

The Advertising Standards Council of India

SIXTEENTH REPORT AND ACCOUNTS

FOR THE YEAR

2001 - 2002

The Advertising Standards Council of India

SIXTEENTH REPORT AND ACCOUNTS FOR THE YEAR 2001-02

BOARD OF GOVERNORS :

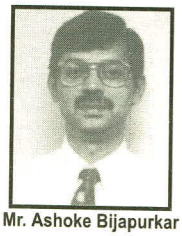

Mr. Dorab R. Sopariwala
Chairman

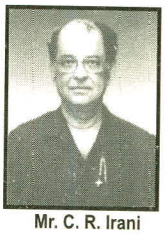

Mr. Derrick Samuel
Vice-Chairman


Mr. Goutam Rakshit
Hon. Treasurer


Mr. Arun Adhikari


Mr. Sam Balsara


Mr. Ashoke Bijapurkar


Mr. C. R. Irani


Mr. Sandeep Goyal


Ms. Urmila Jain


Mr. Madhukar Kamath


Mr. Ravi Kant


Mr. Bharat Kapadia


Ms. Zia Mody


Mr. N. Murali

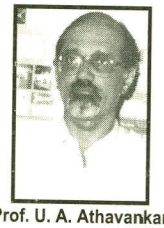

Mr.Bharat V. Patel

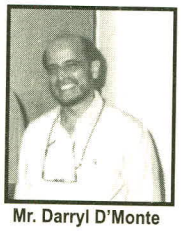

Mr. R. A. Poddar


Mr. Ram Sehgal

CONSUMER COMPLAINTS COUNCIL MEMBERS :


Mr. Rajiv Agarwal


Prof. U. A. Athavankar


Mr. Darryl D'Monte


Ms. Swarn Kohli


Mr. E. A. Kshirsagar


Mr. K. Kurian

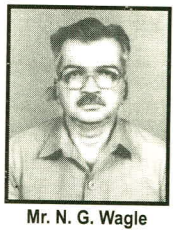

Mr. Raj Nayak


Mr. Ravi Pisharody


Dr. Angela Rodrigues


Mr. Derrick Samuel


Ms. Usha Sukthankar


Mr. N. G. Wagle

Mr. Rajrishi Singhal

REGISTERED OFFICE & SECRETARIAT 205, Bombay Market, Tardeo Road, Mumbai 400 034.
Tel : 4936863/7066, e-mail : asci@vsnl.com

The Advertising Standards Council of India

16th Report and Account of 2001-2002

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Report of Consumer Complaints Council .....

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

Solicitors
Little & Co.
Central Bank Building
Mumbai

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

Attendance of the members of the Board of Governors of The Advertising Standards Council of India at Board Meetings from 174th meeting held on April 12th, 2001 to the 186th Meeting held on March 14th, 2002. (13 Meetings held)

Name of Member	Meetings Applicable	Meetings Attended
Mr. Dorab R. Sopariwala	13	13
Mr. Derrick Samuel	13	9
Mr. Goutam Rakshit	13	6
Mr. Arun Adhikari	13	8
Mr. Sam Balsara	13	12
Mr. Ashoke Bijapurkar	13	9
Mr. Sandeep Goyal (a)	1	0
Mr. C.R. Irani	13	3
Ms. Urmila Jain	13	7
Mr. Madhukar Kamath (b)	5	3
Mr. Ravi Kant	13	5
Mr. Bharat Kapadia	13	9
Dr.(Ms.) V.V. Manerikar (c)	2	1
Ms. Zia Mody	13	0
Mr. N. Murali	13	3
Mr. Bharat V. Patel	13	11
Mr. R.A. Poddar	13	7
Mr. Conrad Saldanha (d)	3	1
Mr. Ram Sehgal	13	3
Mr. R.K. Singh (e)	12	2

(a) w.e.f. 3/2002 (c) Resigned 6/2001 (e) Resigned 3/2002
(b) w.e.f. 11/2001 (d) Resigned 7/2001

Attendance of the members of the Consumer Complaints Council (CCC) from the 169th Meeting held on April 26th, 2001 to the 183rd Meeting held on March 21st, 2002. (15 Meetings held)

Name of Member	Meetings Applicable	Meetings Attended
Mr. Rajiv Agarwal (a)	13	4
Prof. U.A. Athavankar	15	9
Mr. Jaimini Chinai (b)	2	0
Mr. Darryl D'Monte	15	10
Ms. Urmila Jain (c)	5	2
Ms. Swarn Kohli	15	4
Mr. E.A. Kshirsagar	15	8
Mr. K. Kurian	15	14
Mr. Raj Nayak (d)	3	1
Mr. Rajesh Pant (e)	12	5
Mr. Ravi Pisharody	15	6
Mr. B.V. Rao (f)	2	0
Dr.(Ms.) Angela Rodrigues	15	9
Mr. Derrick Samuel (g)	10	2
Mr. Rajrishi Singhal (h)	9	4
Ms. Usha Sukthankar	15	6
Mr. N.G. Wagle	15	12

(a) Resigned 1/2002 & w.e.f. 2/2002
(b) Resigned 6/2001
(c) Retired 9/2001
(d) w.e.f. 2/2002
(e) Resigned 2/2002
(f) Resigned 6/2001
(g) w.e.f. 9/2001
(h) Resigned 2/2002

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
Bijapurkar Ashoke	7/2001	-	
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.	9/96	-	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
Goyal Sandeep	3/2002	-	
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
	11/2001	-	
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	-	5/2001
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
Puri Bharat	5/2002	-	
Rakshit Goutam	9/95	-	9/98
	3/99		
Saldanha Conrad	9/99	-	6/2001
Samuel Derrick	9/2000	-	4/2002
Sayani Ameen	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	-	2/2002
Sinha Tara	1/87	-	9/91
Sista S.V.	3/93	-	9/96
Soman D.S.	1/95	-	9/97
	11/97	-	9/98
Sopariwala Dorab	9/94	-	
Srinivasan K.B.	1/97	-	9/97
Swamy R.K.	1989	-	3/92
Syed Munawar	1988	-	1/91
Tandan Atul	3/94	-	8/96
Tarneja Ram	10/85	-	6/90
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	-	12/2001
	2/2002	-	
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	-	5/2001
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	-	8/2001
Jayaraman N.	1/92	-	4/99
Jhawer P.K.	7/86	-	8/96
Kamath M.V.	10/85	-	9/95
Kant Ravi	5/2002	-	
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
Memon Ayaz	4/2002	-	
Mody Zia	6/95	-	7/99
Motwani Pushpa	10/85	-	9/92
Mukherjea 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
Nayak Raj	2/2002	-	
Pant Rajesh	5/97	-	1/2002
Patel Bharat V.	9/97	-	8/98
Pereira Roger	10/92	-	9/93
Pisharody Ravi	7/99	-	
Rajrishi Singhal	7/2001	-	1/2002
Rao B.V.	6/2000	-	5/2001
Roy Protap	7/88	-	8/89
Rodrigues Angela	10/96	-	
Samuel Derrick	9/2001	-	4/2002
Sayani Ameen	10/85	-	8/89
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
Vahanvati G.E.	4/2002	-	
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 6 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 Sixteenth Annual Report of the Advertising Standards Council of India, together with the Statement of Accounts for the period April 2001 to March 2002.

The highlights of the year are given below:

- The ASCI's Consumer Awareness press campaign ran in around 30 publications during the period August 2001 and June 2002.

- The ASCI's television commercial ran on nine TV channels, including Doordarshan, from September to December 2001 and again from April to June 2002 The impact of these campaigns was evident from the increased number of complaints against advertisements (196 in 2001-02 as against 106 in 2000-01).

- Dialogue between the ASCI and the Ministry of Information and Broadcasting resulted in the Government's acceptance of ASCI's role and responsibility for Self-Regulation in Advertising, provided the Government's guidelines on specific issues of concern are included in the application and observance of the ASCI Code.

- Membership fees were increased for the major advertisers/advertising agencies/media. This increase affected only 20 out of the 244 ASCI members.

- Keeping major media members informed of 'CCC Upheld' decisions for their support.

- Compliance with CCC decisions. Out of 92 complaints that were upheld, in 73 cases (80 %) the advertisements were withdrawn or modified appropriately, in accordance with CCC decisions.

- Non-compliance with CCC decisions. Of the 92 complaints that were upheld, 19 advertisements have not yet been withdrawn or modified by 12 advertisers, none being members of ASCI, though three Agency members and six media members were involved. Of these 19 complaints, six were intra–industry.

The Board of Governors: During the year Dr.(Ms.) V.V. Manerikar, Mr. Conrad Saldanha and Mr. R.K. Singh resigned from the Board. The Board wishes to place on record its appreciation of the valuable services rendered by them during their tenure. Mr. Ashoke Bijapurkar, Mr. Sandeep Goyal, and Mr. Madhukar Kamath were co-opted by the Board to fill the consequential vacancies.

CCC Members: During the year Mr. Jaimini Chinai, Mr. Rajesh Pant and Mr. B.V. Rao resigned. Mr. Rajrishi Singhal was appointed and resigned during the year. Mr. Raj Nayak was appointed to fill a consequential vacancy.

Membership: Your Board of Governors is pleased to report that due to active follow-up by Board members, 16 new members enrolled during the year. However, 19 members did not renew their membership, resulting in a net reduction in membership of 3. Many of those who did not renew, did not do so because of substantial reduction in the scale of operation of their businesses.

The Board would like members to note that representation from advertisers on the ASCI continues to be poor. It is a cause of concern for the Self-Regulation movement that over 100 major advertisers are not yet members of your Council. With a substantial increase in the number of television channels, a concerted effort was made to enrol them, as media members of your Council.

The Consumer Complaints Council (CCC): Analysis of Decisions on Complaints: The CCC met 15 times between April 2001 to March 2002. It considered a total of 196 complaints, of which 92 were upheld, 101 were not upheld, and 3 were considered as non issues. Compared with last year, the number of complaints has increased considerably, as a result of the awareness campaigns run in the national press and major television channels, for 3 to 6 months of this year.

Compliance with CCC decisions has remained high. In the case of 80 percent of the complaints upheld by the CCC, the advertisements were either withdrawn or modified appropriately. In the case of only 19 advertisements contravening the Code (complaints upheld), the Advertisers/ Advertising 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 hopefully result in subsequent withdrawal or appropriate modification of some of these offending advertisements.

Intra-Industry Complaints: During this year, there have been 53 intra-industry complaints, identified by # in the CCC Compilation Report, received from advertisers and advertising agencies in respect of comparative advertising and unfair competitive Ads. Of these, 37 were upheld, and 16 were not upheld. 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.

A summary of these complaints is mentioned in the Compilation of the CCC decisions reported for the Year, which is 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 advertisement.

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.

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 had

proposed 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.

After obtaining the approval of the general body at the last AGM, an application was filed with the Company Law Board for approval of the amendment to the relevant provision in the Memorandum and Articles of the Council. This approval was received towards the middle of the year. However, the proposed change has not been implemented as yet.

Awareness of your Council among Consumers: It is a matter of some concern that, there is still a widespread lack of awareness among consumers, about ASCI's efficient and effective redressal machinery which is available for stoppage of misleading, untruthful, indecent or unfair advertisements. This lack of awareness becomes apparent when members of your Board of Governors participate in various consumer forums.

In view of this, your Board launched, for the first time, a television campaign to promote awareness of the ASCI. Priya Tendulkar (of "Rajani") featured in the commercial. A new press campaign, featuring a series of four 4 small advertisements 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.

During the first half of the the year, your Chairman was invited by various media, particularly television channels and consumer groups, to participate in programmes, which provided an excellent opportunity to make viewers aware about your Council and its activities in the pursuit of self-regulation in advertising, in the interests of consumers, the general public and the practitioners in advertising

Financial Results

	This year Rs.	Previous year Rs.
Income	30,53,441	29,15,673
Expenditure	14,90,139	13,79,841
Excess of Income over expenditure for the year	15,63,302	15,35,832
Balance at the beginning of the year	6,63,636	6,63,636
	22,26,938	21,99,468

Less:

		This year Rs.	Previous year Rs.
(i)	Accumulation under Section 11(1)(a) of the Income tax Act 1961	6,63,302	6,40,832
(ii)	Accumulation under Section 11(2) of Income tax Act 1961	9,00,000	8,95,000
		15,63,302	15,35,832
Balance carried to Balance Sheet		6,63,636	6,63,636

"Directors 'Responsibility Statement': The Directors confirm:

1. that in the preparation of the annual accounts, the applicable accounting standards have been followed, and there has been no material departures:

2. that they have selected such accounting policies and applied them consistently and made judgments and estimates that are reasonable and prudent, so as to give a true and fair view of the state of affairs of the Company as at 31st March 2002, excess of income over expenditure of the Company for the year ended on that date 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".

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.

The Sixteenth Annual General Meeting will be held on Thursday 12th September 2002. The Governors retiring from the Board, and eligible for re-election, are as follows:

Category A - Advertisers

Mr. Arun Adhikari
Mr. Bharat Puri

Category B - Press/Media

Mr. Sandeep Goyal
Mr.N. Murali

Category C - Advertising Agencies

Mr. Sam Balsara
Mr. Madhukar Kamath

Category D - Allied Professions

Mr. R.A. Poddar
Mr. Dorab R. Sopariwala

On behalf of the Board of Governors,

Dorab R. Sopariwala
Chairman

Mumbai, July 11th, 2002

NOTICE

A MEETING OF THE Board of Governors shall take place immediately after the Annual General Meeting on September 12th, 2002. The Agenda for this meeting will be as follows:

Election of the Chairman

Election of the Vice-Chairman

Any other business with the permission of the Chair

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

Dorab R. Sopariwala

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, 2002 and also the Income and Expenditure Account for the year ended on that date annexed thereto. These financial statements are the responsibility of the Company's management. Our responsibility is to express an opinion on these financial statements based on our audit.

We conducted our audit in accordance with auditing standards generally accepted in India. Those Standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation. We believe that our audit provides a reasonable basis for our opinion.

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, we report that:

   (i) We have obtained all the information and explanations, which to the best of our knowledge and belief were necessary for the purposes of our audit;

   (ii) 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 those books;

   (iii) The Balance Sheet and the Income and Expenditure Account dealt with by this report are in agreement with the books of Account;

   (iv) In our opinion, the Balance Sheet and the Income and Expenditure Account dealt with by this report comply with the Accounting Standards referred to in sub-section (3C) of Section 211 of the Companies Act, 1956;

   (v) On the basis of written representations received from the directors, as on 31st March 2002, and taken on record by the Board of Directors, we report that none of the directors is disqualified as on 31st March 2002, from being appointed as a director in terms of clause (g) of sub-section(1) of section 274 of the Companies Act, 1956;

   (vi) 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 in conformity with the accounting principles generally accepted in India:

      (a) in the case of the Balance Sheet, of the state of affairs of the Council as at 31st March, 2002; and

      (b) in the case of the Income and Expenditure Account, of the excess of income over expenditure for the year ended on that date.

For Lalit Khanna & Co.
Chartered Accountants

Mumbai, 13th June, 2002

Lalit Khanna
Partner

The Advertising Standards Council of India

Balance Sheet as at 31st March, 2002

	Schedule	This Year Rupees	This Year Rupees	Previous Year Rupees
I. SOURCES OF FUNDS :				
1. Corpus and Reserves				
(a) Council's Corpus	A	22,49,808		22,19,808
(b) Reserves and Surplus	B	68,77,850		53,14,548
			91,27,658	75,34,356
2. Loan Funds				
Unsecured Loans	C		3,70,000	3,70,000
TOTAL RUPEES			94,97,658	79,04,356
II. APPLICATION OF FUNDS				
1. Fixed Assets				
(a) Gross Block	D	22,87,430		22,82,230
(b) Less : Depreciation		10,71,439		9,72,035
(c) Net Block			12,15,991	13,10,195
2. Investments	E		65,05,441	45,05,441
3. Current Assets, Loans and Advances				
(a) Accrued Interest on Investments and Bank Deposits			4,67,800	3,05,485
(b) Sundry Debtors	F		30,000	10,000
(c) Cash & Bank Balances	G		12,75,621	19,00,367
(d) Loans and Advances	H		47,958	29,780
			18,21,379	22,45,632
4. Less : Current Liabilities & Provisions				
(a) Current Liabilities	I		45,153	1,56,912
(b) Provisions			–	–
			45,153	1,56,912
Net Current Assets			17,76,226	20,88,720
TOTAL RUPEES			94,97,658	79,04,356

As per our report of even date attached

For Lalit Khanna & Co.
Chartered Accountants

Lalit Khanna
Partner

Mumbai, 13th June,2002

For and on behalf of the Board of Governors

Dorab R. Sopariwala
Chairman

Members

Ravi Kant	Sandeep Goyal
Goutam Rakshit	Urmila Jain
Arun Adhikari	Bharat Kapadia
Ashoke Bijapurkar	R.A. Poddar

The Advertising Standards Council of India

Income and Expenditure Account for the year ended 31st March, 2002

Sr. No.	Particulars	Schedule	This Year Rupees	This Year Rupees	Previous Year Rupees
	INCOME				
1.	Membership Subscription and other income	J		30,53,441	29,15,673
	EXPENDITURE				
2.	Salaries, Wages and Bonus		8,46,475		7,35,875
3.	Printing, Stationery and Xeroxing charges		1,77,685		1,33,785
4.	Electricity Charges		59,568		35816
5.	Telephone Expenses		40,487		36,648
6.	Travelling & Conveyance		45,618		41,896
7.	Meeting Expenses		35,251		21,510
8.	Repairs & Maintenance		47,856		82,176
9.	Legal & Professional Charges		33,500		93,950
10.	Other Expenses	K	1,04,295		89,489
11.	Depreciation		99,404		1,08,696
12.	Total Expenditure			14,90,139	13,79,841
13.	Excess of Income over Expenditure for the year			15,63,302	15,35,832
14.	Balance at the beginning of the year			6,63,636	6,63,636
				22,26,938	21,99,468
Less :					
	(i) Accumulation under Section 11 (1) (a) of the Income tax Act 1961			6,63,302	6,40,832
	(ii) Accumulation under Section 11(2) of the Income Tax Act 1961			9,00,000	8,95,000
				15,63,302	15,35,832
	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, 13th June,2002

For and on behalf of the Board of Governors

Dorab R. Sopariwala
Chairman

Members

Ravi Kant	Sandeep Goyal
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The Advertising Standards Council of India

Schedules annexed to and forming part of the Balance Sheet as at 31st March, 2002 and the Income and Expenditure Account for the year ended on that date

	Rupees	This Year Rupees	Previous Year Rupees
SCHEDULE - A			
COUNCIL'S CORPUS			
Balance as at the beginning of the year		22,19,808	22,03,808
Additions and adjustments during the year			
Entrance fees received during the year		30,000	16,000
		22,49,808	22,19,808
SCHEDULE - B			
RESERVES & SURPLUS			
(i) Accumulation under Section 11 (1) (a) of the Income tax Act 1961			
As at the beginning of the year	22,24,912		15,84,080
Add : amount accumulated in the current year	6,63,302		6,40,832
		28,88,214	22,24,912
(ii) Accumulation under Section 11(2) of the Income tax Act, 1961			
As at the beginning of the year	24,26,000		15,31,000
Add : Amount accumulated in the current year	9,00,000		8,95,000
		33,26,000	24,26,000
(iii) Surplus as per Income and Expenditure Account		6,63,636	6,63,636
		68,77,850	53,14,548
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 2002

Sr. No.	Description of the Assets	COST			DEPRECIATION			NET BOOK VALUE	
		As at the beginning of the year	Additions during the year	As at the end of the year	Upto the beginning of the year	For the year	Upto the end of the year	As at 31 March, 2002	As at 31 March, 2001
		Rs.	Rs.	Rs.	Rs.	Rs.	Rs.	Rs.	Rs.
1.	Office Premises	18,45,163	-	18,45,163	6,85,305	57,993	7,43,298	11,01,865	11,59,858
2.	Computer	2,05,075	-	2,05,075	1,32,413	29,065	1,61,478	43,597	72,662
3.	Air Conditioners	76,520	-	76,520	56,606	2,770	59,376	17,144	19,914
4.	Office Equipment	53,364	-	53,364	28,640	3,439	32,079	21,285	24,724
5.	Furniture & Fixtures	1,02,108	5,200	1,07,308	69,071	6,137	75,208	32,100	33,037
	Total Rupees	22,82,230	5,200	22,87,430	9,72,035	99,404	10,71,439	12,15,991	13,10,195
	Previous Year Rupees	21,86,238	95,992	22,82,230	8,63,339	1,08,696	9,72,035	13,10,195	13,22,899

SCHEDULE - E

		This Year Rupees	Previous Year Rupees
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		4,00,000
		6,05,000	6,05,000
(b) 40 -14% Bonds of IDBI of Rs. 5000 each		2,00,000	2,00,000
2. Units			
60,000 units of Rs. 10 each of UTI Monthly Income Plan 1999		6,00,000	6,00,000
3. Deposits			
With Housing Development Finance Corporation Ltd.		51,00,441	31,00,441
		65,05,441	45,05,441

The Advertising Standards Council of India

Schedules to the Balance Sheet as at 31st March, 2002 and
the Income and Expenditure Account for the year ended on that date (continued)

	This Year Rupees	Previous Year Rupees
SCHEDULE - F		
Sundry Debtors		
(Unsecured considered good)		
Debts outstanding for a period exceeding six months	30,000	10,000
	30,000	10,000
SCHEDULE - G		
Cash and Bank Balances		
(i) Cash in hand	2,650	7,892
(ii) In Savings Account with a Scheduled Bank	2,72,971	2,92,475
(iii) In Term Deposits with a Scheduled Bank	10,00,000	16,00,000
	12,75,621	19,00,367
SCHEDULE - H		
Loans and Advances		
Unsecured considered good		
(i) Tax Deducted at source	22,418	6,490
(ii) Advances recoverable in cash or in kind or for value to be received	25,540	23,290
	47,958	29,780
SCHEDULE - I		
Current Liabilities		
a) Subscription received in advance	20,000	1,25,000
b) Sundry Creditors and outstanding expenses	25,153	31,912
	45,153	1,56,912
SCHEDULE - J		
Membership Subscription and other Income		
(i) Membership Subscription	21,59,500	20,81,500
(ii) Interest on Investments	6,69,017	5,74,418
(iii) Interest on Bank Deposits and Savings Account	1,44,924	2,54,755
(iv) CCC Review Charges	80,000	5,000
	30,53,441	29,15,673

The Advertising Standards Council of India

Schedules to the Balance Sheet as at 31st March, 2002 and the Income and Expenditure Account for the year ended on that date (continued)

SCHEDULE - K	This Year Rupees	Previous Year Rupees
OTHER EXPENSES		
(i) Staff Welfare	15,098	21,843
(ii) Society Outgoings	17,864	14,320
(iii) Postage and Courier Charges	45,705	32,811
(iv) Audit Fees	13,125	13,625
(v) Miscellaneous Expenses	12,503	6,890
	1,04,295	89,489

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. Repairs and Maintenance comprise as under:

	This Year Rupees	Previous Year Rupees
(a) Repairs to Premises	13,452	17,375
(b) Other Repairs	34,404	64,801
	47,856	82,176

3. Particulars as per Paras 4, 4A, 4C and 4D of Schedule VI to the Companies Act, 1956 - NIL
4. Previous year's figures have been regrouped and rearranged wherever necessary

SCHEDULE - M

Information pursuant to Part IV of Schedule VI to the Companies Act, 1956

The Advertising Standards Council of India

BALANCE SHEET ABSTRACT AND COMPANY'S GENERAL BUSINESS PROFILE

I Registration Details

Registration No. 37820			State Code	11
Balance Sheet Date	31	03		2002
	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 9543	Total Assets 9543

Sources of Funds

Corpus 2250	Reserves & Surplus 6878
Secured Loans –	Unsecured Loans 370

Application of Funds

Net Fixed Assets 1216	Investments 6506
Net Current Assets 1776	Misc. Expenditure –
Accumulated Losses –	

IV Performance of Company (Amount in Rs. Thousands)

Turnover 3053	Total Expenditure (including Depreciation) 1490
Profit before tax 1563	Profit after tax 1563

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, 13th June,2002

For and on behalf of the Board of Governors

Dorab R. Sopariwala
Chairman

Members

Ravi Kant	Sandeep Goyal
Goutam Rakshit	Urmila Jain
Arun Adhikari	Bharat Kapadia
Ashoke Bijapurkar	R.A. Poddar

List of Members
As on March 31, 2002

Category A - Advertisers

1. A.T.E. Enterprises P. Ltd. Mumbai
2. Ahmed Oomerbhoy Mumbai
3. Airfreight Ltd. Mumbai
4. Air India Mumbai
5. Akbarallys Mumbai
6. Alembic Ltd. Vadodara
7. Amara Raja Batteries Ltd. Tamilnadu
8. Aptech Training Ltd. * Mumbai
9. Asian Paints (I) Ltd. Mumbai
10. Ayurved Sumshodhanalaya Pune
11. Bacardi Martini (I) Ltd. New Delhi
12. Bajaj Electricals Mumbai
13. Bombay Chemicals Ltd. * Mumbai
14. Bharat Petroleum Corp Ltd Mumbai
15. Bata India Ltd. Kolkata
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 P. 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. Datamatics Ltd. * Mumbai
31. Dorcas Market Makers Ltd. Chennai
32. Duncans Industries Ltd. Kolkata
33. Elf-Lubricants (I) Ltd. Mumbai
34. Eveready Industries (I) Ltd. Kolkata
35. Eureka Forbes Ltd. Mumbai
36. Ford India Ltd. Tamilnadu
37. Frito-Lay India * Gurgaon
38. General Mills India P. Ltd. Mumbai
39. Geoffrey Manners & Co.Ltd Mumbai
40. Glaxo India Ltd. Mumbai
41. Godfrey Phillips (I) Ltd. New Delhi
42. Godrej Appliances Ltd. Mumbai
43. Godrej Consumer Products Ltd Mumbai
44. Guj. Ambuja Cements Ltd. Mumbai
45. Harrison Malayalam Ltd. Cochin
46. Hawkins Cookers Ltd. Mumbai
47. Heinz India Ltd. Mumbai
48. Henkel SPIC India Ltd. * Chennai
49. Hero Honda Motors Ltd. New Delhi
50. Hindustan Lever Ltd. Mumbai
51. Hindustan Petroleum Corp Mumbai
52. H.D.F.C. Ltd. Mumbai
53. Honda Siel Power Products Ltd. New Delhi
54. Hutchison Max Telecom Ltd. Mumbai
55. ICICI Ltd. Mumbai
56. Indian Oil Corp Ltd. Mumbai
57. Indofil Chemical Co. Mumbai
58. I.T.C. Ltd. Kolkata
59. Indian Shaving Products Ltd. New Delhi

* New Member

List of Members
As on March 31, 2002

60. ION Exchange (I) Ltd.
Mumbai

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

62. JCT Mills Ltd.
New Delhi

63. Jet Airways (I) Ltd.
Mumbai

64. Johnson & Johnson Ltd.
Mumbai

65. Kellogg (I) P. Ltd.
Mumbai

66. Kimberly-Clark Lever Ltd.
Pune

67. Kitply Industries Ltd.
Kolkata

68. Kodak (I) Ltd.
Mumbai

69. Lever Johnson (Consumer Products) Ltd. Pune

70. L'OREAL India P. Ltd. *
Mumbai

71. MRF Ltd.
Chennai

72. Madras Cements Ltd.
Chennai

73. Mafatlal Industries Ltd.
Mumbai

74. Mahajan Silk Mills
Mumbai

75. Marico Industries Ltd.
Mumbai

76. Motor Industries Co. Ltd.
Bangalore

77. Nachiketa Publications Ltd.
Mumbai

78. Nestle India Ltd.
Gurgaon

79. Nirma Consumer Care Ltd.
Ahmedabad

80. Novartis (I) Ltd.
Mumbai

81. Paras Pharmaceuticals Ltd.
Ahmedabad

82. Parke-Davis (I) Ltd.
Mumbai

83. Parle Products Ltd.
Mumbai

84. Pennzoil-Quaker State India Ltd.
Mumbai

85. Pepsi Foods Ltd.
Gurgaon

86. Procter & Gamble Hygiene & Health Care Ltd. Mumbai

87. Prudential ICICI AMC Ltd.
Mumbai

88. Ray-Ban Sun Optics (I) Ltd
Gurgaon

89. Reckitt Benckiser (I) Ltd.
Gurgaon

90 Sara Lee TTK Ltd. *
Chennai

91. Samsung India Electronics Ltd
Noida

92. Saregama India Ltd.
Mumbai

93. S. Kumar Nationwide Ltd.
Mumbai

94. Standard Chartered Bank
Mumbai

95. Seagram Mfg. P. Ltd.
Gurgaon

96. Siemens Ltd.
Mumbai

97. SmithKline Beecham Pharma. Ltd.
Bangalore

98. SmithKline Beecham Consumer Healthcare Ltd. Gurgaon

99. Tata Chemicals Ltd.
Mumbai

100. Tata Coffee Ltd.
Bangalore

101. Tata Services Ltd. *
Mumbai

102. Tata Engineering & Locomotive Co. Ltd., Mumbai

103. Tata Tea Ltd.
Kolkata

104. The Associated Cements Co. Ltd.
Mumbai

105. The Bombay Dyeing Mfg. Co. Ltd.
Mumbai

106. The Hongkong & Shanghai Banking Corp Ltd., Mumbai

107. The Ravalgaon Sugar Farm Ltd.
Mumbai

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

109. Titan Industries Ltd.
Bangalore

110. Torrent Pharmaceuticals Ltd.
Ahmedabad

111. TTK Prestige Ltd.
Bangalore

112. Vadilal Enterprises Ltd.
Ahmedabad

113. Voltas Ltd.
Mumbai

114. VST Industries Ltd.
Hyderabad

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

116. Whirlpool of India Ltd.
New Delhi

117. Wockhardt Ltd.
Mumbai

118. Xerox Modi Corp. Ltd.
New Delhi

* New Member

List of Members
As on March 31, 2002

Category B - Press/Media

1. Aishwarya Publications P. Ltd. Mumbai
2. Amar Ujala Publication Meerut
3. Bennett Coleman & Co. Mumbai
4. Buena Vista Television India * Mumbai
5. Business India Publications Ltd. Mumbai
6. C.R. Competition Refresher P. Ltd. New Delhi
7. Chitralekha Group Mumbai
8. Courier Publications P. Ltd. Mumbai
9. Dainik Bhaskar Mumbai
10. Delhi Press Patra Prakashan * New Delhi
11. Discovery Comms. India * New Delhi
12. Gavakari Prakashan Nashik
13. Indian Express Newspapers (Mumbai) Ltd., Mumbai
14. Jai Hind-Daily Ahmedabad
15. Kasturi & Sons Ltd. Chennai
16. Kheti Duniyan An Agril Weekly * Patiala
17. Lokmat Newspapers P. Ltd. Nagpur
18. Malayala Manorama Kottayam
19. Maurya Publications P. Ltd. Mumbai
20. Mid-Day Publications Ltd. Mumbai
21. Modi Entertainment Network Ltd. New Delhi
22. Naidunia News & Network P. Ltd. * New Delhi
23. Neutral Publishing House Ltd., Ranchi
24. Outlook New Delhi
25. Parsiana Publications P. Ltd. Mumbai
26. Rajasthan Patrika Ltd. Jaipur
27. Ranchi Prakashan P. Ltd. New Delhi
28. RDI Print & Publishing P.Ltd Mumbai
29. Rifa Publication P. Ltd. Mumbai
30. Sakal Papers Ltd. Pune
31. Star India Ltd. * Mumbai
32. Sony Entertainment Television (I) P. Ltd., Mumbai
33. The Hindustan Times Ltd. New Delhi
34. The Mathrubhumi Printing & Publishing Co. Ltd., Kozhikode
35. The Printers (Mysore) Ltd. Bangalore
36. The Statesman Ltd. Kolkata
37. Ushodaya Publications Hyderabad
38. Zee Telefilms Ltd. Mumbai

Category C - Advtg. Agencies

1. Advertising Avenues Mumbai
2. Advtg & Mktg. Associates Mumbai
3. Akshar Advtg Ascts P. Ltd. Chennai
4. Ambience D'Arcy Advtg. P. Ltd., Mumbai
5. Amol Bose Advertising Mumbai
6. Art Advertising Agency Mumbai
7. Bates India Ltd. Mumbai
8. Canco Advertising P. Ltd. Mumbai
9. Carl Advertising Agency Mumbai
10. Carat Media Services (I) Ltd. Mumbai
11. Concept Communication Ltd. Mumbai
12. Contract Advtg. (I) Ltd. Mumbai
13. Creative Unit P. Ltd. Mumbai
14. Dacunha Associates P. Ltd. Mumbai
15. Dynamic Advtg. & Research Team (DART) Mumbai
16. Enterprise Nexus Comms. P. Ltd. Mumbai
17. Equus Advtg. Co. Ltd. New Delhi
18. Euro RSCG Advtg. P. Ltd. Mumbai
19. Everest Integrated Comms. Ltd. Mumbai

* New Member

List of Members
As on March 31, 2002

20. FCB-Ulka Advtg. P. Ltd. Mumbai
21. Fountainhead Comms. P.Ltd Chennai
22. Graphic Arts Industries Bangalore
23. Grey Worldwide (I) P. Ltd. Mumbai
24. Hindustan Thompson Associates Ltd. Mumbai
25. Hira Advertising Agency Meerut City
26. Interface Comms. Ltd. Mumbai
27. iB&W Comms. P. Ltd. Mumbai
28. Jaya Advertising Agency Mumbai
29. Karishma Advertising Ltd. Mumbai
30. Leo Burnett India P. Ltd. Mumbai
31. Lintas India Ltd. Mumbai
32. L.A. Advertisers Hyderabad
33. Madison Comms. P. Ltd. Mumbai
34. Maa Comms. Bozell Ltd. Bangalore
35. McCann-Erickson P. Ltd. Mumbai
36. Mass Mktg. & Advtg. Services P. Ltd., Bangalore
37. Mudra Communications Ltd. Mumbai
38. Multimedia Aquarius P. Ltd. Mumbai
39. Nac Advtg. Corporation Mumbai
40. Naren Advtg. & Marketing Mumbai
41. Navnitlal & Co. Ahmedabad
42. Ogilvy & Mather Mumbai
43. Orbit Marketing Ltd. Mumbai
44. Overture Comms. P. Ltd. Mumbai
45. Publicis-Zen Comms. P. Ltd. Mumbai
46. Prem Associates Advertising & Marketing, Mumbai
47. Quick Advertising Co. Rajasthan
48. R.K. Swamy BBDO Advtg. P. Ltd. Chennai
49. Radeus Advertising P. Ltd. Mumbai
50. Raka Advtg. & Mktg. P. Ltd. Mumbai
51. Ratan Batra P. Ltd. Mumbai
52. Rediffusion DY&R P. Ltd. Mumbai
53. Relationship Mktg. Group * India P. Ltd. Mumbai
54. Roger Pereira Comms. P. Ltd. Mumbai
55. Saatchi & Saatchi Ltd. Mumbai
56. Sai Advertisers Mumbai
57. Seasons Advtg. Associates Mumbai
58. Shutters Advtg. Services Mumbai
59. Sunflower Mktg. & Advtg. Mumbai
60. Swift Advertising P. Ltd. Indore
61. Tandem Comms. P. Ltd. Mumbai
62. Tata Infomedia Ltd. Mumbai
63. Tempest Advtg. P. Ltd. Secunderabad
64. The Flagship Advtg. P.Ltd. Mumbai
65. The Madras Advtg. Co.Ltd Chennai
66. Touchstone Advtg. & Mktg. Services, Mumbai
67. Triton Comms. P. Ltd. Mumbai
68. Vishesh Advtg. P. Ltd. Bangalore

Category D - Allied Profession

1. Aaren Advtg. P. Ltd. Mumbai
2. Burson-Marsteller Roger Pereira Comms. P. Ltd. Mumbai
3. Caption Outdoor Advtg. Pune
4. Comart Lithographers Ltd. Mumbai
5. CESC Ltd. (Media Division) * Kolkata
6. Highlight Films Ltd. Mumbai
7. H.R. College Commerce & Economics, Mumbai
8. Institute of Hotel Cargo & Tourism Management (IHCTM), Mumbai
9. Jamnalal Bajaj Institute of Management Studies, Mumbai

* New Member

List of Members
As on March 31, 2002

10. Media Representation Intl.
New Delhi

11. More Group India P. Ltd.
Mumbai

12. Narsee Monjee Institute of
Management Studies
Mumbai

13. Neonite Corporation
Lucknow

14. Paul Media Service
New Delhi

15. Pro Video
Mumbai

16. Sayani Video Promotions
Mumbai

17. Telesis Management P. Ltd.
Mumbai

18. The Tobacco Institute of India
New Delhi

19. Unique Blocks
Mumbai

20. Xavier Institute of Communication
Mumbai

* New Member