legal & Professional Charges		93,950		2,40,000
10.	Other Expenses	K	85,189		79,248
11.	Depreciation		1,08,696		97,828
12.	Total Expenditure			13,79,841	12,87,588
13.	Excess of Income over Expenditure for the year			15,35,832	12,74,490
14.	Balance at the beginning of the year			6,63,636	6,63,636
				21,99,468	19,38,126
	Less :				
	(i) Accumulation under Section 11 (1) (a) of the Income tax Act 1961			6,40,832	5,64,490
	(ii) Accumulation under Sec.11(2) of the I.Tax Act.1961			8,95,000	7,10,000
				15,35,832	12,74,490
	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: August 2nd, 2001

For and on behalf of the Board of Governors

Sam Balsara
Chairman

Members

Goutam Rakshit
Ram Sehgal
R.K. Singh
D. R. Sopariwala

Mumbai: July 12th, 2001

The Advertising Standards Council of India

Schedules annexed to and forming part of the Balance Sheet as at 31st March, 2001 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		22,03,808	21,71,808
Additions and adjustments during the year			
Entrance fees received during the year		16,000	32,000
		22,19,808	22,03,808
SCHEDULE - B			
RESERVES & SURPLUS			
(i) Accumulation under Section 11 (1) (a) of the Income tax Act 1961			
As at the begining of the year	15,84,080		10,19,590
Add : amount accumulated in the current year	6,40,832		5,64,490
		22,24,912	15,84,080
(ii) Accumulation under Section 11(2) of the Income tax Act, 1961			
As at the beginning of the year	15,31,000		8,21,000
Add : Amount accumulated in the Current year	8,95,000		7,10,000
		24,26,000	15,31,000
(iii) Surplus as per Income and Expenditure Account		6,63,636	6,63,636
		53,14,548	37,78,716
SCHEDULE - C			
Unsecured Loans			
Deposits from members		3,70,000	3,70,000

SCHEDULE - D

SCHEDULE OF FIXED ASSETS ANNEXED TO AND FORMING PART OF THE BALANCE SHEET AS AT 31ST MARCH 2001

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, 2001 Rs.	As at 31 March, 2000 Rs.
1.	Office Premises	17,97,913	47,250	18,45,163	6,25,504	59,801	6,85,305	11,59,858	11,72,409
2.	Computer	1,69,625	35,450	2,05,075	96,066	36,347	1,32,413	72,662	73,559
3.	Air Conditioners	76,520	-	76,520	53,388	3,218	56,606	19,914	23,132
4.	Office Equipment	53,364	-	53,364	24,645	3,995	28,640	24,724	28,719
5.	Furniture & Fixtures	88,816	13,292	1,02,108	63,736	5,335	69,071	33,037	25,080
	Total Rupees	21,86,238	95,992	22,82,230	8,63,339	1,08,696	9,72,035	13,10,195	13,22,899
	Previous Year Rupees	21,25,768	60,470	21,86,238	7,65,511	97,828	8,63,339	13,22,899	13,60,257

			This Year Rupees	Previous Year Rupees
SCHEDULE - E				
Investments (at cost) - Unquoted				
Long Term Investments				
1.	**Bonds**			
	(a) ICICI Regular Income Bonds of Rs.5000 each			
	(i) 1-14% Bond	5000		5,000
	(ii) 40 - 12.75% Bonds	2,00,000		2,00,000
	(iii) 80 - 11% Bonds	4,00,000		-
			6,05,000	2,05,000
	(b) 40 - 14% Bonds IDBI of Rs 5000 each		2,00,000	2,00,000
2.	**Units**			
	60000 units of Rs. 10 each of UTI Monthly Inclome Plan 1999		6,00,000	6,00,000
3.	**Deposits**			
	- With Housing Development Finance Corporation Ltd.		31,00,441	19,00,441
			45,05,441	29,05,441

The Advertising Standards Council of India

Schedules to the Balance Sheet as at 31st March, 2001 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 a period exceeding six months		10,000	-
(b) Other Debts		-	14,500
		10,000	14,500
SCHEDULE - G			
Cash and Bank Balances			
(i) Cash in hand		7,892	7,078
(ii) In Savings Account with a Scheduled Bank		2,92,475	3,98,433
(iii)In Term Deposits with a Scheduled Bank		16,00,000	25,04,537
		19,00367	29,10,048
SCHEDULE - H			
Loans and Advances			
Unsecured considered good			
(i) Tax deducted at source		6,490	-
(ii) Advances recoverable in cash or in kind or for value to be received		23,290	22,440
		29,780	22,440
SCHEDULE - I			
Current Liabilities			
a) Subscription received in advance		1,25,000	7,97,500
b) Sundry Creditors and outstanding expenses		31,912	2,52,400
		1,56,912	10,49,900
SCHEDULE - J			
Membership Subscription and other Income			
(i) Membership Subscription		20,81,500	20,42,000
(ii) Interest on Investments		5,74,418	2,41,190
(iii) Interest on Bank Deposits and Savings Account		2,54,755	2,38,888
(iv) CCC Review Charges		5,000	40,000
(v) Miscellaneous Income		-	-
		29,15,673	25,62,078

THE ADVERTISING STANDARDS COUNCIL OF INDIA

Schedules to the Balance Sheet as at 31st March, 2001 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		17,543	5,290
(ii) Society Outgoings		14,320	13,006
(iii) Postage and Fax		32,811	39,083
(iv) Auditors Remuneration			
Audit Fees	13,625		10,500
Out of Pocket expenses	-		900
		13,625	11,400
(v) Miscellaneous Expenses		6,890	10,469
		85,189	79,248

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. Audit Fees includes Rs. 500 (Previous year Nil) service tax in respect of the preceding year.
3. Repairs and Maintenance comprise as under:

	This Year Rs.	Prrevious Year Rs.
(a) Repairs to Premises	17,375	6,812
(b) Other Repairs	64,801	15,460
	82,176	22,272

4. Particulars as per Paras 4, 4A, 4C and 4D of Schedule VI to the Companies Act, 1956 - NIL
5. 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	2001
	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	Total Assets
8061	8061

Sources of Funds

Corpus	Reserves & Surplus
2220	5315
Secured Loans	Unsecured Loans
–	370

Application of Funds

Net Fixed Assets	Investments
1310	4506
Net Current Assets	Misc. Expenditure
2089	–
Accumulated Losses	
–	

IV Performance of Company (Amount in Rs. Thousands)

Turnover	Total Expenditure (including Depreciation)
2916	1380

Profit before tax	Profit after tax
1536	1536

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: August 2nd, 2001

For and on behalf of the Board of Governors

Sam Balsara
Chairman

Members

Goutam Rakshit
Ram Sehgal
R.K. Singh
D. R. Sopariwala

Mumbai: July 12th, 2001

List of Members
As on March 31, 2001

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 Ltd. Vadodara
8. Amara Raja Batteries Ltd. Tamilnadu
9. Asian Paints (I) Ltd. Mumbai
10. Ayurved Sumshodhanalaya Pune
11. Bacardi Martini (I) Ltd. New Delhi.
12. Bajaj Electricals Mumbai.
13. Bausch & Lomb (I) Ltd. New Delhi
14. Bharat Petroleum Corp Ltd. Mumbai
15. Bata India Ltd. Calcutta
16. Britannia Industries Ltd. Bangalore
17. BPL Ltd. Bangalore
18. BPL US West Cellular Ltd. Bangalore
19. Cadbury (I) Ltd. Mumbai
20. Cadila Health-Care Ltd Ahmedabad.
21. Camlin Ltd. Mumbai
22. Carrier Aircon Ltd. Gurgaon
23. Castrol India Ltd. Mumbai
24. Ceat Ltd. Mumbai
25. Citibank N.A. Mumbai
26. Coca-Cola India Gurgaon
27. Colgate Palmolive (I) Ltd. Mumbai
28. Crompton Greaves Ltd. Mumbai
29. Dabur India Ltd. Ghaziabad
30 Dorcas Market Makers Ltd.* Chenai
31. Duncans Industries Ltd. Calcutta
32. E1f-Lubricants (I) Ltd. Mumbai
33. Eveready Industries (I) Ltd. Calcutta
34. Eureka Forbes Ltd. Mumbai
35. Ford India Ltd. Tamilnadu
36. Geoffrey Manners & Co.Ltd Mumbai
37. Glaxo India Ltd. Mumbai
38. Godfrey Phillips (I) Ltd. New Delhi
39. Godrej-GE Appliances Ltd. Mumbai
40. Godrej Pillsbury Ltd. Mumbai
41. Godrej Soaps Ltd Mumbai
42. Gujarat Ambuja Cements Ltd. Mumbai
43. Harrisons Malayalam Ltd. Cochin
44. Hawkins Cookers Ltd. Mumbai
45. Heinz India Ltd. Mumbai
46. Hero Honda Motors Ltd. New Delhi
47. Hindustan Lever Ltd. Mumbai
48. Hindustan Petroleum Corp Mumbai
49. H.D.F.C. Ltd. Mumbai
50. Honda Siel Power Products Ltd. New Delhi
51. Hutchison Max Telecom Ltd. Mumbai
52. ICICI Ltd. Mumbai
53. Indian Oil Corp Ltd. Mumbai
54. Indofil Chemicals Co. Mumbai
55. ITC Ltd Calcutta
56. Indian Shaving Products Ltd. New Delhi
57. International Bestfoods Ltd Mumbai
58. ION Exchange (I) Ltd. Mumbai
59. J.L.Morison (I) LTD Mumbai

* *New Members*

List of Members
As on March 31, 2001

60. JCT Mills Ltd
New Delhi

61. Jet Airways (I) Ltd
Mumbai

62. Johnson & Johnson Ltd.
Mumbai

63. Kellogg (I) P. Ltd.
Mumbai

64. Kimberly-Clark Lever Ltd.
Pune

65. Kitply Industries Ltd*
Calcutta

66. Kodak (I) Ltd.
Mumbai

67. Larsen & Toubro Ltd.
Mumbai

68. Lever Johnson (Consumer Products) Ltd. Pune

69 MRF Ltd.
Chenai

70. Madras Cements Ltd.
Chennai

71. Mafatlal Industries Ltd.
Mumbai

72. Mahajan Silk Mills
Mumbai

73. Marico Industries Ltd
Mumbai

74. Motor Industries Co. Ltd.
Bangalore

75. Nachiketa Publications Ltd.
Mumbai

76. Nestle India Ltd.
New Delhi

77. Nicholas Piramal (I) Ltd.
Mumbai

78 Nirma Consumer Care Ltd.
Ahmedabad

79. Novartis (I) Ltd
Mumbai

80. Otis Elevator Co (I) Ltd.
Mumbai

81. Paras Pharmaceuticals Ltd
Ahmedabad

82. Parke-Davis (I) Ltd.
Mumbai

83. Parle Products Ltd.
Mumbai

84. Pennzoil India Ltd.*
Mumbai

85 Pepsi Foods Ltd *
Gurgaon

86. Philips (I) Ltd.
Mumbai

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

88. Prudential ICICI AMC Ltd.
Mumbai

89. Raymond Ltd.
Mumbai

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

91. Samsung India Electronics Ltd.
Noida

92. S.Kumar
Mumbai

93. Standard Chartered Bank
Mumbai

94. Seagram Mfg. P. Ltd.
Gurgaon

95. Siemens Ltd.
Mumbai

96. Smithkline Beecham Pharmaceuticals Ltd. Bangalore

97. Smithkline Beecham Consumer Healthcare Ltd.
Gurgaon

98. Tata Chemicals Ltd.
Mumbai

99. Tata Cofee Ltd.
Bangalore

100. TELCO Ltd.
Mumbai

101. Tata Tea Ltd.
Calcultta

102. The Associated Cements Co. Ltd.
Mumbai

103. The Bombay Dyeing Mfg.Co.Ltd
Mumbai

104. The Gramophone Co. of India Ltd.
Mumbai

105. The Hongkong & Shanghai Banking Corp. Ltd
Mumbai

106. The Ravalgaon Sugar Farm Ltd.
Mumbai

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

108. Titan Industries Ltd.
Bangalore

109. Torrent Pharmaceuticals Ltd.
Ahmedabad

110. TTK Prestige Ltd
Banglore

111. Vadilal Enterprises Ltd.
Ahmedabad

112. Voltas Ltd.
Mumbai

113. VST Industries Ltd.
Hyderabad

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

115. Whirlpool of India Ltd
New Delhi

116. Wockhardt Ltd.
Mumbai

117 Xerox Modi Corpp Ltd.
New Delhi

* *New Members*

List of Members
As on March 31, 2001

Category B - Press / Media

1. Aishwarya Publications P. Ltd. Mumbai
2. Amar Ujala Publication Meerut
3. Bennett Coleman & Co. Mumbai
4. Business India Publications Ltd. Mumbai
5. C.R. Competition Refresher P. Ltd. New Delhi
6. Chitralekha Group Mumbai
7. Courier Publications P. Ltd. Mumbai
8. Dainik Bhaskar Mumbai
9. Deshbandhu Mumbai
10. Fortune Publications P. Ltd. Mumbai
11. Gavakari Prakashan Nashik
12. Indian Exp. News Papers (Mumbai) Ltd. Mumbai
13. Jai Hind - Daily Ahmedabad
14. Kasturi & Sons Ltd. Chennai
15. Lokmat Newspapers (P) Ltd. Nagpur
16. Malayala Manorama Kottayam
17. Magna Publishing Co. Ltd. * Mumbai
18. Maurya Publications P. Ltd. Mumbai
19. Mid-Day Publications Ltd. Mumbai
20. Modi Entertainment Network Ltd. New Delhi
21. Neutral Publishing House Ltd. Ranchi
22. Outlook New Delhi
23. Parsiana Publications P Ltd. Mumbai
24. Rajasthan Patrika Ltd Jaipur
25. Ranchi Prakashan P.Ltd. New Delhi
26. RDI Print & Publishing (P) Ltd. Mumbai
27. Rifa Publication P.Ltd. Mumbai
28. Sakal Papers Ltd. Pune
29. Sony Entertainment Television (I) P. Ltd. Mumbai
30. The Hindustan Times Ltd. New Delhi
31. The Mathrubhumi Prntg. & Pub. Co. Ltd. Kozhikode
32. The Printers (Mysore) Ltd. Bangalore
33. The Statesman Ltd. Calcutta
34. Ushodaya Publications Hyderabad
35. 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 D'Arcy Advertising P. Ltd. Mumbai
6. Amol Bose Advertising Mumbai
7. Art Advertising Agency Mumbai
8. B.D. Khanna & Publicity New Delhi
9. Bates Clarion Ltd. Mumbai
10. Canco Advtg (P) Ltd. Mumbai
11. Carl Advertising Agency Mumbai
12. Carat Media Services (I) Ltd. Mumbai
13. Chaitra Leo Burnett P. Ltd. Mumbai
14. Concept Communications Ltd. Mumbai
15. Contract Advtg (I) Ltd. Mumbai
16. Corporate Voice P. Ltd Bangalore
17. Creative Unit (P) Ltd. Mumbai
18. Dacunha Associates P. Ltd. Mumbai
19. Dattaram Advtg P. Ltd. Mumbai
20. Dynamic Advtg & Research Team (DART) Mumbai
21. Enterprise Nexus Comms. P.Ltd. Mumbai

* *New Members*

List of Members
As on March 31, 2001

22. Equus Advtg. Co. Ltd.
New Delhi

23. Euro RSCG Advtg P. Ltd.
Mumbai

24. Everest Integrated Comms. Ltd.
Mumbai

25. FCB-Ulka Advertising Ltd.
Mumbai

26. Fountainhead Comms P. Ltd.
Chennai

27. Graphic Arts Industries
Bangalore

28. Grey Worldwide (I) P. Ltd.
Mumbi

29. Hindustan Thompson Associates Ltd.
Mumbai

30. Hira Advertising Agency
Meerut City

31. Interface Comms. P. Ltd
Mumbai

32. iB&W Comms P. Ltd
Mumbai

33. Jaya Advtg Agency
Mumbai

34. Karishma Advertising Ltd
New Delhi

35. Lintas India Ltd.
Mumbai

36. L.A.Advertisers
Hyderabad

37. Madison Comms. P Ltd.
Mumbai

38. Maa Comms Bozell Ltd.
Bangalore

39. McCann-Erickson P.Ltd
Mumbai

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

41. Mudra Communications Ltd.
Mumbai

42. Multimedia Aquarius P Ltd. *
Mumbai

43. Nac Advertising Corporation
Mumbai

44. Naren Advtg & Marketing
Mumbai

45. Navnitlal & Co.
Ahmedabad

46. Ogilvy & Mather
Mumbai

47. Orbit Marketing Ltd.
Mumbai

48. Overture Comms.P.Ltd.
Mumbai

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

50. Prem Associates Advtg & Mktg
Mumbai

51. Quick Advertising Co.
Rajasthan

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

53. Radeus Advertising (P) Ltd.
Mumbai

54. Raka Advertising & Marketing
Mumbai

55. Ratan Batra (P.) Ltd.
Mumbai

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

57. Roger Pereira Comms. P. Ltd.
Mumbai

58. Saatchi & Saatchi Ltd.
Mumbai

59. Sai Advertisers
Mumbai

60. Seasons Advtg. Associates
Mumbai

61. Shutters Advtg Services
Mumbai

62. Sunflower Mktg & Advertising
Mumbai

63. Swift Advertising P. Ltd.
Indore

64. Tandem Communications P. Ltd.
Mumbai

65. Tata Infomedia Ltd.
Mumbai

66. Tempest Advtg. P Ltd
Mumbai

67. The Flagship Advtg. P. Ltd *
Mumbai

68. The Madras Advtg Co Ltd.
Chennai

69. Touchstone Advtg. & Mktg. Services *
Mumbai

70. Triton Communications P Ltd.
Mumbai

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

3. Captions Outdoor Advtg.
Pune

4. Comart Lithographers Ltd.
Mumbai

5. Eastern India Edible Oil Mfrs. Assn. *
Calcutta

* *New Members*

List of Members
As on March 31, 2001

6. Highlight Films Ltd.
   Mumbai
7. H.R. College of Commerce & Eco.
   Mumbai
8. Icon Ad Network P Ltd.
   Mumbai
9. Institute of Hotel Cargo & Tourism Management (IHCTM)
   Mumbai
10. Jamnalal Bajaj Institute of Management Studies
    Mumbai
11. Media Representation Intl.
    New Delhi
12. More Group India P. Ltd.
    Mumbai
13. Narsee Monjee Institute of Management Studies
    Mumbai
14. Neonite Corporation
    Lucknow
15. Paul Media Services
    New Delhi
16. Pro Video
    Mumbai
17. Sayani Video Promotions
    Mumbai
18. Selvel Publicity & Consultants (P) Ltd.
    Mumbai
19. Shunyata Productions P. Ltd.
    Mumbai
20. Telesis Management Services Ltd.
    Mumbai
21. 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
April 2000 to March 2001

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

Intra-Industry Complaints
* ASCI Member

Advertisements Modified Appropriately / Withdrawn

1. Philips (I) Ltd(*)
(Philips Matchline TV)
#
Euro RSCG Advtg(*)

C·1949
LG Electronics Ltd

Complaint (received in 3/2000) against an Ad in the Times of India(*) (3/2000). As per complaint, the headline is proclaiming Philips to be the "No.1 TV", whereas the Ad is referring to a particular model only. Moreover there is no proper substantiation of the No.1 status. The comparison done by AV Max magazine is based on certain parameters and does not rate any product as the No.1. Therefore this Ad appears to take undue advantage of the comparison to claim this brand of TV as the No.1.

The Ad shows a particular model but mentions two different model numbers next to the product shot.

The Ad just highlights a single feature (picture quality) which is rated marginally higher but not the features which are rated lower than the competitors.

In terms of overall rating, not only the Philips 100 hertz model has been rated four and half stars but also the Samsung model. However, that is not being mentioned in the Ad for obvious reason.

April 2000
Chapter I.4.
Claim, "No.1 TV", not supported by any reference in the report published in AV Max magazine or by any other valid data. Ad misleading by ambiguity.

Advertiser assured appropriate modification of the Ad.

2. Samsung India Electronics Ltd(*)
(Samsung Instachill Air Conditioner)

Triton Comm(*)

C·1951
Mr. K. Venkatesan
Obscenity

Complaint (received in 3/2000) against a TVC on Sony's Max(*) channel (3/2000). As per complaint, the TVC shows a boy stripping in front of a group of girls. According to the complainant, it is obviously full of innuendoes. In India, cricket is watched by the whole family especially teenaged boys. An Ad with such blatant vulgarity being aired

April 2000
Chapter II.
Ad likely to cause widespread offence.

TVC discontinued.

		at regular intervals throughout the match, is very outraging. The Ad is offensive	
3. #	Kores (India) Ltd (Kores Script Pen) MX Advertising P. Ltd C·1952 HTA	Complaint (received in 4/2000) against a TVC on Star Plus(*) (3/2000). As per complaint, the Ad is a blatant plagiarism of "Rin Detergent Bar's Ad" in terms of format, copy, visual presentation as well as the use of the brand's mnemonic and property – the lightening flash. It is an obvious violation of ASCI's Code for Self-Regulation in Advertising.	April 2000 Chapter IV.2. Ad makes unjustifiable use of the goodwill acquired by the advertising campaign of another firm. ***Ad. Agency assured appropriate modification of the TVC.***
4.	Samarth Infotech Pvt Ltd (IT Career Counselling Fair – 2000) Agarwal Ad C·1955 Mr. V·M·Kamat	Complaint (received in 4/2000) against an Ad in Saturday supplement of the Times of India(*) (3/2000). As per complaint, the Ad claims, "100% Job Guaranteed Courses", "internationally recognized certificates". The complainant questions – what does the advertiser signify by claiming, "our clients" and listing a number of leading companies. These claims need to be substantiated by the advertiser since the claims do not reflect the true position.	April 2000 Chapters I.1 and I.4. Claims not substantiated. No proof of "100% job guaranteed courses", and "internationally recognized certificates", provided. Reference to "our clients", misleading by ambiguity. ***Advertiser assured that the claims would not be repeated.*** ***Ad, a one-time insertion (a specific event).***
5.	Eureka Forbes Ltd(*) (Aquaguard Water Purification System) Triton Comm(*) C·1956 Major Mathew Thomas	Complaint (received in 4/2000) against an Ad in Outlook(*) (3/2000). As per complaint, the Ad claims that, "Aquaguard comes with the Eureka Forbes promise of after sales service at your doorstep". According to the complainant, the company disassociates itself from servicing if the distance from the servicing centre is more than 40 km. The Ad gives the impression that Eureka Forbes promises after sales service at the doorstep irrespective of the distance from the service centre. This claim is misleading.	May 2000 Chapter I.4. Ad misleading by omission of an implied condition of "after sales service". ***Ad modified.***

6.	Novartis India Limited(*) (New Skills in the science of life) Rediffusion DY&R(*) C. 1960 Peoples Health Organisation India	Complaint (received in 4/2000) against an Ad in the Times of India(*) (4/2000). As per complaint, the Ad used a photograph of US President – Bill Clinton, AP Chief Minister – Chandrababu Naidu, and a quote by Mr. Clinton. The photo caption reads, "US President Bill Clinton administers the last dose eradicating the infliction of TB". The copy states, "At Novartis, we are working towards eradicating illnesses and creating a world full of wonders, a world free of disease. By developing drugs that enhance the quality of life. So it makes us proud to say that the tuberculosis treatment dose that US President Bill Clinton administered to two children at Hyderabad (A.P.) on March 24, World TB Day, was manufactured and marketed by Novartis. A small step towards creating a better world", - Novartis – New skills in the science of life. Following issues are raised by the complainant (a member of medical profession), to establish this Ad as an utterly misleading and unfair one: - The Ad creates an impression that TB is eradicated and that the two children were the last to take the last dose at the hands of Mr. Clinton; while the reality is that India tops the world in TB cases and TB is still on the rise. It also misleads as implying Mr. Clinton's endorsement of the product. - Taking the last dose is not equivalent to eradicating the infliction of TB. The patients still need to follow-up and are vulnerable to get TB in future, either because of reactivation or re-infection. - In DOTS – Directly Observed Treatment Short-course, the anti-TB treatment is directly provided by the healthcare worker who is specially trained; while Mr. Clinton is neither a professional doctor nor a trained healthcare worker. - Did the Novartis obtain express permission / consent of Mr. Clinton and Mr. Naidu for publishing this picture, for its goal of commercially exploiting the social event in Hyderabad ?	May 2000 Chapters I.1 and I.4. Caption false and misleading by implication. ***Ad withdrawn.***

7.	Jain Irrigation Systems Ltd (Jain Sunwatt Solar Water Heating Systems) C·1959 Mr. Manish Mahashabde	Complaint (received in 4/2000) against the Literatures, and Press Ad in daily `Lokmat'(*) (11/99). As per complaint, the complainant had installed the system of 75 lpd, on 22/4/98. Since the installation, he could not get sufficient hot water, as claimed in the Ad and Literatures. He brought such complaint to the notice of the dealer. The Service Engr & local dealer attended to the system and found some manufacturing defects. As per their advice, the system of 75 lpd was removed and a new system of 150 lpd capacity was installed at a higher price and with extra charges/fees. The claim in Marathi (as translated in English), "Only Jain Sunwatt can give you hot water in any quantity required by you, without using electricity", is fictitious. According to the complainant, during the rainy and winter season it does need electrical backup frequently. He cannot get hot water uninterruptedly/regularly without using electrical backup. The manufacturer has made contradictory statements in their literatures, which need to be substantiated. The literature – `Jain Sunwatt – Joint Venture with Nature' states "Availability of hot water (60-85 degree C) for 24 hours using solar energy", "No electricity bills", and "Long life, Maintenance free". The literature - `Consumer Advice' states, "Large withdrawal of hot water during day time will result in poor hot water supply next day morning". The literatures and the press Ad is objectionable.	May 2000 Chapter I.1. Claims, "only Jain Sunwatt can give you hot water in any quantity required by you, without using electricity", and "availability of hot water (60-85 degree C) for 24 hours using solar energy", not substantiated. ***Ad withdrawn.*** ***Literature modified.***
8.	Hindustan Lever Ltd(*) (Sunsilk Shampoo) Hindustan Thompson Associates(*) C·1963 Mr·Mohan P. Hair product	Complaint (received in 4/2000) against a TVC on DD5 (4/2000). As per complaint, the Commercial says that "Sunsilk is made up of natural products". It means only natural products are used so people don't have to worry about any chemicals. But the label of the product says that the shampoo is "detergent based". The complainant questions	June 2000 Chapters I.1 and I.4. Claim false and misleading. ***TVC modified.***

		as to how can natural proteins and vitamins survive along with detergent solution. The Ad clearly misleads the consumer to believe that it is made up of natural products by a visual effect, which shows something being taken from the flower, using a syringe.	
9.	Philips (I) Ltd(*) (Philips Steam Iron – Special Exchange Offer) Ambience D'Arcy Advertising(*) C·1968 Mr. Y.N. Kaul	Complaint (received in 4/2000) against an Ad in the Times of India,(*) Delhi (2/2000). As per complaint, the Ad mentions, "Bring in your old iron in any condition and get the new Philips Comfort steam iron. Offer open on a one-for-one-basis in New Delhi, Punjab … ". On seeing the Ad, the complainant visited the Dealer cited in the Ad, in March 2000, for the special exchange offer. The Dealer responded that, "an old iron cannot be exchanged for a new steam iron free of cost, but it can be exchanged for a new steam iron, at a sale price with a rebate of Rs.150/-". To a common consumer it is clear that the offer is for an exchange only. In case, it was a discount offer, it should have been clearly mentioned in the Ad. The Ad was misleading.	June 2000 Chapter I.4. Ad misleading by omission of the "critical conditions of the exchange offer". No mention of the "price off" on the MRP of relevant models. ***Ad modified.***
10.	Thomson Consumer Electronics India P. Ltd (Thomson TVs) Renaissance Advertising C·1972 Mr. Ajay Shankar Prasad	Complaint (received in 5/2000) against an Ad in 'Prabhat Khabar', Ranchi (4/2000). As per complaint, the Ad mentions, "Also available convenient 0% Installment Scheme". On seeing the Ad, the complainant contacted on telephone, the dealers mentioned in the Ad. But they informed him that "no such scheme was available with them". The Ad appears to be misleading the consumers.	June 2000 Chapter I.1. Ad false. CCC noted that the offer was not implemented, because the Advertiser's arrangement with a Financial company, had been withdrawn at short notice, and this Ad could not be amended in time. ***Ad discontinued.***

11.	Hindustan Lever Ltd(*) (Pepsodent Toothpaste) Lowe Lintas & Partners(*) C. 1967 Dr. A. Kumarswamy	Complaint (received in 5/2000) against an Ad in the Sunday Times of India,(*) Mumbai (3/2000). As per complaint, the Ad states, "Q) What do you call 1000 Pepsodent kids with toothaches? A) Liars." According to the complainant (a member of Dental Profession), as a parent, he is concerned about the word 'Liars' in the script. No child is ready to accept that he is a liar even if he is lying. It is outright ridiculous to call any child a liar and more so if he is using any toothpaste. There is no toothpaste in the world that guarantees against cavities, and that can prevent a toothache. Hence the Ad is false and misleading.	June 2000 **Exparte.** Chapters I.1 and I.4. Headline, "Q) What do you call 1000 Pepsodent kids with toothaches? A) Liars.", and the statement, "Remember: Thousands of Pepsodent Kids … Thousands of Cavities Less", false and misleading. ***Ad withdrawn.***
12. #	Metropolitan Education Center (Job Oriented Part-Time Courses) C. 1978 IHCTM	Complaint (received in 5/2000) against an Ad-wall painting at Vile Parle, Mumbai. As per complaint, MEC claims to offer a course in "Ground Hostess/Traffic Assistant", and in bracket they claim that the course is an "IATA" course. This information is false as MEC is not authorised by IATA, and only institutes authorised by IATA can advertise for IATA programmes.	July 2000 Chapter I.1. Mention of "IATA" in the description of the course, considered false. ***Advertiser agreed to delete the word "IATA", till they got the IATA authorisation.***
13.	Ajanta Pharma Ltd(*) (Livo Plus Capsules) Solutions Advertising Drugs/Medicine C. 1979 National Liver Foundation	Complaint (received in 5/2000) against an Ad in Bombay Times(*) (3/2000). As per complaint, the Ad states, "Protect your liver, without dampening your spirits". According to the complainant (a member of Medical Profession), the Ad is totally misleading and unethical, as it clearly suggests that one can continue to take alcohol as long as the liver is protected by such a drug – Livo Plus capsules. This statement has no scientific basis, as no such drugs have been shown to clearly have hepato-protective effects. Also, any encouragement to alcohol consumption is against the interest of public health.	July 2000 Chapters I.1 and III.3. Claim (headline) and visual depiction could induce excess consumption of alcohol. Claims not substantiated. Ad encouraged negligence without justifiable reason. ***Ad discontinued.***

		Also, the following claims need to be substantiated by the advertiser: - "A 100% safe ayurvedic formulation made from plant extracts in a unique combination". - "Livo Plus is 18 times more powerful than any existing liver care product". **(One additional complaint received against the same Ad)**	
14.	Indishop Pvt Ltd (Ibaya – "The Complete Shopping Experience") Lowe Lintas & Partners(*) c. 1980 Mr. S.B. Wagh Obscenity	Complaint (received in 6/2000) against an Ad in the Times of India(*) (5/2000). As per complaint, the Ad (headline) states, "Think This Is Cheap?" The Ad – illustration is in very bad taste and an insult to the entire womanhood.	July 2000 Chapter II. Headline, "Think This is Cheap?", linked with the visual depiction (fellow passenger standing in a moving bus, looks down the dress-front of a female passenger), and the copy, "looking for the best products at the lowest prices?", considered suggestive and an affront to women, which is likely to cause grave or widespread offence. ***Ad withdrawn.***
15.	Indishop Pvt Ltd (Ibaya – "The Complete Shopping Experience") Lowe Lintas & Partners(*) c. 1982 Ms. Smita Ahire	Complaint (received in 6/2000) against an Ad in the Times of India(*) (5/2000). As per complaint, the picture which has been published has nothing to do with the subject matter of the Ad. The picture is of a very low grade and cheap nature. The reference to, "Alphonso mangoes at Rs.30/-" is suggestive and not in good taste.	July 2000 Chapter II. Headline, "Think This is Cheap?", linked with the visual depiction (fellow passenger standing in a moving bus, looks down the dress-front of a female passenger), and the copy, "looking for the best products at the lowest prices?", considered suggestive

			and an affront to women, which is likely to cause grave or widespread offence. ***Ad withdrawn.***
16. #	Farrokh's Institute (English Speaking/Fashion Designing/Interior Designing Course) C·1988 IHCTM	Complaint (received in 6/2000) against an Ad in Bombay Times(*), in Classifieds Section (5/2000). As per complaint, the Ad claims to conduct courses in "Fashion designing/Interior designing from City & Guilds, London". According to the complainant, this claim is absolutely false as City & Guilds do not offer courses in either Fashion designing or in Interior designing.	July 2000 Chapter I.4. Claim misleading, since the courses advertised were not recognised by the City & Guilds, London. ***Ad modified.***
17.	Samsung India Electronics Ltd(*) (Samsung Hi Tron Digital Television with Crystal Vision) Triton Comm(*) C·1971 Mr. Ajay Shankar Prasad	Complaint (received in 5/2000) against an Ad in 'Prabhat Khabar', Ranchi (4/2000). As per complaint, the Ad in Hindi, as translated in English, mentions that, "0% Interest Finance available. Now you can own a Hi Tron Digital for EMI as low as Rs.310/-. Contact your nearest dealer for further details". On seeing the Ad, the Complainant contacted the dealer mentioned in the Ad, on telephone (1/5/2000). They informed him that "no such facility was available with them". On the same day, the Complainant personally contacted another dealer mentioned in the Ad. They also informed him that "this facility was available only for Patna and Jamshedpur". The Ad is misleading.	July 2000 Chapter I.4. Ad misleading. The offer – claim, not available with the dealers in Ranchi, cited in the Ad. ***Ad, a one-time insertion.***
18. #	BPL US West Cellular Ltd(*) (BPL – "Undoubtedly the Brand People Love") Rediffusion DY&R(*) C·1989 Leo Burnett	Complaint (received in 6/2000) against an Ad in the Times of India(*) (6/2000). As per complaint, the Ad is misrepresenting facts about BPL leadership in the cellular business. The Ad states, "No.1 in Mobile Phone Services", "BPL Mobile is the leader in all its circles, including Mumbai". According to the complainant, in Kerala this is	July 2000 **Exparte.** Chapter I.1. Claims not substantiated. ***Ad withdrawn.***

		untrue. The facts as stated by Cellular Operators Association of India (COAI) are – As of April 2000, Escotel had a subscriber base of 59,383 in Kerala v/s BPL Cellular's base of 55,453. There is absolutely no ambiguity in the numbers and the COAI is an industry body best placed to provide these numbers, which BPL Cellular and other operators' report to them.	
19.	Samsung India Electronics Ltd(*) (Samsung Instachill Air Conditioner) Triton Comm(*) C. 1995 Suo motu	Suo motu consideration of a TVC. As per complaint (registered by the Secretariat in 4/2000), the TVC is likely to cause widespread offence in a family setting. This represents an implied concept of 'overt sexuality' which is unduly suggestive and against Indian ethos and culture. The TVC presents an all female house party, to which a lone male enters and introduces himself as the surprise gift of the evening. With the aid of the members present, he attempts to strip down to his underwear. The TVC under complaint was provided by the Ad. Agency in the last week of April, as part of the response and comments in respect of a complaint against an earlier version of this TVC, which was considered by the CCC to contravene the Code (Chapter II – CCC meeting in April 2000).	July 2000 Chapter II. Modified TVC also, likely to cause grave or widespread offence in a family setting, since it portrays overt sexuality which is against prevailing Indian ethos and culture. ***TVC withdrawn.***
20.	Millennium – Car Quiz C. 1965 Mr. Abdul Hafeez Sheikh	Complaint (received in 4/2000) against an Ad in Dainik Navbharat, Nagpur (11/99). As per complaint, the Ad in Hindi (as translated in English), states, "Name the highest selling Japan made car, and we will give the same to you as a free gift". Under the heading - 'terms and conditions', the Ad mentions in fine print, that the results of the Quiz competition will be announced by February 2000. Uptill now (April 2000), no results have been announced. The Ad has cheated the readers.	August 2000 **Exparte.** Chapter I.5 (f). Advertiser failed to demonstrate that they had complied with the requirement of announcing the results and the fair distribution of prizes, within a reasonable period of time.

			Original letters addressed to the Advertiser, returned to ASCI. ***Ad, a one-time insertion.***
21. # C·1976 Confluence Comm. P. Ltd.	Majestic Software Limited ("Empower the web with Hot Java") Dot Communications	Complaint (received in 5/2000) against an Ad in the Times of India(*), New Delhi (5/2000). As per complaint, the Ad of "STG (Software Technology Group)" has been blatantly copied by "Majestic Software Limited". The STG Ad has been first released on 6th April 2000 in the T.O.I, Mumbai, and the Majestic Ad has been first released on 17th May 2000. This is a deliberate attempt by Majestic Software in misleading the public and taking unholy advantage of STG's leadership position and enormous popularity. This is unethical.	August 2000 Chapter IV.3. General layout and graphic representation of the Ad considered to be similar to another advertiser's earlier run Ad. ***Ad discontinued.***
22. Obscenity C. 1990 Mr. Anand Halve	MTV India Pvt Ltd ("MTV – Cut the Crap! Let's talk Farts & Figures")	Complaint (received in 7/2000) against an Ad in the Economic Times(*), Mumbai (6/2000). As per complaint, the Ad is vulgar and offensive. The words – "shit", "fart", and "crap", may be perfectly acceptable in the lexicon of the vocabulary - challenged who run MTV, but they do not have the right to believe that the rest of the world shares this view. It is probably considered very liberal, cool, and modern, by some people, to accept this in the belief that, "Oh, but it's all in good humour", but it is not. Not to the complainant. The Ad is likely, in the light of generally prevailing standards of decency and propriety, to cause grave or widespread offence.	August 2000 Chapter II. Ad considered to be offensive to generally accepted standards of public decency, and likely to cause grave or widespread offence. ***Ad released only once in selected publications. No repeat insertions.***
23. # Claim, "In 7 days Tide	Procter & Gamble Home Products Ltd(*) (Tide Detergent	Complaint (received in 7/2000) against a TVC on Sony TV(*) and Sun TV (7/2000). As per complaint, the TVC states that "in 7	August 2000 Chapters I.1 and I.4.

	Powder) Leo Burnett India(*) C. 1991 HLL	days Tide detergent removes yellowness of clothes and restores whiteness". On testing the product for its efficacy, the Complainant found that, in a period of 7 days, Tide detergent powder is not able to bring about any improvement in the whiteness of dingy / yellow consumer garments. The advertiser needs to substantiate this claim. The test protocol must be close to normal consumer usage of the product, i.e., it must replicate the way in which consumers in India would, under normal circumstances of hand wash, use a detergent powder for their clothes.	detergent removes yellowness of clothes and restores whiteness", misleading by its ambiguity. Claim, "In just 7 days, yellowness out whiteness in", not substantiated, since the data submitted by the Advertiser and the Complainant, presented conflicting tests results from different sources. The supporting information submitted by the Advertiser not considered as adequate. ***TVC discontinued.***
24.	Body Care International Ltd (Exciter Inner Wear) Graphisads Pvt Ltd Obscenity C. 1992 Mr. M.S. Qureishi Indian Airlines Ltd.	Complaint (received in 7/2000) against the Ads in The Hindustan Times(*), New Delhi (6/2000). As per complaint, the Ads are most vulgar, derogatory to the women folk and against the Indian culture and society. The way the man has been shown wearing the underwear is objectionable, and further to it the presence of six outstretched hands of women are most objectionable. The Ads are in very bad taste.	August 2000 Chapter II. Ads considered to be offensive to generally accepted standards of public decency, and likely to cause grave or widespread offence. ***Advertiser expressed willingness to modify appropriately the Ads.***
25. #	MRF Ltd(*) (MRF Formula Car Tyres) C. 1997 T.K. Indus. Ltd.	Complaint (received in 7/2000) against an Ad in The Hindustan Times(*) (6/2000). As per complaint, the Ad states that, "All Formula cars in the Grand Prix races held at Chennai used only Indian made MRF Formula car tyres". According to the complainant, MRF had neither sponsored nor raced any car on Sriperumbudur, Chennai circuit since January 1999. The Madras Motor Sports Club, Chennai states -	August 2000 Chapter I.1. Statement false. ***Advertiser expressed willingness to modify appropriately the Ad.***

		"To Whomsoever It May Concern *This is to certify that JK Tyres have been sponsoring the JK Tyres Racing Championship for cars at our International Race Track, Irungattukottai for the past three years.* *The championship is decided on a points system and has received immense response.* *We further state that since March 1999, cars manufactured in India have used only JK Tyres during the races held by us."* The statement in the Ad is wrong and malicious and is misleading the public.	
26. #	Hindustan Lever Ltd(*) (Rin Supreme with Whiteguard) Hindustan Thompson Associates(*) c. 1996 P & G. Ltd.	Complaint (received in 7/2000) against a TVC on Sony TV(*) (6/2000), and on Zee TV(*) (6/2000). As per complaint, the claims in the TVC – "Only Rin Supreme can give the best whiteness" (in Hindi – "Behterein safedi de sirf Rin Supreme"), or "Rin safedi se safed, no chance!", and the claim on the product pack – "It's so powerful that just a soak is enough to give you the whitest whites!", are false and misleading because Ariel and Tide detergents provide superior cleaning and whiteness performance than Rin Supreme's, at recommended dose levels. Many brands in the current compact (concentrates) segment of market like Ariel, Tide, Surf Excel, and Henko contain not only surfactant, phosphate/zeolite (builder) at similar strength levels as Rin Supreme's but also the state-of-the-art technology ingredients like enzymes, bleach systems, and polymers that help suspend and disperse dirt in wash solution, which in turn provide improved cleaning and whiteness. Rin Supreme does not contain any enzymes or bleach systems. This makes it apparent that Rin Supreme's absolute superiority claims like "Only Rin Supreme can give the best whiteness", or "It's so powerful that just a soak is enough to give you the whitest whites!", against all detergents, are misleading and false. Further, the TVC of "Rin Supreme with	August 2000 TVC Chapter I.1. Claims (in Hindi) inadequately substantiated. Claims implying superlative performance / effectiveness of Rin Supreme, not substantiated with comparative tests of competitive products holding a major share of the market. Product pack Chapter I.1. Claim not substantiated. **Not Upheld** TVC did not unfairly denigrate or discredit any specific competitive brand. **Decision on Review** November 2000 TVC Chapter I.1. Claims not adequately substantiated.

		Whiteguard" quite clearly and unfairly denigrates and discredits "Tide detergent" brand. The set-up and story of Rin Supreme's TVC, i.e., a van rolling in, interviewer with microphone talking to a housewife, interviewer wearing orange cap (Tide's colours) and talking about a new detergent, etc, clearly tries to imply that Tide detergent and its advertising is making false claim on delivering cleaning and whiteness, even though Tide's advertising itself does not make or imply any comparative or superiority claim.	***TVC discontinued. Pack – claim modified.***
27. #	SmithKline Beecham Pharmaceuticals Ltd(*) (Iodex Power Cream) Enterprise Nexus Communications(*) C · 1999 Triton Comms. P. Ltd.	Complaint (received in 8/2000) against a TVC on Zee TV(*) (8/2000). As per complaint, the TVC depicts a woman dressed in a saree (purple and white, similar to Moov's brand colours), used to suggest a Moov user. A male voice tries to sell 'Iodex Power Cream' to her. Irritated by the man's persistence, the woman says, "Hato, Moov Moov". To this, the male voice says, "Woh? Woh nahin madam yeh...". The woman is promised a money-back guarantee in case the product fails to provide instant relief, subject to "conditions apply". The words used by the woman to drive the man away are clearly indicative of Moov – the brand. This is a deliberate and calculated attempt to prejudicially affect and undermine consumer confidence in Moov and tarnish its good reputation and brand equity in the market place. In addition, this is a conditional offer (the conditionality hides in fine print in the pack sequence). If it is a conditional offer, then the fact that it is a conditional offer should be clearly communicated, which has not been done.	<u>September 2000</u> Chapter IV.1 (e). Claim – voice over, "Hato, Moov Moov", and "Woh? Woh nahin madam yeh .....", followed by the mention of Iodex Power Cream, and the money back offer, which "was accepted", considered to unfairly and directly discredit a competitive product. ***TVC withdrawn.***
28.	ABN-Amro Bank (Personal Loans) Contract Advertising(*) C · 2003 Mr S. Ravikumar	Complaint (received in 8/2000) against an Ad in The Hindu(*), Chennai (8/2000). As per complaint, the Ad states, "Get loans for just about anything. For nothing". On seeing the Ad, the complainant contacted on telephone No. 8220242 to ascertain the true meaning of the claim, "for nothing". To his queries whether personal loans are -	<u>September 2000</u> Chapter I.4. Claim contradictory to the supporting copy in the Ad - "attractive interest rates" and "conditions apply" – DP note, and was

		(a) clean loans/clean overdrafts with the very person as security, (b) interest free, and (c) open ended, he was told that - (1) personal security in the form of a DP Note for the money lent + interest payable has to be furnished, (2) loans are not interest free, and (3) albeit not mentioned expressly, repayment terms exist. Hence the claim is false.	directly misleading. ***Ad withdrawn.***
29.	DBS Properties Ltd ("The Atrium ... apartments are ready to occupy") Fountainhead Comm(*) C. 2001 Ms. S. Jayalakshmi	Complaint (received in 8/2000) against an Ad in The Hindu(*), Chennai (7/2000). As per complaint, after seeing this Ad, the complainant contacted the advertiser's office. He enquired if The Atrium has fully furnished and ready-to-occupy apartments, as suggested by the captions and accompanying pictures in the layout/floor plan of the property shown. He was told that - "only the kitchen cabinet is furnished readily truly, but the furniture in the drawing/living rooms/dining area, bedrooms, kids play area and balcony are not furnished actually".	<u>September 2000</u> Chapter I.4. Claim, "The Atrium apartments are ready to occupy", and the visual - layout of a flat with depiction of specific furniture, which the complainant was informed would not be provided with the flat, considered misleading by its ambiguity. ***Ad withdrawn.***
30. #	India International Trade Center (IATA UFTAA & IATA FIATA Training Programs) C. 2015 IHCTM	Complaint (received in 9/2000) against an Ad in Mid-Day(*) (9/2000). As per complaint, M/s. IITC is an authorised training center only for the IATA/UFTAA Foundation Course, whereas in the Ad M/s. IITC states that it is an "Authorised Training Center for IATA training programs". Thus they are implying that, firstly they are authorised for more than one IATA program, and secondly by just stating IATA and not IATA/UFTAA or IATA/FIATA, they are implying that they are already authorised for all the IATA programs which are listed in the Ad. This is absolutely false.	<u>October 2000</u> **Exparte.** Chapter I.4. Ad misleading. ***Ad, a one-time release.***
31. #	Training Institute For Travel Trade (IATA-UFTAA Foundation and Consultant Course) C. 2016 IHCTM	Complaint (received in 9/2000) against an Ad in Bombay Times, The Times of India(*) (9/2000). As per complaint, M/s. TITT which is advertising for the "IATA-UFTAA Foundation and Consultant Course", is giving the impression that the courses are jointly offered by M/s. TITT along with M/s. IATA. The use of the two logos together is	<u>October 2000</u> Chapter I.4. Ad misleading. ***Ad modified.***

		misleading and gives a wrong impression to the reader. As per the IATA and UFTAA guidelines, the logos of IATA/UFTAA has to be used in combination as the courses are offered jointly by IATA/UFTAA, and M/s. TITT is merely an authorised training centre. However, in the Ad, the advertiser has conveniently deleted the UFTAA logo and replaced their own logo – i.e. of M/s. TITT which is in violation of the IATA/UFTAA guidelines.	
32. # C. 2023 Mudra Comms Ltd. Drugs/Medicine	Parry Nutraceuticals Ltd (Parry's Spirulina) Euro RSCG Advtg(*)	Complaint (received in 10/2000) against the product literature, and press Ad (in Deccan Herald(*) - 7/2000). As per complaint, in the product literature it is claimed that - "Our Spirulina is the only Spirulina in India to get US FDA approval". This is absolutely false. On checking with US FDA about this claim, they have confirmed in writing, that they have not issued any such approval on any Spirulina across the world. Also, in the press Ad, the headlines – "US FDA Health Standards", "Presenting the American viewpoint on why the better Spirulina comes from Parry", and the claims in the main copy – "There is only one Indian Spirulina that is exported to the US. And it comes from the house of Parry", and "No other Spirulina consistently meets US Food and Drug Administration standards. Ours has been doing so for years now" - all these require to be substantiated.	November 2000 Product literature Chapter I.1. Claim, "US FDA approval" – false, since this Authority only certifies that a product meets with the standards set for its importation into the USA. ***Product literature modified.*** Press Ad Chapters I.1 and I.4. Claim, "Presenting the American viewpoint ..... Spirulina comes from Parry" - not substantiated with any relevant survey/trials data. This claim also misleading, since US FDA certificate does not involve comparable testing of similar products. Claim, "better Spirulina" - misleading. Claims, "There is only one ..... exported to the US" ... "No other Spirulina .... Food & Drug Administration standards"- misleading,

			since no evidence provided by the advertiser, that other specific Spirulina products from India have failed to meet US FDA standards. ***Ad modified.***
33. #	Hyundai Motor India Limited (Hyundai Accent – the best companion) Bates India Ltd(*) C. 2026 Ford (I) Ltd.	Complaint (received in 10/2000) against an Ad in The Hindu(*) (9/2000). As per complaint, the Ad claims that, Hyundai Accent is "The most fuel efficient car of India". The source mentioned is The Business Standard Motoring, September 2000. The Ad is misleading and quoted out of context, for the following reasons: - The article (The Business Standard Motoring – Sept 2000) does not state the above explicitly. It merely poses a question. To quote verbatim "The most fuel efficient car in India? Why not?" - The article and the above question are with specific reference to the new diesel model. But the Ad does not mention diesel anywhere. This is erroneous and misleading. Rewording a hypothetical question on one specific model into a blanket statement on the entire range of Accent models, is a misrepresentation of facts to the general public.	November 2000 Chapters I.1 and I.4. Claim, "the most fuel efficient car of India", quoted out of context, and misleading. Claim false, since it referred apparently to a petrol engine, as depicted in the Ad, whereas the article quoted is in respect of a prototype diesel engine model. ***Ad discontinued.***
34. #	Kinetic Engineering Ltd (Kinetic Style) C. 2029 TVS Suzuki Ltd.	Complaint (received in 10/2000) against a TVC on ESPN, Star Sports(*) and Sun TV (probably in 10/2000). As per complaint, Kinetic Style claims to be "India's No.1 Scooterette". The Commercial uses select phrases from leading auto magazines as testimonials. The magazine article (Indian Auto – June 2000) qualifies all results through comments and publishes their opinion in 'The final diagnosis', where it mentioned that "from the user angle, the TVS Scooty is the best option in the scooterette segment".	November 2000 Chapter I.1. Claim not substantiated with any valid authentic survey data confirming the claim of "India's No.1". ***TVC discontinued.***

		The advertiser is misleading the public with this claim and leads them to believe that Kinetic Style is the largest selling scooterette.	
35.	Jupiter Softech Ltd (Scheme - `With zero investment you can earn an astronomical sum') Vision & Images Advtg, & React Advtg Services	Complaint (received in 8/2000) against an Ad in Amar Ujala(*) (8/2000). As per complaint, the Ad (in Hindi), as translated (in English), states, "Would you like to be a millionaire ... without investing a single rupee". The Ad offers very attractive terms, high returns "without investment", a rental fee for premises from Rs.807.30/- to Rs.2152.80/- per sq mt, depending on metros or other cities, and a share in the profits. The Ad appears to be false and misleading. C. 2019 Mr. Manoj Kumar Sharma	November 2000 **Exparte.** Chapter I.4. Claim misleading, since conditions to be met included provision of "covered area premises, phone lines, and electricity load sanction", by applicant, who if appointed by advertiser, would be compensated subsequently through rental fees etc, and a share in the profits. Original letters addressed to the Advertiser returned to ASCI with a remark – "office sealed". **Media concerned, has assured that they will not carry any Ad pertaining to the advertiser, through any source, henceforth.**
36.	Kinetic Engineering Ltd (Kinetic Safari V-2) Trikaya Grey Advtg(*) C. 2000 Mr. S. Raju	Complaint (received in 8/2000) against a TVC on Sun TV and Eenadu TV(*). As per complaint, the TVC depicts a rider on Kinetic Safari V-2, and in the background, it shows a gathering of people listening to a speaker. The Kinetic rider proclaims proudly "oru literkku enbathainthu kilometer kodukkuthu", (roughly translated – "for one litre it gives 85 kilometers"). As the Kinetic Safari zooms past the screen, a milestone is shown with `85' prominently displayed on it. Then the rider is heard saying "Poikitte erukkum" (it goes on	December 2000 Chapter I.1. No mention in the TVC, of the specific conditions (road and running) under which the vehicle performance and output of 85 kms per litre of fuel assured. Claim not substantiated.

		and on). On seeing the Ad, the Complainant purchased the vehicle but he received a great shock when he realized that the average kms/litre obtained was less than half that promised in the Ad.	The test report submitted by the Advertiser showed three different fuel consumption rates. ***TVC discontinued.***
37. # C.2030 Lowe	Godrej Soaps Ltd(*) (Godrej All Care Soap) Mudra Communications(*)	Complaint (received in 11/2000) against a TVC on Sony TV(*) (10/2000). As per complaint, the Commercial (in Hindi), contains the line, "kitanu per var, twacha se pyar". This is very similar to the line used in the advertising of `Lifebuoy Gold' – "kitanu per kare var, twacha se kare pyar". This line has been used by Lifebuoy Gold and as such is the key advertising property of the brand. `Godrej All Care' soap has copied this line of `Lifebuoy Gold', which is likely to confuse / mislead the consumers.	December 2000 Chapter IV.3. Claim under complaint, similar to that of another Advertiser's earlier - run Ad. ***TVC withdrawn.***
38. Obscenity C.2036 Mr. Saju T. Abraham	Kewal Kiran Enterprises (Lawman Casuals) Relationship Marketing Group	Complaint (received in 10/2000) against an Ad in Outlook(*) (9/2000). As per complaint, the Ad depicts a young man "relieving himself", and the caption says, "Pop says water the plants daily". The Ad is vulgar and in bad taste, and is disrespectful of the elders. **(Five additional complaints received against the same Ad)**	December 2000 Chapter II. Ad not in good taste, and likely to cause grave or widespread offence. ***Ad withdrawn.***
39. # C.2022 P&G. Ltd.	Hindustan Lever Ltd(*) (Surf Excel Liquid Detergent) Lowe Lintas & Partners(*)	Complaint (received in 9/2000) against the product pack, and TVC on Zee TV(*) (7/2000), Sony TV(*) (7/2000), Star Plus(*) (7/2000). As per complaint, the following claims of Surf Excel Liquid are misleading and untrue: - In TVCs: (in Hindi) – "Naya Surf Excel liquid – daag mitane ki shakti powderon ke mukable dugna", (as translated in English) – "New Surf Excel Liquid – with stain removing power which is twice as much as in detergent powders". - On the product pack label: "It gives you far better results than any detergent	December 2000 Chapter I.1. TVC – Claim not substantiated. Pack - Claims, "Surf Excel Liquid is the international way to wash clothes", "It gives you far better results than any detergent powder", are non-specific, since they cover very wide claims

		powder". Since the advertiser does not specify, compared to which detergent powder they are twice as effective, it is reasonable to infer that they claim to be twice as effective as any detergent powder commonly available in the Indian market. Technical tests conducted by an independent organization on behalf of the Complainant, clearly indicates that Ariel Power Compact delivers significantly better stain removal performance on most of the commonly encountered stains like clay, betel-nut ("paan"), and body soil stains, and showed parity performance on stains like spinach, paint, turmeric vs. Surf Excel Liquid at 95% confidence limit in a single cycle technical blind test.	- not substantiated by Advertiser's test reports, or in their supporting technical information. ***TVC discontinued. Pack – claims will be modified.***
40. # C-2027 Euro RSCG Advtg. Ltd.	LG Electronics India Ltd (LG Audio CD Recorder) Lowe Lintas & Partners(*)	Complaint (received in 10/2000) against an Ad in India Today (8/2000). As per complaint, the claim of LG being "India's first Audio CD Recorder", is untrue. This misrepresentative statement shatters the tenets of fair, honest trade. It is a well-documented fact that it was Philips who first launched the CDR in India in April 1998 and was the very first who brought it to India. From time and eternity, Philips has been the innovator and pioneer in the field of electronics. Philips has lived up to its credo of making things better for its consumers by providing them with the latest technology in all their offerings. An Ad like this, abuses the consumer's intrinsic right to knowledge.	<u>January 2001</u> Chapter I.1. Claim false, since a similar product was available in the market in early 1998. ***Ad withdrawn.***
41. C-2038 Mr. Gaurav Bansal	Cyber Media (India) Ltd (Subscription Offer of Dataquest Magazine)	Complaint (received in 12/2000) against an Ad. As per complaint, the subscription offer mentions, "Parker Pen worth Rs.200 Free with 1 year subscription". The complainant had subscribed to the said magazine but found that the pen actually received by him was different from that shown	<u>January 2001</u> **Exparte.** Chapter I.4. Ad misleading, since the pen received by the Complainant did not resemble the pen visually depicted in the

		in the Ad. The pen received was white in colour and "Dataquest" was printed all over the pen "about 100 times" which gave a very cheap look to the pen. This fact has been concealed from the Ad that shows the photo of the pen that is normally available in the market. Secondly, the company claims the price of the pen to be Rs.200/-, but the price was not mentioned in the box which the complainant had received. According to him, on enquiring from the market, the maximum retail price (MRP) of this pen should be Rs.135/-. The Ad is misleading.	Ad. ***Advertiser assured appropriate modification of the Ad, in future.***
42. #	Kalanidhi C. 2044 The Flagship Advtg. P. Ltd.	Complaint (received in 12/2000) against the Hoarding put up at Gokhale Road, Thane. As per complaint, "Kalanidhi" has copied the visual (an apparently naked woman holding a drape of sheer silk in front of her), of the Ad of "Silk Appeal", who has a showroom for silk fabrics, sarees, etc. This is against the norms of advertising.	January 2001 **Exparte.** Chapter IV.2. Illustrations in the Ad took unfair advantage of the goodwill acquired by the Advertising campaign of another firm. ***Hoarding discontinued.***
43.	Tata Housing Development Co Ltd (Symphony Powai) SSC & B Lintas C. 2040 Consumer Complaints cell	Complaint (received in 12/2000) against an Ad in the Sunday Times of India(*) (12/2000). As per complaint, M/s. Tata Housing Development Co has constructed a residential township named "Symphony" at Chandivili Farm, Chandivili, Off Saki Vihar Road, Mumbai 400 072. Till a few months back, the township was rightly advertised giving the Chandivili address, showing approach from the Killick Nixon building, right turn on Saki Vihar road. However, recently the company has resorted to a misrepresentation by calling the "Symphony at Powai", giving a wrong impression to the people as if it is situated at Powai and not at Chandivili.	January 2001 Chapter I.1. Claim not substantiated with adequate proof of location. ***Ad discontinued.***

		The Ad emphasizes the caption "Powai's most exclusive address" and then "Symphony – Powai". It is not mentioning the actual location of Chandivili, thus the Ad becomes misleading and untruthful.	
44. #	Paradigm Infoways Inc (Franchise Offer – Highlights) Enterprise Nexus(*) C. 2041 Overture Comms p. Ltd.	Complaint (received in 12/2000) against an Ad in The Times of India(*), New Delhi (11/2000), and The Hindustan Times(*), New Delhi (11/2000). As per complaint, the Ad names leading players in the IT education and training business and is attempting to present a distorted and misleading image about other companies that form this industry. The advertiser is trying to gain an unfair advantage by benchmarking their company against stalwarts in the field of IT education and training in India. In the process, the advertiser is also trying to bring to disrepute the image of Aptech, and the other players. Aptech are leaders in this field and have a history of fair play and a reputation of being companies at the forefront of technology. The advertiser is creating a misleading image of himself by referring to MOUs for projects worth over US $ 43 million and not to its size or projects already handled and firm agreements that it has entered into.	January 2001 **Exparte.** Chapters I.1 and IV.1(e). Claims, "Guaranteed returns, guaranteed peace of mind and, more importantly, the guarantee of never being left behind in an ever-changing world", and "Paradigm is the first company in India to have signed an MOU for projects worth over US $ 43 million based on these cutting edge technologies", not substantiated. Ad denigrated competitors without justification. ***Ad discontinued.***
45. #	Paradigm Infoways Inc (Franchise Offer – Highlights) Enterprise Nexus(*) C. 2042 Contract Advtg. Ltd.	Complaint (received in 12/2000) against an Ad in The Times of India(*), New Delhi (11/2000), and The Hindustan Times(*), New Delhi (11/2000). As per complaint, the projection of NIIT and the competition is untruthful. All the descriptions and comparisons about competition have been written with an intention to mislead. Can the advertiser prove that NIIT has "no guaranteed return", "no cutting edge technologies", and "no peace of mind"? Furthermore, can the advertiser prove that they have the necessary credentials they are boasting about in the Ad? The advertiser is attempting to create a dissonance amongst current business partners	January 2001 **Exparte.** Chapters I.1 and IV.1(e). (As above) ***Ad discontinued.***

		of NIIT and the other players who have been very successful franchisees for many years. There is a clear attempt by the advertiser to create a widespread disappointment amongst current and prospective franchisees by exaggerating claims that cannot be substantiated. · NIIT and other competitors are being referred to in the Ad without the advertiser having taken permission for use of their names and fame to further its business interests.	
46.	Jindal Aluminium Ltd ("Happy Christmas. Unhappy Deeds!") Chakra Communciations C-2050 Mr. S.N. Nadkarni	Complaint (received in 1/2001) against an Ad in The Indian Express(*), Mumbai (12/2000). As per complaint, the Ad copy smacks of communal hatred likely to incite communal disharmony ("treating non-Catholics as their enemies with destructive and inhumane acts"). The Complainant requests that, ASCI, being an institution responsible to maintain advertising ethics, needs to take action against Indian Express and also the persons inserting the objectionable Ad.	<u>February 2001</u> Chapter III.1 (a&b). Ad tends to promote intolerance and derides a particular creed. Concerned Media (Indian Express) was advised that, such an Ad, in respect of its content and its close resemblance to editorial matter (no mention indicating "Ad"), should not be accepted for publication. ***Media assured that said Ad would not be published, in future.*** ***Ad, a one-time insertion.***
47.	Yahoo Web Services India Pvt Ltd ("India's Largest online audience") C-2051 Mr. Ajay Verma	Complaint (received in 1/2001) against an Ad in The Economic Times(*), Mumbai (11/2000). As per complaint, the Ad mentions the fact that there are "6 million user registrations from India" for which, there is an audit done by ABC and certified by Ernst & Young. The complainant believes that this 6 million	<u>March 2001</u> Chapter I.1. In the absence of an authentic certificate of relevant audit and its verification cited in the Ad, the claim not substantiated.

		user registrations could be on the entire network of Yahoo, but the Ad is released by their Indian website – Yahoo India. Hence the Ad is not factually correct. This Ad gives the impression that the Yahoo India site has 6 million registrations. He strongly feels that the Ad wrongly represents the website.	***Ad withdrawn.***
48. #	Jardine Henderson, Limited (Pest Control Division – Recruitment of Field Executives / Supervisors) Satkar Publicity C. 2045 Flagship Advtg. Ltd.	Complaint (received in 12/2000) against an Ad in Momentum pages of Mid-Day(*) (12/2000). As per complaint, one of the appointment Ads of "Shree Sunders Silks" in the Momentum pages of Mid-Day, has been copied outright in the Ad of "Pest Control Division - Recruitment of Field Executives/ Supervisors". Following was "Shree Sunders Silks" Ad: "Young lady, just one simple question: can you sell?...", released by them on 24th November 2000 in the Momentum pages of Mid-Day. The other Ad of "Pest Control Division - Recruitment of Field Executives/ Supervisors", was: "Young man, just one simple question: can you sell?...", was released on 13th December 2000 in the Momentum pages of Mid-Day. The headline, the copy as well as the layout is very similar. The position of the Ad in the newspaper is also identical.	March 2001 Chapter IV.3. Ad similar to the earlier run Ad of the other advertiser (Complainant) in general layout, copy, slogan, so as to suggest plagiarism. ***Advertiser assured that in future, they would take utmost care to ensure that their Ads do not resemble the ones published before, by other firms.***
49. #	Woven Gold Acrylic (India) Pvt Ltd (Woven-Gold Bathtubs) Crescent Advertising C. 2054 E.I.D. Parry (I) Ltd	Complaint (received in 2/2001) against an Ad in Business India(*) (February 2001) issue. As per complaint, in the Ad, the advertiser has made an incorrect claim – "After all, Woven-Gold is the only manufacturer importing superior Lucite Saniware Cast acrylic sheet from ICI". This claim is factually incorrect, as "Parryware" is also importing superior Lucite Sanitaryware acrylic sheet from ICI for over the last three years.	March 2001 Chapter I.1. Claim factually incorrect. ***Ad withdrawn.***

50.	Softel Machines Ltd (MinerWa Mineral Water Machine) C. 2062 Association for Consumers Action on Safety & Health	Complaint (received in 1/2001) against an Ad in `Society Interiors'(*), Mumbai (Nov-Dec 2000) issue. As per complaint, the Ad portrays that "Boiled water is not sufficiently safe for your baby", which is misleading. Boiling for a sufficient time destroys all pathogens. A scary picture is presented to the reader that sodium in water causes heart disease and hypertension. Again, this is an unrealistic picture. Also, the claims in the Ad – "It purifies Hard and Salty water (Total Dissolved solids (TDS) upto 2000) into Mineral Water by removing 100% bacteria, viruses, pyrogen and excess dissolved salts, heavy metals, fluorides etc", "Boiling kills only bacteria which is not sufficiently safe for babies or even for grown up family members" - these require to be substantiated.	March 2001 Chapters I.1 and I.4. Claim, "It purifies Hard and Salty water ... . heavy metals, fluorides etc", false. Claim, "Boiling kills only bacteria ..... grown up family members", not substantiated. Claim, "Mineral Water Machine", misleading. ***Ad discontinued.***

Complaints that were UPHELD by the Consumer Complaints Council
From April 2000 to March 2001

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
51. #	Anchor Health & Beauty Care Pvt Ltd (Anchor White Toothpaste) Art Advertising(*) c. 1986 Aminirati Purislintas	Complaint (received in 6/2000) against a TVC on Zee TV(*) (6/2000). As per complaint, the TVC (in Hindi), shows the mother talking to her family about how "Anchor White has a Anchor Grip formula which kills germs from in between the gums and hence keeps the teeth strong from its roots". This claim cannot be made by a toothpaste without Flouride. The Analytical report done by a third party confirms that Anchor White toothpaste has no Flouride. Hence Anchor White cannot actually make this claim of strengthening teeth from the roots, in the TVC. This claim has strong potential to mislead consumers, and should be supported by due substantiation.	July 2000 Chapter I.1. Claim not substantiated. Visuals of the pack (carton) also in contravention of the Code (Chapter I.1.), since the claims on the pack – "unique Germ Fighter", "Anchor Grip Formula", "Active Micro Cleaner", and the approval and certificate seal of The British Dental Health Foundation, not substantiated.
52.	Anchor Health & Beauty Care Pvt Ltd (Anchor White Toothpaste) Art Advertising (*) c. 2006 Dr. Sushama Kolte	Complaint (received in 8/2000) against a TVC on Zee TV(*) (7/2000). As per the complainant (a member of Medical Profession), Anchor White toothpaste is projected and portrayed as technologically advanced toothpaste. The advertiser compares the "age old toothpaste to old typewriter", and "Anchor White toothpaste to the technologically advanced personal computer". This claim is not only incorrect (false), but denigrates all other toothpastes which have been in the market prior to the launch of Anchor White toothpaste. The advertiser needs to substantiate how their toothpaste is technologically more advanced than the other existing toothpastes.	September 2000 Chapters I.4 and IV.1(e). Comparative claims misleading and unfairly denigrated other toothpastes by implication.

53. #	Paras Pharmaceuticals Ltd(*) (Freshia Cream) Mudra Communications(*) C·2004 Lowe Lintas & Partners Cosmetics	Complaint (received in 8/2000) against a TVC on Sony Entertainment Television(*) (5/2000). As per complaint, the product action window and skin demo – depicted as a ripple on the girl's face – are deceptively similar to that of "Fair & Lovely's New Fairness" system, which was a crucial and salient facet of this relaunch communication. It is a deliberate attempt to mislead and confuse consumers. The claim, "Olivem 700 makes the skin fresh and makes the skin so bright, that it looks clean and glowing", is highly objectionable, since there is no substantiation as to how Olivem 700 makes the skin bright and glowing.	October 2000 Chapter I.1. Claim not substantiated. Complaint in respect of plagiarism in the depiction of the product action – **Not Upheld.**
54. #	Hygienic Research Institute (Super Vasmol 33 Hair Dye) Situations C·2020 Godrej Soaps Ltd.	Complaint (received in 9/2000) against a TVC on Sony TV(*) (7/2000 and 8/2000). As per complaint, the TVC denigrates and projects as inferior, dangerous and harmful – Godrej Hair Dyes and other hair dyes, implying that they contain chemicals that harm the hair, causing hair loss. Whereas, Super Vasmol which is claimed to contain the so called "Ayur Prash", claims to strengthen hair from the roots with its so called natural action. The incorrect representation relating to `safety' claim being made by Super Vasmol is totally unsubstantiated. The product contains the same active ingredient PPD (para phenylene diamine), as do all other hair dyes/colours.	November 2000 Chapters I.1 and IV.1(e). Claim not substantiated with clinical trials/tests reports. The representation relating to `safety' claim also not substantiated. TVC unfairly denigrated other products by implication. **Advertiser has informed that, the Complainant has filed a similar complaint, against the same TVC, before the MRTP Commission, New Delhi.** **This matter is considered sub-judice by ASCI, and no action will be taken to implement the CCC Upheld decision, till the MRTPC disposes off the complaint.**

55. #	MB Solution Pvt Ltd (Ace – Comparison 56 K Modem) C. 2035 Apcom Computers Ltd.	Complaint (received in 11/2000) against an Ad in 'Var India' (9/2000). As per complaint, in the comparison chart, the advertiser has mentioned that Dax Modems have 'Elisa Chipset'. This information is totally wrong. Dax Modems do not have Elisa Chipset. Secondly, on the Warranty, they have mentioned that Dax has 'delayed procedure' in replacements. It may be noted that, Dax is the only Modem in the country that offers instant replacement anywhere across the country. This Ad is grossly misleading and it has already sent wrong signals to the market.	December 2000 **Exparte.** Chapter I.1. Claims under complaint, false.
56. #	Kitchen Appliances India Ltd (Kenstar Ultracare Water Purifier) Quadrant Communications C. 2043 Triton Comms. P. Ltd.	Complaint (received in 12/2000) against an Ad in the Times of India(*), Mumbai (11/2000). As per complaint, the Ad provides false and misleading information about Aquaguard Classic and Forbes Aquaflo, against which competitive comparisons have been made by Kenstar. The 'features' mentioned in the Ad are - "Big Pre-filter for better cleaning" and "Pre-filter with Activated Carbon layers for less servicing hassles" "Back flush facility for easy cleaning" "By-pass mode to cope with clogging" "No plumbing required" "Removal of residual chlorine" and "Removal of pesticides" The Complainant's comments are – Forbes Aquaflo, like Aquaguard Classic, is equipped with a 10" pre-filter with a polypropylene wound candle and activated carbon layers for easy cleaning and servicing. This pre-filter is the same size as the Kenstar filter. While the Ad concedes that Aquaguard Classic has a big pre-filter for better cleaning, and a filter with activated carbon layers for less servicing hassles, it indicates that Forbes Aquaflo does not have these facilities - which is incorrect. Back Flush facility is available in both Forbes Aquaflo and Aquaguard Classic, unlike stated	January 2001 Chapter I.1. Claims implying superior performance over competitive products not substantiated, with tests/trials reports from an independent recognised testing institution. Claim of "the By-pass mode to cope with clogging", not considered to represent a beneficial feature in respect of superior performance.

in the Ad.

The facility of a "Bypass Mode to cope with clogging" as described in the Ad is in fact not a feature at all as it defeats the very purpose of a water purifier.

Kenstar also requires a water connection (plumbing) unlike what is erroneously mentioned in the Ad, except that their product is designed to work temporarily by attaching it to a water tap. This is generally an unsatisfactory arrangement to most customers who prefer a permanent water connection to the water purifier which the permanent installation kit used in Forbes Aquaflo and Aquaguard Classic ensures. Thus this Kenstar feature is not a positive feature at all.

Both Aquaguard Classic and Forbes Aquaflo handle the removal of chlorine and pesticides as effectively as Kenstar.

Complaints that were NOT UPHELD by the Consumer Complaints Council
From April 2000 to March 2001

Sr. No	Advertiser / Agency	Nature of Complaint	Comment / CCC Decision

Intra-Industry Complaints
* ASCI Member

1.	Heinz India P. Ltd(*) (Heinz Tomato Ketchup) Leo Burnett India(*) C. 1950 Mr. K. S. Mehra	Complaint (received in 3/2000) against a TVC on DD (3/2000). As per complaint, the TVC portrays Heinz Tomato Ketchup as "pure and natural". The standards of Tomato Ketchup have been laid down in the PFA rules as well as in FPO and therefore, making such false claim as "pure and natural" is highly objectionable and creates dissonance in the mind of a consumer. The TVC incorrectly claims that no preservatives have been added. The label of the product itself declares addition of sugar, vinegar and salt which are well known preservatives of food products. The claims made in the Ad such as, "no artificial colouring and no artificial flavouring", is also objectionable as these are in any case bound by the above two laws.	April 2000 Claims not considered false or misleading.
2.	Indian Shaving Products Ltd(*) (Gillette Mach3 Razor) McCann-Erickson P. Ltd(*) C. 1946 Mr. G. Parthasarathy	Complaint (received in 3/2000) against an Ad in India Today (2/2000). As per complaint, the Ad lists three items, claiming them as special features/advantages of the product, - "Three blades", "Fewer strokes", and "less irritation". According to the complainant, the claim, "less irritation", appears to be very doubtful. Irritation is caused, whenever the sharp edge of the blade scrapes the surface of the skin. With the new design, it is obvious that for every stroke of the razor, each of the three blades in it scrapes the skin at different points on the surface of the skin. Therefore, it appears that the amount of irritation caused by one stroke of this razor will be equivalent to that due to three strokes of a single blade razor. The Ad appears to claim a non-existent	May 2000 Claims substantiated.

		advantage thereby misleading potential consumers.	
3.	Marico Industries Ltd(*) # (Parachute Dandruff Solution Coconut Hair Oil) Ambience D'Arcy Advertising(*) C · 1948 HLL	Complaint (received in 3/2000) against a TVC on DD1, Zee TV(*), Sony TV(*) (3/2000), and press Ad in Times of India(*) (3/2000). As per complaint, the TVC and the press Ad is misleading the consumers by comparing two incomparables – a wash off product (anti-dandruff shampoos) versus a leave-on product (Parachute Dandruff Solution Coconut Hair oil). From available printed literature, there is no evidence that a leave-on product will be "twice as effective" as a wash off product. The advertiser needs to substantiate its own mode of action. The TVC does not explain what is "asardar". Without knowing the effect that it has on dandruff, how can a claim of "twice as effective" be made.	May 2000 Claim substantiated.
4.	Hyundai Motor India Ltd # (Car For Car, Santro is the Best-Seller. Santro Vs. Ikon) Saatchi & Saatchi Ltd(*) C · 1953 Ford India Ltd.	Complaint (received in 4/2000) against an Ad in the Times of India(*), Mumbai & Delhi (3/2000), and in The Hindu(*) (3/2000). As per complaint, the comparison made in the Ad is incorrect, inappropriate and made with malicious and mischievous intent, and with the deliberate intention to denigrate the product – "Ford Ikon 1.3 car", misinform and mislead the readers and general public who form an integral part of prospective buyers of the Ford Ikon 1.3 CLXi car.	May 2000 Complaint subjective and not valid factually. Ad not denigratory of a product under reference (Ford Ikon 1.3 car).
5.	Grand Slam (Joe Weider's and Twinlab Products) Drugs/Medicine Centum Advertising & Marketing C · 1954 MS. Laxmi Narain Modi	Complaint (received in 4/2000) against an Ad in The Hindustan Times(*), New Delhi (3/2000). As per complaint, the claim made in the Ad, "Build your muscles with World class food supplements", needs to be substantiated by the advertiser, since it is exaggerated and likely to take people for a ride.	May 2000 Claim substantiated.

6.	Balsara Hygiene Products Ltd (Super Babool Toothpaste) Leo Burnett India(*) C. 1957 Ms. S. Vanitha	Complaint (received in 4/2000) against a TVC on Zee TV(*) and Sony TV(*) (probably in 3/2000). As per complaint, the TVC suggests that most of the toothpastes available in the market, clean the teeth from outside only. It goes on to claim that, "only Super Babool which has the natural goodness of Babool makes the roots strong from inside". The toothpaste claims to have the goodness of Babool. It should be verified from the advertiser as to whether Babool is present in the toothpaste in adequate strength to provide the benefit of strengthening the roots. If not, what ingredients are there in the toothpaste which provide the benefit of strengthening the roots from inside. The complainant has yet to come across any toothpaste, which claims to strengthen the roots of teeth.	June 2000 Claim substantiated with supporting technical and clinical data.
7.	Balsara Hygiene Products Ltd (Super Babool Toothpaste) Leo Burnett India(*) C. 1958 Dr. Ponnus S. Turner	Complaint (received in 4/2000) against a TVC on DD (probably in 3/2000). As per complaint, the TVC states that, most of the toothpastes clean only from outside; and "only Super Babool toothpaste which contains the natural goodness of Babool makes roots strong from inside". According to the complainant (a member of Dental Profession), Super Babool neither contains flouride nor any well-known active ingredient. He therefore, wonders what enables Super Babool to make the roots of the tooth strong from inside. "The following needs to be examined in the larger interest of the public: - Whether Super Babool toothpaste contains the herb "Babool", and if so whether it is present in the minimum scientifically accepted levels to provide any benefit. - Whether the advertiser has any scientific data, including clinicals, to support the claim of strengthening the roots of the tooth from inside."	June 2000 Claim substantiated with supporting technical and clinical data.

8. #	Marico Industries Ltd(*) (Parachute Coconut Oil) Ambience D'Arcy Advertising(*) C. 1962 The Tata Iron & Steel Co. Ltd.	Complaint (received in 4/2000) against a TVC on Sony TV(*) (probably in 4/2000). As per complaint, the Commercial shows that coconut oil packed in "tin cans" can cause injury while opening, whereas Parachute Coconut oil packed in "plastic bottles" is safe. According to the complainant, the tin container has been shown in a poor light as compared to the plastic one. It ignores the several advantages that tinplate has over plastic as a form of packaging, as given below: - The tin can is an Eco-friendly pack as opposed to plastic bottle. It can be recycled and is 100% degradable. - Tin can is a 100% tamper proof pack unlike the plastic bottle. - Tin can is also resistant to rodent attack whereas plastic bottle is susceptible to rodent attack. - Tin can offers superior barrier properties over the plastic bottle. Advertising should not mislead the public by either making incorrect comparisons or by concealing information.	June 2000 Ad not denigratory or misleading.
9.	Hindustan Lever Ltd(*) (Rexona Deodorant) Lowe Lintas & Partners(*) C. 1964 Dr. R. K. Anand	Complaint (received in 4/2000) against a TVC on Sony Channel(*) (4/2000). As per complaint, the commercial shows an Air Hostess in flight, on an Aircraft. A lady passenger raises her arm for some purpose and is promptly jettisoned by the Air Hostess, "because of her body odour". The stewardess declares that "as the passenger did not buy a Rexona deodorant costing just Rs.6/-, she had to be thrown out". According to the complainant (a member of the Medical Profession), the Ad would cause widespread offence since it portrays that people who did not use the product deserve to be dumped.	June 2000 Ad not likely to cause widespread offence.

10.	ForIndia.Com,Inc ("forindia.com – Feed Your Greed") Ambience D'Arcy Advertising(*) C. 1966 Mr. Brijesh Bartheval	Complaint (received in 4/2000) against an Ad in The Hindu(*) (3/2000). As per complaint, the Ad depicts a woman dressed in underwear and in an obscene posture. Captions of the Ad state, "Yum. Yum. Yum." "Get five times the e-mail space of not-so-hot-mail on our website. All of 10MB". The Ad projects the website as place for obscene material. It violates the standards of public decency. It will adversely affect the moral and ethical values of the society and the youth and adolescents in particular.	June 2000 Ad not objectionable or likely to cause widespread offence.
11.	Novartis India Limited(*) (Curacron) C. 1969 M.S. Sumatilal Lantara'a Upbhokta Parishad	Complaint (received in 5/2000) against an Ad in Navbharat, Indore (8/99). As per complaint, the Ad in Hindi, (as translated in English), states that, "As per scientific view: that during dark night – Amavasya, there are highest number of eggs, from which `Eleeyan' come out. The solution to this problem is Curacron". But there is no scientific research or reference mentioned in the Ad, to support this statement. By using such a misleading Ad, the advertiser has tried to increase the sale of their product "Curacron", by creating fear amongst Peasants, which is not a fair practice of Business.	June 2000 Claims substantiated in respect of the higher incidence of egg laying on a moon-less night (Amavasya) and the effectiveness of the Ovicidal action (on Heliothis eggs - `Eleeyan') of the product – Curacron.
12. #	Samsung India Electronics Ltd(*) (Samsung Hi Tron Digital Television with Crystal Vision) Triton Comm(*) C. 1970 LG Electronics India Ltd.	Complaint (received in 5/2000) against an Ad in The Hindustan Times(*), New Delhi (5/2000). As per complaint, the Ad of "Samsung – Hi Tron Digital with Crystal Vision" is similar to the Ad of "LG – Digital Golden Eye Television". It is clearly evident that there is similarity in the visual and the usage of the `eyes' between the two campaigns.  Since LG was the first to come out with its `Beautiful eyes, must stay that way' campaign, technically and ethically the rights of `intellectual property' are vested with LG. Hence the Samsung Hi Tron campaign becomes a blatant violation of the existing laws.	June 2000 Usage of "illustrations of the eyes" to convey two distinctly different messages to the readers – "Crystal Vision – picture clarity", Vs. "Golden Eye – wrinkle free viewing", did not appear to be visually similar, or to take unfair advantage of the goodwill attached to the Ad of another product.

		This campaign is detrimental to the impression that the consumer forms regarding the quality/features of LG products. It will ultimately confuse the consumers and affect LG's brand equity.	
13.	I.T.C. Limited(*) (Wills Classic Cigarettes) Lowe Lintas & Partners(*) C. 1973 Ms. Laxmi Narain Modi	Complaint (received in 5/2000) against an Ad in The Hindu(*) (2/2000). As per complaint, the title of the Ad reads, "Discover the new signature of excellence". Cigarettes have nothing to do with signature of excellence except to harm the smokers and the passive smokers. Moreover, the statutory warning is outside the border of the Ad which gives an impression that it does not relate to Wills Classic Cigarettes. The Ad is misleading.	June 2000 Ad not misleading.
14.	Fena Limited (Fena Detergent Cake) # FS Advertising C. 1975 Hindustan Thompson Associates Ltd.	Complaint (received in 5/2000) against TVC on DD1 (5/2000). As per complaint, the depiction in the TVC, of a protagonist as politician being denied entry due to his poor whites, is a direct lift of the Radio spot for "Rin Shakti" which was aired during November-December 1999. The Ad is a blatant plagiarism of the Radio spot for Rin Shakti. In addition, the Ad also says that, "Lever bhai bhi yeh mante hai", which is an obvious allusion to Hindustan Lever, the market leader in the detergent category.	July 2000 TVC of "Fena Detergent Cake", not a plagiarism of the Radio spot of "Rin Shakti".
15.	Pepsi Foods Limited(*) (Pepsi) Hindustan Thompson Associates(*) C. 1983 Reshu Advtg. Pvt. Ltd.	Complaint (received in 6/2000) against a TVC on various channels (5/2000). As per complaint, the Commercial features a well-known actor "Shahrukh Khan" as the lead star. In the Ad, an additional actor is shown as resembling "Hrithik Roshan", who mainly features in the Ads of Coca-Cola. This character in the Ad is shown to have uncleaned teeth. This is found to be very insulting to the real actor "Hrithik Roshan", and surely shows unfairness in competition.	July 2000 Ad not considered to be unfair competition or indecent.

16. #	Joyco India (Boomer Bubble Gum) Lowe Lintas & Partners(*) C. 1984 McCann-Erickson (India) Ltd.	Complaint (received in 6/2000) against a TVC on DD Metro (6/2000). As per complaint, the TVC bears strong similarities, both in terms of basic creative idea and executional details with a TVC developed for "Big Babol bubble gum", which was first aired in January 2000. Both these brands `Big Babol' and `Boomer' are bubble gum brands targeted at children and compete directly with each other in the market place. The new Boomer TVC is copied from the Big Babol TVC in terms of the basic creative idea and is likely to confuse children who are the primary target consumers for both these products. - The Boomer commercial is also based on the theme of `space', as Big Babol, and has been put on air 6 months after the airing of the Big Babol commercial. - At an executional level, the Boomer TVC bears strong and striking similarities with the Big Babol TVC: - Both the films have a scene at the beginning of the film, which is set in a large room with a control panel at the center. - Both the films have a colour hue which is a shade of blue/grey. - Both the films have a scene, which shows a view of a round planet in space, with a space craft/rocket going past it.	July 2000 Ad not so similar as to suggest plagiarism or to make unjustifiable use of the goodwill acquired by the advertising campaign of another firm.
17. #	Colgate Palmolive (I) Ltd(*) (Colgate Super Shakti Toothpaste) Rediffusion DY&R(*) C. 1985 Ammirati Puris Lintas	Complaint (received in 6/2000) against a TVC on Zee TV (6/2000). As per complaint, in the `Man', `Woman', and `Boy' TVC, the people claim that Colgate Super Shakti gives them `tension free teeth', `insurance free teeth' and `trouble free teeth', respectively. These claims are extremely vague and blanket, on the basis of which Colgate Super Shakti claims to solve all the possible internal physical problems – dental and otherwise. "Andar ka tension" could mean any of the numerous internal heart problems? The advertiser need to substantiate these claims.	July 2000 Claims not misleading by ambiguity, or omission of critical factors in the Ad. The implied claims in support of the product's efficacy were substantiated.

		Since these claims are exaggerated, all encompassing in nature, the TVCs propagate blind faith and mislead the consumers by ambiguity. If the claims being referred to are dental in nature, they are even more objectionable. The various dental problems range from tooth decay, gum bleed, etc, to gingivitis and oral cancer. The claims therefore mislead the consumers by an ambiguous statement and an omission on exactly what benefits Colgate Super Shakti offers.	
18.	Bensons Power Makers India Ltd (Bensons Power Makers Fuel Catalyst) C. 1977 Mr. K. A. Motwani	Complaint (received in 5/2000) against the Pamphlet. As per complaint, the Complainant got this product costing Rs.3800/- fitted in his Maruti 800 Car. He was however surprised to find the mileage going down inspite of the said company sending its mechanic twice, to check his car. On conducting two scientific mileage tests in Fort area, on the same route and at the same time, one with instrument fitted in the car and the other without it, he was shocked to find that the car gave 4 kms more per litre when the fuel catalyst was removed. Thus the instrument proved to be a complete hoax. The claims made in the Pamphlet - "Improves Kms per Litre by 8 to 15%", "Car runs on Unleaded fuel", and "You still get 8-15% more Kms per Litre & reduced emissions by up to 51.9% or more", need to be substantiated by the advertiser.	August 2000 Complaint not valid, in the absence of authentic reports of trials/tests conducted, and the claims not considered to be false. The CCC recommended that the Advertiser should be advised to include essential conditions pertinent to the claims, as relevant to vehicles in India.
19. # C. 1981	Pyxis Technology Solutions Ltd (SteelExchangeIndia.Com) Tempest Advertising(*)	Complaint (received in 6/2000) against an Ad in Economic Times(*) (6/2000). As per complaint, SteelExchangeIndia.com claims to be, "India's first B2B portal for steel". In the Ad copy, they also claim to have "Online steel trading, stock transfers, scrap sales". M/s. Streamline Computer Services Pvt Ltd has launched – "clickforsteel.com", an internet based steel trading platform aka a B2B steel portal on the 10th of April 2000. Actual online	August 2000 Claims substantiated.

Streamline Computer Services P Ltd.

		steel trading on this portal commenced on Monday, the 5th June 2000 with the launch of their auction and reverse auction modules. Till, the 7th of June 2000, clickforsteel.com has over 695 registered users who have been informed by e-mail of the commencement of online trading. Steelexchangeindia.com have yet to launch online trading of steel and this is mentioned on their website. This clearly amounts to false and misleading advertising. They also claim that their portal "connects all steel related businesses" – this is again a specious claim since only those who become members of their portal by paying a fee will ultimately be connected with one another.	
20.	Hindustan Lever Ltd(*) (New Pepsodent 2-in-1 Toothpaste) Lowe Lintas & Partners(*) c. 1993 Ms. V. Sreeti	Complaint (received in 7/2000) against a TVC on Zee TV(*) and Sony TV(*) (June/July 2000). As per complaint, the TVC states that new Pepsodent 2-in-1 is a "new avishkar" toothpaste. In other words, it is an upgraded toothpaste. Based on the commercial, the complainant, twice purchased new Pepsodent 2-in-1 toothpaste, assuming that it is better than old Pepsodent 2-in-1 toothpaste. She enquired with her dentist if these claims were really correct since she did not find any material difference between the old and the new Pepsodent 2-in-1. She was told that the level of active ingredients used in Pepsodent 2-in-1 is the same as those used in old Pepsodent 2-in-1, and hence it is not correct on the part of the advertiser to represent that new Pepsodent 2-in-1 is an upgraded toothpaste.	August 2000 Claim not false or misleading.
21. #	Colgate Palmolive (I) Ltd(*) (Colgate Super Shakti Toothpaste) Rediffusion DY&R(*) c. 1994 Ammisati Puris Lintas	Complaint (received in 7/2000) against a TVC on Zee TV(*) (6/2000). As per complaint, the little boy depicted in the Commercial says that, "his toothpaste gives him teeth like (his muscles)". This action is the universal symbol for 'strength'. The commercial hence claims that Colgate Super	August 2000 Claim substantiated.

		Shakti strengthens teeth from the inside. Only flouride can deliver this benefit of strengthening teeth. Since Colgate Super Shakti does not contain flouride, this claim is objectionable, and it has a strong potential to mislead consumers. This claim needs to be supported by due substantiation.	
22. #	Malayala Manorama(*) (NRS'99 – Product Profile Data) Triton Comm(*) C-1987 The Mathrubhumi Pty. & Publishing Co. Ltd.	Complaint (received in 6/2000) against the series of Ads in A&M magazine of Jan, Feb, March 2000 issues. As per complaint, none of the numbers quoted by Malayala Manorama is correct. There are discrepancies in the numbers across the board on all the product profiles that they have advertised. The percentage reach figures of Malayala Manorama amongst owners of various product categories are consistently shown as higher than what the actual figures are. The incremental reach of all other Malayalam and English newspapers in Kerala is shown as delivering lower percentage reach whereas factually it is much higher than what Malayala Manorama claims it to be in the category of PC's and Air Conditioners.	<u>September 2000</u> Claims were validated. Ads not misleading, and did not contravene the Code.
23.	Hindustan Lever Ltd(*) (Advanced Pepsodent Toothpaste) Lowe Lintas & Partners(*) C.1998 Dr. Lalit M. Guglani	Complaint (received in 8/2000) against a TVC on Sony TV(*) (7/2000). As per complaint, the TVC shows a boy and a girl getting homework done by their grandfather. The commercial claims that, "Pepsodent Germicheck Formula fights germs day and night". According to the complainant (a member of Dental Profession), the implication of this claim to an ordinary consumer is that with Pepsodent, he is protected day and night as the Pepsodent's Germicheck Formula has the capability to fight germs day and night. This claim is false and totally unsupportable. In the larger interest of the consumers, as a self-regulatory body, ASCI should prevail upon the advertiser to provide substantiation in support of the above claim by clarifying the	<u>September 2000</u> Claim (in Hindi), "Pepsodent Germicheck Formula kitano se din raat ladhe", refers to 12 hours long action of the active ingredient, and this claim is substantiated. Complaint of "acting over 24 hours", not valid.

following:

- What is the active ingredient used in Pepsodent Germicheck Formula. Is the ingredient available in the mouth at an active level for the full 24 hours.
- Does the availability of the active ingredient lead to efficacy in the mouth even at 24 hours.
- What is the scientific/technical study, if any, carried out in support of the above claim.
- Has the test/study, if any, been done in-house or by an independent body.
- What is the clinical protocol that has been followed for the test/study, if any.
- Whether the protocol used is scientifically recognised and accepted in published scientific literature.

24.	Hindustan Sanitaryware & Industries Ltd (Fascinating Hindware) Crescent Advertising C. 2005 Mr. Brijesh Barthwal	Complaint (received in 8/2000) against an Ad in India Today (Hindi) (5/2000). As per complaint, the Ad dealing with sanitarywares, depicts three models dressed up in "indecent apparel", and two of them "sharing an experience". They are standing in a puppet shop. The caption says, "we also have exciting colours", which denotes that the advertisement depicts something (excitement) and offers exciting colours too. Something is nothing but to arouse sexual desire among menfolk. It does not explain the product utility and specification. Further, the product - sanitarywares, has nothing to do with the sexual desire, and is irrelevant. Accordingly, the Ad is misleading and objectionable and contravenes the Code for Self-Regulation in Advertising.	September 2000 Ad not misleading or objectionable.
25.	Colgate Palmolive (I) Ltd(*) (Colgate Dental Cream – Super Shakti with Calcium) C. 2007 Ms. Yasmin Fernandes	Complaint (received in 8/2000) against an Ad in the Sunday Times of India(*) (8/2000). As per complaint, the Ad claims that, Colgate "Super Shakti foam with Calcium fights germs better and makes teeth stronger every time" a consumer brushes. This claim is	September 2000 Claim substantiated.

	Rediffusion DY&R(*)	unsubstantiated and clearly misleading. The Advertiser should be requested to provide the following: • Conclusive clinical evidence that the product "makes teeth stronger" and "fights germs better" every time the product is used, and that this is as a result of the product's Super Shakti foam with Calcium. • An explanation with reference to the misleading claims of "fighting germs better" and "making teeth stronger". It is unclear and misleading as the Ad does not specify "better" and "stronger" than what?	
26.	Hindustan Lever Ltd(*) (Pepsodent Toothpaste) Lowe Lintas & Partners(*) c. 2008 Ms. Yasmin Fernandes	Complaint (received in 8/2000) against an Ad in the Sunday Times of India(*) (8/2000). As per complaint, the Ad claims that the product "fights germs longer", "makes teeth stronger". These claims seem unsubstantiated and misleading. The advertiser should be requested to provide the following: - Conclusive clinical evidence that the product "makes teeth stronger" and "fights germs longer". - An explanation with reference to the misleading claims of "fighting germs longer" and "making teeth stronger". It is unclear and misleading as the Ad does not specify "longer" and "stronger" than what?	October 2000 Claims substantiated with supporting technical data, and not misleading.
27.	Hindustan Lever Ltd(*) (New Super Fresh Close-Up) Hindustan Thompson Associates(*) c. 2009 Ms. Yasmin Fernandes	Complaint (received in 8/2000) against an Ad in the Sunday Times of India(*) (8/2000). As per complaint, the Ad claims, "with anti-bacterial mouthwash for longer lasting fresh breath". This claim seems unsubstantiated and misleading. The advertiser should be requested to provide the following: - Evidence that the product contains anti-	October 2000 Claim substantiated with supporting technical data and not misleading.

		bacterial mouthwash (as against some ingredients used in mouthwashes) in adequate quantity to provide the claimed benefit. - Conclusive clinical evidence that the mouthwash contained in the product has anti-bacterial properties, that the toothpaste has anti-bacterial properties, provides longer lasting fresh breath.	
28.	TVS Suzuki Limited (Fiero Bike) # Ambience D'Arcy Advertising(*) C. 2010 LML Ltd.	Complaint (received in 9/2000) against an Ad in Deccan Herald(*) (7/2000). As per complaint, the Ad carries, as a prominent headline, "Power, Style and Performance". M/s. LML Ltd have been using "Style. Power. Performance", as an advertising property and byline for the LML brand advertising since 1992, in press as well as television advertising in the two-wheeler category, specifically in the scooters and scooterettes segments. This has come to be strongly associated with LML over the years and is an identifiable mark for them in terms of consumer recall. This amounts to imitation of "LML" Ad byline, and is unfair to them.	October 2000 Headline, "Power, Style and Performance", not similar to the competitor's Ad so as to suggest plagiarism, nor did the mention of the words in the headline take unfair advantage of the goodwill acquired by another's Advertising campaign.
29.	Rediffusion DY&R P. Ltd(*) (Rediff Bol – The Instant Messenger) C. 2013 Mr. S. Ravikumar	Complaint (received in 9/2000) against an Ad in The Hindu(*) (8/2000). As per complaint, the headline and the two photographs shown in the Ad suggest real, physical intimacy which is impossible in the web. Even if room for obvious exaggeration is allowed, Rediff Bol is not an interactive video conference facility or internet telephony. The complainant questions the statement made in the Ad – "It's true, Rediff Bol did make them room-mates again!", since one (Reema) is residing at Bangalore and the other (Sheela) at Mumbai. The Ad is not true.	October 2000 **Exparte.** Ad not false.
30.	Baidyanath (Vita-Ex Gold) TBWA Anthem P. Ltd	Complaint (received in 9/2000) against an Ad in Nav Bharat Times(*), New Delhi (8/2000). As per complaint, the Ad depicts a man and a woman in an obscene posture. The Ad is	October 2000 **Exparte.** Ad not likely to cause grave or widespread

	C. 2014	vulgar and arouses a feeling of disgust and revulsion, and intends to deprave and corrupt society and the adolescents in particular. It is likely to cause offence in the society. **(Two additional complaints received against the same Ad)**	offence.

Mr. Brijesh Barthwal

31.	Mirc Electronics Ltd (Onida – Durga Puja Offer) Ogilvy & Mather(*) C. 2018	Complaint (received in 9/2000) against an Ad in The Times of India(*), Calcutta (9/2000). As per complaint, in the Ad, the picture of "Goddess Ma Durga" has been presented in a way which has hurt the religious sentiments of the complainant badly. How can the advertiser dare to show ten TV sets on the ten hands of Ma Durga, when these hands "carried weapons to destroy the evil (Asura)". This depiction is not only objectionable but also blasphemous. Onida should desist from offending the religious sentiments, and also the media should not carry such offensive Ads for money.	<u>November 2000</u> Ad not likely to cause grave or widespread offence. ***However, Ad withdrawn.***

Dr. B. K. Roy chowdhury

32. \#	LG Electronics India Ltd (LG Washing Machine – Fabricare System) Lowe Lintas & Partners(*) C. 2025	Complaint (received in 10/2000) against the Hoarding at Bandra Flyover, Mumbai. As per complaint, the claim, "India's only 7 kg Front Loading Washing Machine", is false and misleading. Siemens also have a washing machine (Model No.WM 2002 XL) which has a rated capacity of 7 kg.	<u>November 2000</u> Claim was true when this particular Ad first appeared. ***However, Advertiser agreed to modify appropriately the claim.***

BSH Home Appliances P. Ltd.

33.	Silk Appeal (Golden Muga and other Silks) Flagship Advertising(*) C. 2033	Complaint (received in 11/2000) against an Ad in The Times of India(*) (9/2000). As per complaint, the Ad depicts a naked woman model, with a Golden Muga held in front of her, standing before the totally rural villagers who look with surprise. Such freedom in Ads must be curtailed to maintain dignity and the ethics of our culture.	<u>November 2000</u> Ad not likely to cause grave or widespread offence.

Dr. H. C. Shah

34. #	Hindustan Lever Ltd(*) (Fair & Lovely Fairness Cream)	Complaint (received in 9/2000) against a TVC on Sony TV(*) (9/2000). As per complaint, the product claims that, "Fair & Lovely is 60% more effective than other fairness creams". This claim is incorrect as Fair & Lovely only has UV Protection properties and no fairness ingredients.	December 2000 Claim substantiated.
	C. 2021		
	Godrej Soaps Ltd.	**Suo motu complaint** - The CCC noted that the TVC implied that a young lady with a dark complexion, who had been previously ignored by a young man, was able to win his attention and admiration after she had improved her complexion (by apparently becoming fairer) with the use of Fair & Lovely. The message seemed to be that a dark complexion was a social disadvantage.	**Not Upheld** Suo motu complaint – No contravention of specific provisions in the Code, on the perceived inadequacy of a physical attribute. CCC directed that the Advertiser and Ad. Agency concerned, should be advised that such Ads should be avoided, as they were socially undesirable in view of the harm it could cause to young, impressionable minds by promoting a feeling of inferiority about a physical attribute.
35. #	Hindustan Lever Ltd(*) (Fair & Lovely Fairness Cream)	Complaint (received in 10/2000) against a TVC on Sony TV(*) (9/2000), and Zee TV(*) (9/2000). As per complaint, the TVC is ambiguous in its message as it does not specify as to in what manner or by what standard it provides "60% more fairness". It is a claim made without any supporting facts and is misleading the consumer. Additionally, by claiming "60% more fairness", it is implying 60% more effectiveness than other fairness creams. The complainant strongly objects to such claims, which devalue other brands.	December 2000 Claim substantiated.
	C. 2024		
	Fountainhead Comms. P. Ltd.		

36. #	Nirma Consumer Care Ltd(*) (Nima Bartan Bar) Purnima Advertising Agency C.2031 ALL	Complaint (received in 11/2000) against a TVC on DD1 National Network (10/2000). As per complaint, "Nima Bartan" has copied the creative execution of the brand "Vim Bar" by showing "a woman's face reflection in a utensil" to express the benefit of shiny vessels, which has been a long standing property of Vim (Powder TVC of 1989 and Vim Popular TVC of 1995 amongst others). The TVC violates the ASCI Code.	December 2000 Visual under complaint, not so similar to that in another Advertiser's earlier - run Ad.
37. #	Malayala Manorama(*) ("We've collared more High Income Professionals than anyone") TBWA Anthem Comm C.2032 The Mathrubhumi Ptg & Publishing Co. Ltd,	Complaint (received in 11/2000) against an Ad in A&M magazine (9/2000). As per complaint, the data used in the Ad is not true and misleading due to the following: - The sample size for the categories that Malayala Manorama has chosen to highlight in their campaign are insufficient to draw comparisons. - The reach numbers quoted by Malayala Manorama in this Ad does not tally with the output given by NRS-2000 software – seasame – the source quoted by them.	December 2000 Ad not false or misleading.
38.	Som Fragrance Pvt Ltd (Dilbaag Gutkha) Bubna Advertising Agency C.2034 Mr. Brijesh Barthwal	Complaint (received in 9/2000) against an Ad in India Today (Hindi) (8/2000). As per complaint, the Ad depicts "a man and a woman in indecent apparel and in indecent posture". The caption (in Hindi) says, "unke liye jinhe ... uttam swaad ki parakh hai" (as translated in English, "for whom those ... judge the best taste"). The picture and the caption indicates that the man and woman are the best judge. This Ad is vulgar and obscene. The "statutory warning" and the words, "not for minors" is indicated at the bottom of the Ad. Since India Today is a news magazine read by large number of readers including minors, by simply mentioning "not for minors" does not absolve the advertiser from social responsibility.	December 2000 Ad not objectionable or likely to cause grave or widespread offence.

39. #	Sanat Products Ltd ("Consumers of Spirulina do not be misled") Mudra Communications(*) C. 2037 Drugs/Medicine Parry Nutraceuticals Ltd.	Complaint (received in 11/2000) against an Ad issued in the public interest in the Times of India(*), Delhi (11/2000). As per complaint, the Ad is objectionable because - - It refers to the Parry Nutraceuticals Ad and alleges that the company is making a 'false statement'. This is an untrue and unsubstantiated statement. - The Ad also claims that the "US FDA does not approve Spirulina or any other food supplement for human consumption in the USA". The statement is entirely misleading to the consumer. In fact, the statement suggests that Spirulina is 'unfit' for human consumption.	December 2000 Statement, "US FDA (Food and Drug Administration) does not approve Spirulina or any other food supplement for human consumption in the USA", is factual and not misleading.
40. #	Dabur India Ltd(*) (Dabur Vatika Anti-dandruff Shampoo) Ogilvy & Mather(*) C. 2028 Marico Inds. Ltd.	Complaint (received in 10/2000) against a TVC on DD Metro (9/2000). . As per complaint, in the TVC, an unmistakable claim is being made that the product controls dandruff through use of natural ingredients alone. The claim, "dandruff jad se hatai naturally", is incorrect in as much as the product does not control dandruff naturally. The product contains an active ingredient namely Octopirox, at 0.15% strength (test report provided). At such level, a claim cannot be made that the product controls dandruff naturally. **Suo motu Complaint** - The CCC noted that the pack label and the TVC mentioned that there is "no harmful chemicals and no ZPTO", in the product. In addition, the TVC and the pack label mentioned the anti-dandruff effectiveness of lemon, and the conditioning of hair by Henna, and a substantial proportion of detergent base (chemical).	January 2001 Claims substantiated. Complaint that the product contained a chemical anti-dandruff agent, not corroborated by the Complainant.
41.	Akai India (Akai's Pure Flat 54 cms (21) colour TV – Exchange Offer)	Complaint (received in 12/2000) against an Ad in the Times of India(*), Bangalore (11/2000). As per complaint, the Ad states (in bold letters), "Introducing Akai's Pure Flat 54 cms	January 2001 Ad not misleading, since it carried a mention of the "extra charges".

	Quadrant Communciations C. 2039	(21) colour TV at just Rs.10,990 in exchange for your old colour TV", and, at the bottom (in very small letters) it mentions, "Rs.2500 extra for freight, handling and local expenses". Actually, this should also be included in the price. When they say price, it should be MRP (maximum retail price) including all charges and taxes. The Ad is misleading.	

Dr. Roshan Ali Ajani

42.	Coca-Cola India(*) (Limca) Triton Communications(*) C. 2047	Complaint (received in 12/2000) against the Ads in Bombay Times(*) (10/2000). As per complaint, the Ads show a person with hand-cuffs in one of his hands. The copy in one Ad reads – "Get caught with a Limca at Crossroads ...", and in the other it reads – "Get busted with a Limca on site ...". According to the complainant, showing of hand-cuffs in the Ads is wrong, unwarranted and illegal. The hand-cuffs are used only for certain types of offences and only for certain types of offenders or criminals. For such petty offences, no "hand-cuffs" can be used. Depiction of it should be termed illegal and without authority.	<u>February 2001</u> Visual depiction of "hand-cuffs" in the Ad, not considered to be illegal or without authority. ***Ad. Agency assured that the Ads were one-time insertions, and would not be repeated.***

Dr. H. C. Shah

43.	Phonographic Performance Ltd ("Apply for a Public Performance Licence") Vigyapan C. 2048	Complaint (received in 12/2000) against an Ad in the Times of India(*) (10/2000). As per complaint, the Ad depicts a "hand-cuff", and the headline reads – "If the last thing you want is a Raid, then the first thing you need is a Licence". According to the complainant, showing of hand-cuff in the Ad is wrong, unwarranted and illegal. The hand-cuffs are used only for certain types of offences and only for certain types of offenders or criminals. For such petty offences, no "hand-cuffs" can be used. Depiction of it should be termed illegal and without authority.	<u>February 2001</u> Visual depiction of "hand-cuffs" in the Ad, not considered to be illegal or without authority.

Dr. H. C. Shah

44.	Brihan Mumbai Municipal Corporation ("Be An Alert Citizen, Keep Mumbai Clean") C-2049 Dr. A. C. Shah	Complaint (received in 12/2000) against an Ad in the Times of India(*) (10/2000). As per complaint, the Ad depicts a "hand-cuff", and the headline reads – "Persons who dirty public places, are social criminals. Culprits can be fined and arrested". According to the complainant, showing of hand-cuff in the Ad is wrong, unwarranted and illegal. The hand-cuffs are used only for certain types of offences and only for certain types of offenders or criminals. For such petty offences, no "hand-cuffs" can be used. Depiction of it should be termed illegal and without authority.	February 2001 **Exparte.** Visual depiction of "hand-cuffs" in the Ad, not considered to be illegal or without authority.
45.	LML Limited (LML Adreno Bike) FCB-Ulka Advertising(*) C-2053 All India Democratic Women's Association	Complaint (received in 1/2001) against a TVC on SUN TV (probably 1/2001). As per complaint, the TVC shows a man, removing his shirt and fondling his bike. At the background, a woman's figure is super-imposed in such a way that each part of the bike gets merged with each part of her semi clad body. Towards the end, the woman is shown to lie down and her image merges with that of the bike, the man is shown as "riding" the bike. The woman's expression and body language are seductive too. This, apart from commodifying woman, clearly offends the sensibilities of public at large. The Ad will cause grave and widespread offence. **(One additional complaint received against the same TVC)**	February 2001 TVC not likely to cause grave or widespread offence.
46.	Hindustan Lever Ltd(*) (Close-Up Toothpaste – Firing Squad) Hindustan Thompson Associates(*) C-2055 Mr. Devendra B. Vadgaave.	Complaint (received in 2/2001) against a TVC on DD1 (1/2001). As per complaint, in the TVC, a lady Jailor is shown escorting a prisoner and asking him about his final wish before being executed. The prisoner, while whispering into her ears, apparently demands to kiss her. Then the prisoner is shown using Close-Up toothpaste, and then kissing the lady Jailor. One feels ashamed, as it amounts to an insult to the lady Jailor.	March 2001 TVC not so offensive as to give rise to grave or widespread offence.

		The Ad is offensive to public decency, particularly when all the members of the family including youngsters, see this Ad.	
47.	Hindustan Lever Ltd(*) (Close-Up Toothpaste – Firing Squad) Hindustan Thompson Associates(*) C·2056 Mr. Sumit Aggarwal	Complaint (received in 2/2001) against a TVC on Sony(*) (1/2001). As per complaint, the depiction of the visual – "the lady police officer orders the other policemen to turn around and then turns her cap backward and apparently kisses the criminal on his lips", gives a bad effect on viewers and is disgraceful for an Indian police officer.	March 2001 TVC not so offensive as to give rise to grave or widespread offence. (Depiction of 'Firing Squad' indicates the action is not taking place in India.)
48.	Hindustan Lever Ltd(*) (Close-Up Toothpaste – Firing Squad) Hindustan Thompson Associates(*) C·2057 Organizational Behavior Area	Complaint (received in 2/2001) against a TVC. As per complaint, the TVC shows a convict brushing his teeth with Close-Up just before being taken away for execution. A woman jailor asks him for his last wish, to which the convict whispers something in her ear. She asks all the other male subordinates and the priest to turn around and she offers herself to being kissed by the convict. The implications of the message - one, a woman jailor is really being used as a sex object. Second, she is so gullible that she compromises her position and herself to allow a convict – guilty enough to be executed – to apparently kiss her, and she is actually shown as enjoying the act. Third, the reaction of her other male colleagues and subordinates is of disgust and shame. The complainant thinks that, Ads such as these go a long way in doing disservice to the cause of respecting woman, encouraging them to join professional positions.	March 2001 TVC not so offensive as to give rise to grave or widespread offence.
49.	Hindustan Lever Ltd(*) (Close-Up Toothpaste – Firing Squad) Hindustan Thompson Associates(*)	Complaint (received in 2/2001) against a TVC on DD1 (2/2001). As per complaint, the Ad goes as follows: - A man sentenced to death (probably) is asked by a lady officer about his last wish. He whispers 'something' in her ear. She	March 2001 TVC not so offensive as to give rise to grave or widespread offence.

immediately orders her subordinates to turn back their faces – followed by an apparent kissing scene.

C-2058

This Ad throws a very bad effect on the minds of the children and especially the youngsters. This is most objectionable and should be removed immediately.

Mr. M. M. Bhat

M. M. Institute of commerce

Complaints that were NON ISSUES
From April 2000 to March 2001

Sr. No	Advertiser / Agency	Nature of Complaint	Comment / CCC Decision

Intra-Industry Complaints
* ASCI Member

1. #	Satkar Electronics Ltd (Coolmart Water Purifier)	Complaint (received in 4/2000) against a TVC on Star Plus(*) and DD Metro (probably in 4/2000). As per complaint, the Ad makes several false representations that "Coolmart" filters, purifies and sterilises water more efficiently than other water purifiers, including online water purifiers such as "Aquaguard". In fact, the information contained in the commercial clearly amounts to a disparagement of Aquaguard. In an attempt to compare the water purification efficiency of standard filters such as the one contained in Coolmart with online water purifiers such as Aquaguard, the commercial clearly shows images of a product and components distinctly similar to 'Aquaguard model SE 1000' aimed and calculated to prejudicially affect and undermine consumer confidence in Aquaguard and tarnish its good reputation. The false claims made are – • Online water purifiers like Aquaguard do not remove mud from water as the filter is liable to get clogged with mud. • Installation of online water purifiers like Aquaguard is problematic. • Water filtered and purified by online water purifiers like Aquaguard gets recontaminated very soon. • Online water purifiers like Aquaguard stain and ruin the walls on which they are installed. • Online water purifiers like Aquaguard are purifiers only in name and one still has to spend a lot of money on annual service contracts which are of no use.	May 2000 **Exparte. Non Issue.** Complainant filed a complaint with the MRTPC, against the Advertiser, in respect of claims made in the TVC. Matter considered to be sub judice (outside the purview of Self-Regulation in Advertising).

C. 1961

[redacted]

Triton Comms. P. Ltd

- Online water purifiers like Aquaguard cost Rs.8000 and that even though one spends a lot of money on them, one still has to drink tap water (graphically shown) because there is no other option during electricity cuts.

According to the complainant, the actual facts are proven, to the contrary.

Furthermore, the Ad has made false and exaggerated claims concerning Coolmart, its quality and efficacy.

2. #	Parle Bisleri Ltd (Parle Bilseri – 20 Litre Jar) Ambience D'Arcy Advertising(*) C. 2011 Ace Hygiene Products P. Ltd.	Complaint (received in 9/2000) against an Ad in Sunday Mid-Day(*) (9/2000). As per complaint, the Ad is implying that all water purifiers in general are ineffective and that one is likely to fall sick with jaundice, cholera, dysentery, and a host of fatal diseases. The copy mentions that – - "With regular usage, a water purifier tends to attract slime, enveloping the cartridges. Not only does this render the filters ineffective, it also loads the UV filter with more than it can handle". - "If the flow of water is over a litre per minute, you're living in danger". According to the complainant – - Slime will not render the cartridge ineffective. Suspended particulate matter will clog the cartridge and render it ineffective. The UV system will get loaded with more than it can handle only if proper design considerations are not taken. Alfa Water Purifiers are properly designed and validated to ensure that the UV system is not loaded with bacterial growth from the filtration beds. - Alfa systems are designed for outputs of 1 litre/minute to over 500 litres/minute based on system requirements and applications. The claim is totally misguiding and false. A sweeping generalized statement as made by	October 2000 **Exparte. Non Issue.** Advertiser intimated that a complaint against a similar Ad already under hearing with the MRTPC in New Delhi. Consequently, matter considered to be sub-judice (outside the purview of Self-Regulation in Advertising).

the advertiser that, "If you've already brought a water purifier, chances are, you'll pay for it later", is not acceptable and highly damaging the reputation of Alfa Water Purifiers, who are specialized in the design and manufacture of UV systems.

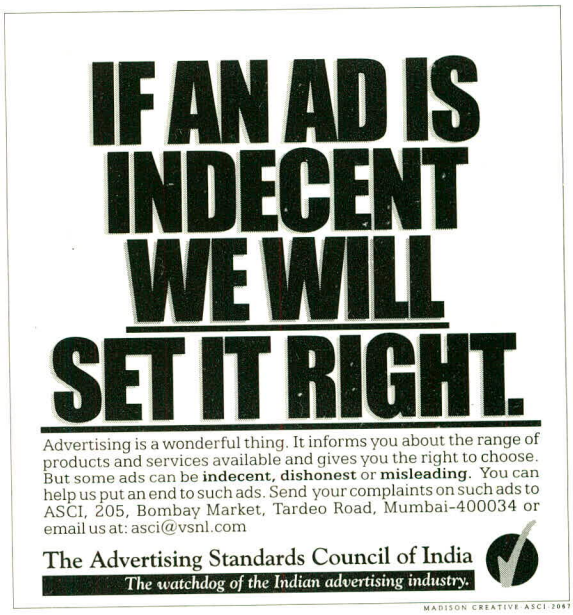
Also, the statement, "every 20 litre Bisleri goes through seven elaborate processes to give you the purest of pure water. No less", needs to be substantiated.

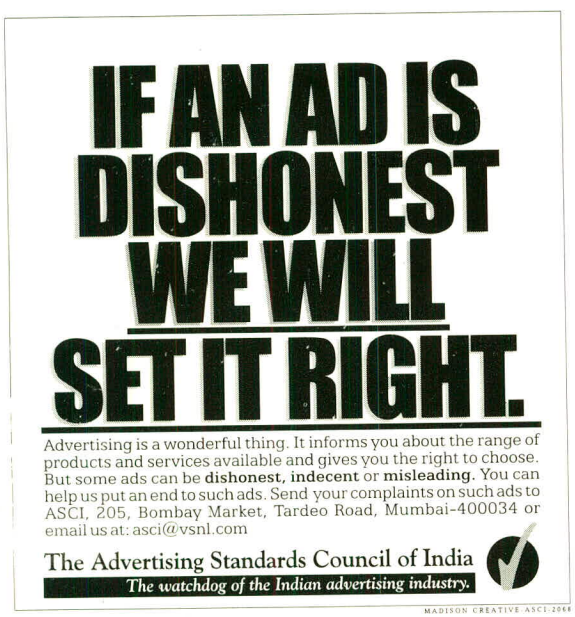
The Ad is misleading.

ASCI launches advertising blitzkreig to invite complaints from consumers.

PRINT ADS









The Advertising Standards Council of India would like to thank ***Madison Creative and innumerable publications*** for carrying the self-regulation message to consumers.

ASCI launches advertising blitzkreig to invite complaints from consumers.

TELEVISION FILM



Priya Tendulkar: "Vigyapan kamaal ki cheez hai. Vigyapan se logon ko yeh pata chalta hai ki bazaar mein kaun-kaunse utpadan maujood hai. Isse unhe chunne ka hakk milta hai. Lekin kabhi kabhi vigyapan jooth bol sakte hain".



"Aur bhole bhale logon ko bewakuf bana sakte hain. Aise joothe vigyapano ki shikayat aap ASCI se karein, ve is par rok lagayenge".

ASCI

The Advertising Standards Council of India

The watchdog of the Indian advertising industry.

Send your complaints to :

P.O. Box No. 7939
Mumbai-400 034

email: asci@vsnl.com



"Joothe, ashleel aur gumrah karne vale vigyapano ko rokiye. Yani, jooth bole, ASCI kate".

The Advertising Standards Council of India would like to thank ***Priya Tendulkar, Kuttu Chatterjee (Hi-Klass Films), Madison Creative and innumerable channels*** for carrying the self-regulation message to consumers.