19th Report & Accounts

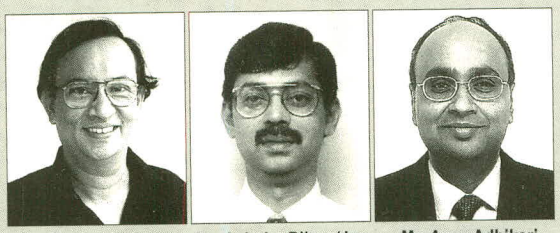
for the year 2004-05



The Advertising Standards Council of India

The Advertising Standards Council of India

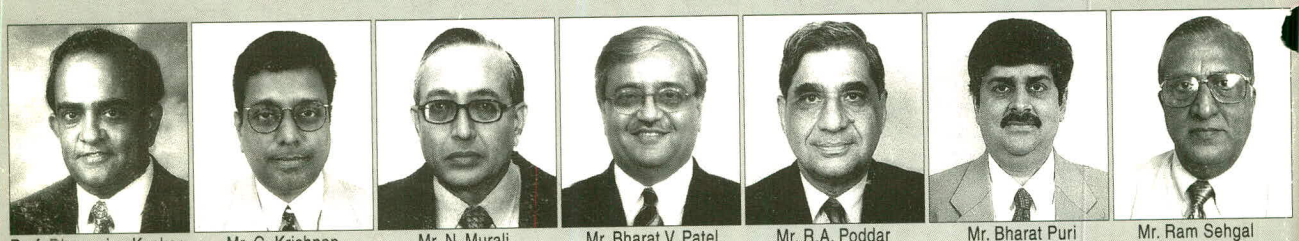
BOARD OF GOVERNORS



Mr. Goutam Rakshit Chairman | **Mr. Ashoke Bijapurkar** Vice Chairman | **Mr. Arun Adhikari** Hon. Treasurer



Mr. Sam Balsara | Mr. C.R. Irani | Ms. Urmila Jain | Mr. Madhukar Kamath | Mr. Ravi Kant | Mr. Bharat Kapadia

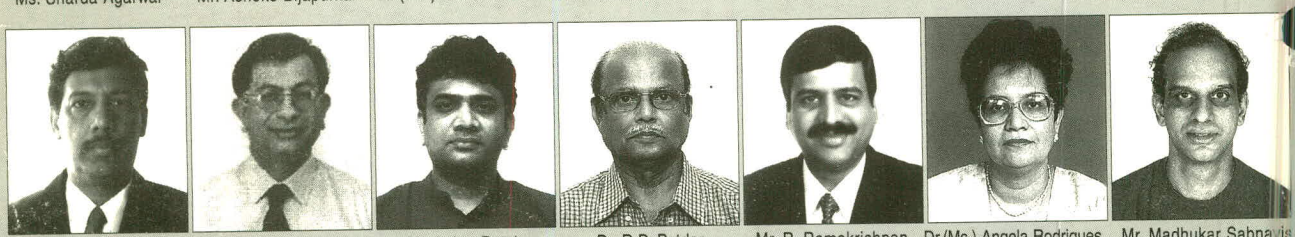


Prof. Dhananjay Keskar | Mr. G. Krishnan | Mr. N. Murali | Mr. Bharat V. Patel | Mr. R.A. Poddar | Mr. Bharat Puri | Mr. Ram Sehgal

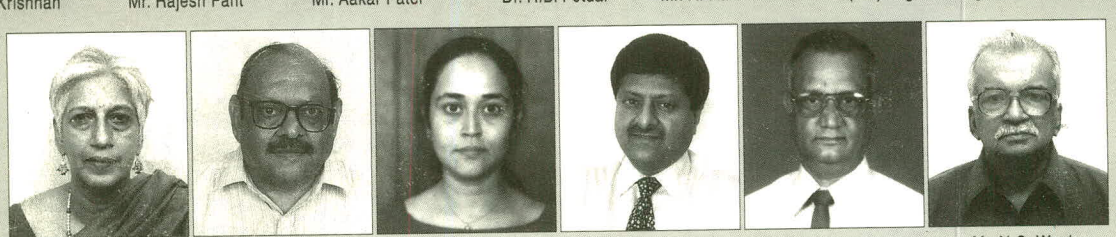
CONSUMER COMPLAINTS COUNCIL MEMBERS



Ms. Sharda Agarwal | Mr. Ashoke Bijapurkar | Dr.(Ms.) Suma Chitnis | Ms. Anuradha Deshpande | Mr. Darryl D'Monte | Dr.(Ms.) Camille Gonsalves | Mr. Sanjay Kher



Mr. R. Krishnan | Mr. Rajesh Pant | Mr. Aakar Patel | Dr. R.D. Potdar | Mr. R. Ramakrishnan | Dr.(Ms.) Angela Rodrigues | Mr. Madhukar Sabnavis



Ms. Nandini Sardesai | Mr. Sumedh Shah | Ms. Ingrid Srinath | Mr. Shashi Sinha | Prof. T.K. Venkatesan | Mr. N.G. Wagle

REGISTERED OFFICE & SECRETARIAT : 205 Bombay Market, 78 Tardeo Road, Mumbai 400 034.
Tel: 23521066 / 23516863, Fax: 23516863, e-mail: asci@vsnl.com Website: www.asci.co.in

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Income & Expenditure Account 17

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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, 78 Tardeo Road,
Mumbai 400 034
Tel: 23521066, 23516863; Fax: 23516863
e-mail: asci@vsnl.com
Website: www.asci.co.in

Attendance of the members of the Board of Governors of The Advertising Standards Council of India at Board Meetings from 205th meeting held on April 8th, 2004 to the 213th meeting held on March 10th, 2005. (9 Meetings held)

Name of Member	Meetings Applicable	Meetings Attended
Mr. Goutam Rakshit	9	7
Mr. Ashoke Bijapurkar (a)	7	4
Mr. Arun Adhikari	9	6
Mr. Sam Balsara	9	9
Mr. C.R. Irani	9	1
Ms. Urmila Jain	9	4
Mr. Madhukar Kamath	9	3
Mr. Ravi Kant	9	0
Mr. Bharat Kapadia (b)	8	7
Prof. Dhananjay Keskar (c)	5	3
Mr. G. Krishnan	9	3
Mr. N. Murali	9	5
Ms. Zia Mody (d)	4	0
Mr. Bharat V. Patel	9	7
Mr. R.A. Poddar	9	5
Mr. Bharat Puri	9	7
Mr. Ram Sehgal	9	6
Mr. Dorab R. Sopariwala (f)	4	3

(a) w.e.f. 7/2004
(b) Resigned 3/2005
(c) w.e.f. 9/2004
(d) Retired 9/2004
(f) Retired 9/2004

Attendance of the members of the Consumer Complaints Council (CCC) from the 208th meeting held on April 13th, 2004 to the 219th meeting held on March 22nd, 2005. (12 Meetings held)

Name of Member	Meetings Applicable	Meetings Attended
Prof. U.A. Athavankar (a)	5	3
Ms. Sharda Agarwal (b)	7	3
Mr. Ashoke Bijapurkar (c)	7	1
Dr. (Ms.) Suma Chitnis	12	6
Ms. Anuradha Deshpande (d)	6	6
Mr. Darryl D'Monte	12	5
Dr. (Ms.) Camille Gonsalves	12	5
Mr. Sanjay Kher	12	7
Ms. Swarn Kohli (e)	5	0
Mr. R. Krishnan (f)	11	5
Mr. E.A. Kshirsagar (g)	6	2
Mr. Rajesh Pant	12	3
Mr. Aakar Patel (h)	9	1
Dr. Udayan Patel (i)	6	0
Mr. Ravi Pisharody (j)	2	2
Dr. R.D. Potdar (k)	6	3
Mr. Goutam Rakshit (l)	5	0
Mr. R. Ramakrishnan	12	4
Dr.(Ms.) Angela Rodrigues	12	9
Mr. Madhukar Sabnavis	12	7
Ms. Nandini Sardesai (m)	10	8
Mr. Sumedh Shah	12	5
Mr. Shashi Sinha	12	8
Ms. Ingrid Srinath	12	2
Prof. T.K. Venkatesan (n)	6	5
Mr. N.G. Wagle	12	11

(a) Retired 9/2004
(b) w.e.f. 7/2004 & Resigned 2/2005
(c) w.e.f. 9/2004
(d) w.e.f. 10/2004
(e) Retired 9/2004
(f) w.e.f. 5/2004
(g) Retired 10/2004
(h) w.e.f. 7/2004
(i) Resigned 10/2004
(j) Resigned 6/2004
(k) w.e.f. 10/2004
(l) Retired 9/2004
(m) w.e.f. 6/2004
(n) w.e.f. 10/2004

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	-	3/2003
	7/2004	-	
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
Goyal Sandeep	3/2002	-	12/2002
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	-	3/2005
Keskar Dhananjay	9/2004	-	
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
Krishnan G.	1/2003	-	
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	-	9/2004
Murali N.	10/85	-	6/88
	9/98	-	
Nanjundaiah Shashidhar	6/2003	-	9/03
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	-	9/2004
Srinivasan K.B.	1/97	-	9/97
Swamy R.K.	1988	-	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, 78 Tardeo Road, Mumbai 400 034.

Tel : 23521066/23516863 Fax : 23516863 E-mail : asci@vsnl.com Website : www.asci.co.in

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

Agarwal Rajiv 9/90 - 7/95
7/99 - 12/2001
2/02 - 12/002
Agarwal Sharda 7/2004 - 2/2005
Ansari Tarique 10/94 - 3/95
Athavankar U.A. 7/86 - 9/2004
Ayer S.R. 7/88 - 9/90
Balsara Sam 9/99 - 8/2000
Bhandari L. 10/85 - 4/88
Bijapurkar Ashoke 9/2004 -
Bilimoria Pheroza 9/90 - 10/91
Bose Amol Kumar 10/91- 9/92
Chinai Jaimini 8/99 - 5/2001
Chitnis Suma 2/2003 -
Deshpande Anuradha 10/2004 -
D'Monte Darryl 12/99 -
Das Gurcharan 10/85 - 4/88
Dasgupta A. 12/93 - 7/95
Ghosal Subhas 10/85 - 4/88
Gonsalves Camille 12/2002-
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 - 8/2002
Kapadia Bharat 9/98 - 8/99
Karkaria Bachi 12/99 - 4/2000
Khanna M.K. 7/88 - 8/90
Kher Sanjay 2/2003 -
Khorakiwala F.T. 10/93 - 9/94
Kohli Swarn 7/88 - 9/2004
Krishnan R. 5/2004 -
Kulkarni Ravi 7/88 - 6/95
Kshirsagar E.A. 10/94 - 10/2004
Kurian K. 12/89 - 12/2003
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 - 3/2004
Mody Zia 6/95 - 7/99
Motwani Pushpa 10/85 - 9/92
Murali N. 9/2002 - 10/2003
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 - 12/2002
Pant Rajesh 5/97 - 1/2002
1/2003 -
Patel Aakar 7/2004 -
Patel Bharat V. 9/97 - 8/98
Patel Udayan 12/2002 - 10/2004
Pereira Roger 10/92 - 9/93
Pisharody Ravi 7/99 - 6/2004
Potdar R.D. 10/2004 -
Purohit Apurva 6/2003 - 2/2004
Rakshit Goutam 10/2003- 9/2004
Ramakrishnan R. 1/2004-
Rao B.V. 6/2000 - 5/2001
Roy Protap 7/88 - 8/89
Rodrigues Angela 10/96 -
Sabnavis Madhukar 10/2002-
Samuel Derrick 9/2001 - 4/2002
Sardesai Nandini 6/2004 -
Sayani Ameen 10/85 - 8/89
Shah Sumedh 10/2002 -
Srinath Ingrid 11/2002 -
Singhal Rajrishi 7/2001 - 1/2002
Singh Digvijay 1/96 - 5/96
Sinha Shashi 10/2002 -
Singh Khushwant 10/85 - 4/88
Sista S.V. 3/93 - 9/96
Sopariwala Dorab 10/96 - 8/97
Sukthankar Usha 11/92 - 11/02
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 - 3/2003
Vasu T.T. 7/88 - 8/89
Venkatesan T.K. 10/2004-
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 21 members, 12 of whom shall be from professions and activities not related to advertising and the remaining nine 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.

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

LIST OF MEMBERS - As on March 31st, 2005

CATEGORY 'A' - ADVERTISERS

1. AFL P. Ltd.
   Mumbai
2. Agro TechFoods Ltd.
   Secunderabad
3. Air India
   Mumbai
4. Akbarallys
   Mumbai
5. Alembic Ltd.
   Mumbai
6. Amara Raja Batteries Ltd.
   Tamilnadu
7. Aptech Ltd.
   Mumbai
8. Asian Paints (I) Ltd.
   Mumbai
9. Ayurved Sumshodhanalaya (Pune) P. Ltd.
   Pune
10. Bacardi Martini (I) Ltd.
    New Delhi
11. Bajaj Electricals Ltd.
    Mumbai
12. Bharat Petroleum Corp Ltd
    Mumbai
13. Bombay Chemicals P. Ltd.
    Mumbai
14. Britannia Industries Ltd.
    Bangalore
15. BPL Mobile Cellular Ltd.
    Bangalore
16. Cadbury India Ltd.
    Mumbai
17. Cadila Health-Care Ltd.
    Ahmedabad
18. Camlin Ltd.
    Mumbai
19. Castrol India Ltd.
    Mumbai
20. Ceat Ltd.
    Mumbai
21. Citibank N.A.
    Mumbai
22. Coca-Cola India
    Gurgaon
23. Colgate Palmolive (I) Ltd.
    Mumbai
24. Dabur India Ltd.
    Ghaziabad
25. Datamatics Ltd.
    Mumbai
26. Dorcas Market Makers Ltd.
    Chennai
27. Electrolux Kelvinator Ltd.
    Gurgaon
28. Eureka Forbes Ltd.
    Mumbai
29. Eveready Industries (I) Ltd.
    Kolkata
30. Ford India Ltd.
    Tamilnadu
31. Frito-Lay India
    Gurgaon
32. General Mills India P. Ltd.
    Mumbai
33. Gillette India Ltd.
    Gurgaon
34. GlaxoSmithkline Consumer Healthcare Ltd.
    Gurgaon
35. GlaxoSmithkline Pharma Ltd.
    Mumbai
36. Godfrey Phillips (I) Ltd.
    New Delhi
37. Godrej & Boyce Mfg. Co. Ltd.
    Mumbai
38. Godrej Consumer Products Ltd.
    Mumbai
39. Gujarat Ambuja Cements Ltd.
    Mumbai
40. Hawkins Cookers Ltd.
    Mumbai
41. Heinz India P. Ltd.
    Mumbai
42. Henkel SPIC India Ltd.
    Chennai
43. Hero Honda Motors Ltd.
    New Delhi
44. Hindustan Lever Ltd.
    Mumbai
45. Hindustan Petroleum Corp Ltd.
    Mumbai
46. H.D.F.C. Ltd.
    Mumbai
47. Honda Siel Power Products Ltd.
    New Delhi
48. Hutchison Max Telecom P. Ltd.
    Mumbai
49. ICICI Bank Ltd.
    Mumbai
50. Indian Oil Corporation Ltd.
    Mumbai
51. Indofil Chemicals Co.
    Mumbai
52. I.T.C. Ltd.
    Kolkata
53. ION Exchange (I) Ltd.
    Mumbai
54. J.K. Industries Ltd.
    New Delhi
55. J.L. Morison (I) Ltd.
    Mumbai
56. JCT Ltd. (Steel Division)
    Hoshiarpur
57. Jet Airways (I) Ltd.
    Mumbai
58. Johnson & Johnson Ltd.
    Mumbai
59. Kellogg India P. Ltd.
    Mumbai
60. Kimberly-Clark Lever P. Ltd.
    Pune
61. Kodak India Ltd.
    Mumbai

LIST OF MEMBERS - As on March 31st, 2005

62. L'OREAL India P. Ltd.
Mumbai

63. MRF Ltd.
Chennai

64. Madras Cements Ltd.
Chennai

65. Marico Industries Ltd.
Mumbai

66. Motor Industries Co. Ltd.
Bangalore

67. Nachiketa Publications Ltd.
Mumbai

68. Nestle India Ltd.
Gurgaon

69. NIIT Ltd.
New Delhi

70. Nirma Consumer Care Ltd.
Ahmedabad

71. Novartis (I) Ltd.
Mumbai

72. Ozone Ayurvedics
New Delhi

73. Paras Pharmaceuticals Ltd.
Ahmedabad

74. Parle Products P. Ltd.
Mumbai

75. Pepsi Foods P. Ltd.
Gurgaon

76. Pfizer Ltd.
Mumbai

77. Philips India Ltd.
Mumbai

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

79. Ray-Ban Sun Optics (I) Ltd
Rajasthan

80. Reckitt Benckiser India Ltd.
Gurgaon

81. Reliance Industries Ltd.
Mumbai

82 Samsung India Electronics Ltd.
New Delhi

83. Sara Lee Household & Body Care India P. Ltd.
Chennai

84. SCMS Group of Educational Institutions
Cochin

85. Seagram Mfg. P. Ltd.
Gurgaon

86. Shriram Chits (Karnataka) P. Ltd.
Bangalore

87. S. Kumar Nationwide Ltd.
Mumbai

88. Standard Chartered Bank
Mumbai

89. Tata Chemicals Ltd.
Mumbai

90. Tata Coffee Ltd.
Bangalore

91. Tata Motors Ltd.
Mumbai

92. Tata Services Ltd.
Mumbai

93. Tata Sons Ltd.
Mumbai

94. Tata Tea Ltd.
Kolkata

95. The Associated Cements Cos. Ltd.
Mumbai

96. The Bombay Dyeing & Mfg. Co. Ltd.
Mumbai

97. The Hongkong & Shanghai Banking Corp Ltd.
Mumbai

98. The Ravalgaon Sugar Farm Ltd.
Mumbai

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

100. Titan Industries Ltd.
Bangalore

101. Total Fina Elf India Ltd.
Mumbai

102. TTK Prestige Ltd.
Bangalore

103. UDV India Ltd.
Mumbai

104. Voltas Ltd.
Mumbai

105. VST Industries Ltd.
Hyderabad

106. Whirlpool of India Ltd.
New Delhi

107. Wockhardt Ltd.
Mumbai

108. Wyeth Ltd.
Mumbai

109. Xerox Modi Corp Ltd.
Gurgaon

CATEGORY 'B' - PRESS / MEDIA

1. Ajit
Jalandhar

2. Amar Ujala
Meerut

3. Bennett Coleman & Co. Ltd
Mumbai

4. Business India Publications Ltd.
Mumbai

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

6. Chitralekha Group
Mumbai

7. Dainik Bhaskar
Mumbai

8. Discovery Comms. India
New Delhi

9. Gavakari Prakashan
Nashik

10 Indian Express Newspapers (Bombay) Ltd.
New Delhi

11. Jai Hind-Daily
Ahmedabad

LIST OF MEMBERS - As on March 31st, 2005

12. Kasturi & Sons Ltd.
Chennai

13. Kheti Duniyan An Agril Weekly
Patiala

14. Lokmat Newspapers P. Ltd.
Mumbai

15. Malayala Manorama Co.Ltd
Kottayam

16. Mid-Day Multimedia Ltd.
Mumbai

17. Modi Entertainment Ltd.
New Delhi

18. Neutral Publishing House Ltd.
Ranchi

19. Outlook
New Delhi

20. Parsiana Publications P. Ltd.
Mumbai

21. Rajasthan Patrika P. Ltd.
Jaipur

22. Rifa Publications P. Ltd.
Mumbai

23. Sakal Papers Ltd.
Pune

24. Sankha Press P. Ltd.
Assam

25. Sony Entertainment Television (I) P. Ltd.
Mumbai

26. Star India P. Ltd.
Mumbai

27. The Hindustan Times Ltd.
New Delhi

28. The Mathrubhumi Printing & Publishing Co. Ltd.
Kozhikode

29. The Printers (Mysore) Ltd.
Bangalore

30. The Statesman Ltd.
Kolkata

31. TV Today Network Ltd.
New Delhi

32. Ushodaya Publications
Hyderabad

33. Zee Telefilms Ltd.
Mumbai

.....

CATEGORY 'C'
- ADVTG. AGENCIES

1. Advertising Avenues
Mumbai

2. Advtg & Mktg. Associates
Mumbai

3. Ambience D'Arcy Advtg. P. Ltd.
Mumbai

4. Art Advtg & Mktg. (I) P. Ltd.
Mumbai

5. Bates India P. Ltd.
New Delhi

6. Bensons Advtg. P. Ltd.
Mumbai

7. Canco Advtg P. Ltd.
Mumbai

8. Capital Advtg. P. Ltd.
New Delhi

9. Carat Media Services (I) P. Ltd.
Mumbai

10. Carl Advertising P. Ltd.
Mumbai

11. Contract Advtg. (I) Ltd.
Mumbai

12. Crayons Advtg. Ltd.
New Delhi

13. daCunha Comms. P. Ltd.
Mumbai

14. Dynamic Advtg. & Research Team P. Ltd.
Mumbai

15. Enterprise Nexus Comms. P. Ltd.
Mumbai

16. Equus Advtg. Co. Ltd.
New Delhi

17. Euro RSCG Advtg. P. Ltd.
Mumbai

18. Everest Integrated Comms. P. Ltd.
Mumbai

19. FCB-Ulka Advtg. P. Ltd.
Mumbai

20. Fountainhead Comms. P.Ltd
Chennai

21. Graphic Arts Industries
Bangalore

22. Grey Worldwide (I) P. Ltd.
Mumbai

23. Hira Advertising Agency
Meerut City

24. iB&W Comms. P. Ltd.
Mumbai

25. Infomedia India Ltd.
Mumbai

26. Interface Comms. P. Ltd.
Mumbai

27. J. Walter Thompson
Mumbai

28. Jaya Advertising Agency
Mumbai

29. Karishma Advtg P. Ltd.
Mumbai

30. Leo Burnett
Mumbai

31. Lintas India P. Ltd.
Mumbai

32. L.A. Advertisers
Hyderabad

33. Maa Comms. Bozell Ltd.
Bangalore

34. Madison Comms. P. Ltd.
Mumbai

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

36. McCann-Erickson (I) P.Ltd.
New Delhi

37. Mudra Comms P. Ltd.
Mumbai

LIST OF MEMBERS - As on March 31st, 2005

38. Multimedia Aquarius P.Ltd. Mumbai
39. Nac Advtg. Corporation Mumbai
40. Naren Advtg. & Marketing Ahmedabad
41. Navnitlal & Co. Ahmedabad
42. Network Advtg. P. Ltd. Mumbai
43. Ogilvy & Mather P. Ltd. Mumbai
44. Overture Comms. P. Ltd. Mumbai
45. Percept H P. Ltd. Mumbai
46. Publicis (I) Comms. P. Ltd. Mumbai
47. Purple Focus P. Ltd. Indore
48. Prem Associates Advtg & Marketing Mumbai
49. Radeus Advertising P. Ltd. Mumbai
50. R.K. Swamy BBDO P. Ltd. Chennai
51. Raka Advtg. & Mktg. P. Ltd. Mumbai
52. Ratan Batra P. Ltd. Mumbai
53. Rediffusion DY&R P. Ltd. Mumbai
54. RMG David Comms. P. Ltd. Mumbai
55. Roger Pereira Comms. P.Ltd. Mumbai
56. Saatchi & Saatchi P. Ltd. Mumbai
57. Sai Advertisers Mumbai
58. Seasons Advtg. Associates Mumbai
59. Shutters Advtg. Services Mumbai
60. Snappers Advtg & Mktg P. Ltd. Mumbai
61. Sunflower Mktg. & Advtg. Mumbai
62. Surya Adsystems P. Ltd. Hyderabad
63. Swift Intermedia Convergence Ltd. Indore
64. The Flagship Advtg. P.Ltd. Mumbai
65. Touchstone Advtg. & Mktg. Services Mumbai
66. Triton Comms. P. Ltd. Mumbai

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CATEGORY 'D' - ALLIED PROFESSIONS

1. Aaren Advtg. P. Ltd. Mumbai
2. Caption Outdoor Advtg. Pune
3. CESC Ltd. Kolkata
4. Clear Channel Comms. India P. Ltd. Mumbai
5. Future Step Advisory Services P. Ltd. Mumbai
6. Highlight Films P.Ltd. Mumbai
7. Hi - Marg Signage Coimbatore
8. ICFAI Business School Pune
9. Indira School of Comms Pune
10. Innovative Adcom P. Ltd. New Delhi
11. Institute of Hotel Cargo & Tourism Management (IHCTM) Mumbai
12. Jamnalal Bajaj Institute of Management Studies Mumbai
13. Media Representation Intl. New Delhi
14. Narsee Monjee Institute of Management Studies Mumbai
15. Neonite Corporation Lucknow
16. Paul Media Services New Delhi
17 Pro Video Mumbai
18. R&P Management Comms. P. Ltd. Mumbai
19. Sayani Video Promotions Mumbai
20. Telesis Management P. Ltd. Mumbai
21. The Tobacco Institute of India New Delhi
22. Unique Blocks Mumbai
23. Xavier Institute of Communication Mumbai

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REPORT OF THE BOARD OF GOVERNORS

We take pleasure in presenting the Nineteenth Annual Report of the Advertising Standards Council of India, together with the Statement of Accounts for the period **April 2004 to March 2005**.

The highlights of the year:

- All ASCI member firms (231) and many of their Branch establishments (195) have been advised regularly of the Consumer Complaints Council (CCC) Upheld decisions, for their awareness and support towards implementation of the ASCI Code.
- Renewed dialogue between the ASCI and the Central Ministries of I&B, Consumer Affairs, and Health, resulted in the Government's acceptance of ASCI's role and responsibility for extending Self-Regulation in Advertising across the country, provided the Government's guidelines on specific issues of concern were included in the application and observance of the ASCI Code. The Cable TV Act and its Advertising Code will mention that failure to conform with the ASCI Code may result in TV Channels being required by Government, to suspend airing of such Ads or face penal action by the Government.
- It is a matter of concern that some major media members who are informed of the CCC Upheld decisions, are continuing to carry the offending Ads, thereby denying their support to voluntary Self-Regulation in Advertising as pursued by your Council.
- The ASCI awareness campaign, through Mailings, covers over 443 Advertising Practitioners, Opinion Leaders, Professional Associations, Government Departments, Academic Institutions, not members of your Council but concerned with the benefits of effective Self-Regulation in Advertising, whose support would enable your Council to pursue the voluntary self-regulatory movement more extensively.
- A Compendium of Cases covering CCC decisions on complaints against advertisements (2001 to 2004), was sent to ASCI members. This will provide valuable case material on advertisements which have given rise to objections and complaints from a wide cross-section of consumers, the publics exposed to the media, and the members of Industry who consider that they have received unfair treatment from competitors.

The Board of Governors:

During the year, Ms. Zia Mody & Mr. Dorab R. Sopariwala retired from the Board, and Mr. Bharat Kapadia resigned from the Board. The Board wishes to place on record its appreciation of the valuable services rendered by them during their tenure. Prof. Dhananjay Keskar was elected, and Mr. Ashoke Bijapurkar was co-opted by the Board to fill the consequential vacancies.

CCC Members:

During the year, Prof. U.A. Athavankar, Ms. Swarn Kohli, Mr. E.A. Kshirsagar, and Mr. Goutam Rakshit retired from the CCC. Dr. Udyan Patel and Mr. Ravi Pisharody resigned from the CCC. Ms. Sharda Agarwal, Mr. Ashoke Bijapurkar, Ms. Anuradha Deshpande, Mr. R. Krishnan, Mr. Aakar Patel, Dr. R.D. Potdar, Ms. Nandini Sardesai and Prof. T.K. Venkatesan were appointed to fill the consequential vacancies. Ms. Sharda Agarwal resigned from the

CCC subsequently.

On behalf of all members of the Council, the Board of Governors places on record its gratitude to members of the CCC for their very generous contribution of valuable time and expertise each month.

Memberships:

Your Board of Governors is pleased to report that due to active follow-up by Board members, **8** new members have enrolled during the year. However, **10** members did not renew their memberships.

Representation from the Advertisers category on your Council 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.

CCC - Analysis of Decisions on Complaints:

The CCC met 12 times and deliberated on 157 complaints against advertisements of which, 103 were Upheld, whilst 54 were Not Upheld. Compared with last year, the number of complaints received has reduced considerably during the second half of this year. This calls for an early resumption of the Awareness Ad Campaign on Self-Regulation and its benefits to consumers.

The occasional delay in processing complaints is mainly due to the delay in receiving comments from the Advertisers/ Ad. Agencies (CCC Procedure stipulates 15 days), since only 59% of complaints were responded to on time.

It is a matter of concern that major media members (23) of ASCI who were advised of the CCC Upheld decisions, where the advertisements were in contravention of the ASCI Code, have failed to support your Council in the observance of Self-Regulation in Advertising.

The provisions of the Code which have been contravened the most, appear to be Chapters I.1 – claims not substantiated, or false (56 Ads), Chapter I.4 – misleading (23 Ads), and Chapter II – offensive to generally accepted standards of public decency (17 Ads).

Compliance with CCC decisions:

Out of the 103 complaints which were Upheld, in 75 cases the advertisements have been withdrawn or modified appropriately in accordance with CCC decisions. Assurance of compliance is awaited for 28 advertisements, 4 advertisers being members of ASCI, though 5 Ad. Agencies members and 23 media members were involved. Of these 28 complaints, 5 were from intra-industry initiatives.

Intra-Industry Complaints:

Out of the 157 complaints processed, during this year, 48 intra-industry complaints were received from advertisers and advertising agencies, in respect of misleading comparative advertising, or unfair competitive advertising. Of these, 29 were Upheld and 19 were Not Upheld; assurance of Compliance has been received for 24 of these Upheld complaints so far.

Awareness of your Council's existence, among Consumers: It is a matter of concern that, though the ASCI Website

– www.asci.co.in, has been in existence since April 2003, there is still a widespread lack of awareness among consumers, about ASCI's efficient and effective redressal machinery which is available at no charge to the public, for stoppage of misleading, untruthful, indecent, illegal, unsafe or unfair advertisements.

Approaches/references from Government Authorities:

Advertisements considered by the FDA Maharashtra, to be in contravention of the Drugs & Magic Remedies (Objectionable Advertisements) Act 1954 and Rules thereunder, have been referred by FDA to the Mumbai Police and to your Council for considering appropriate actions.

Dialogue with concerned Ministries - Govt. of India, New Delhi

The Council made presentations to the Secretary, Ministry of Information and Broadcasting, and to the Secretary & Additional Secretary, Ministry of Consumer Affairs, at their meetings held in February and April 2005, to provide stronger support for the Council and its self-regulation movement so that the advertisements contravening the ASCI Code, are stopped. Both the Ministries appreciated the self-regulatory work being done by your Council and confirmed Government's support by mentioning that in future, complaints against any advertisements, received by them will be directed to your Council.

Your Council has been invited to represent itself in 3 Committees notified by three separate Government of India Ministries - Ministry of Information & Broadcasting Committee (on Cable TV Rules), Ministry of Health & Family Welfare Committee (on Cigarette Advertising Ban), and Ministry of Consumer Affairs (on Misleading Advertising measures). Through these Committees, your Council has been able to influence government's policy making on advertising content and obtain support for the Self-Regulation movement. For example, the I&B Ministry committee has decided to recommend a change in Cable TV Rules by which contravention of the ASCI Code will be considered as a violation of the Cable TV Act.

CNBC – TV 18:

In the third week of May 2005, your Council compiled and provided a review of the CCC decisions on complaints decided over the past two years, selectively pertaining to the portrayal of women and of children, in a manner which contravened the ASCI Code. Some members of the Board of Governors were interviewed for this program.

Your Council's recent meeting with The Indian Broadcasting Foundation (IBF) Executive Committee has resulted in IBF fully supporting the self-regulation movement and has agreed that in future, all TVC Ads that are in contravention of the ASCI Code, will not be run by IBF's members. Also, all IBF members will be induced to become your Council's members.

Your Council welcomed the idea of supplemental Governmental help in ensuring that ASCI decisions are implemented by the parties concerned. However, the Council would take recourse to informing the enforcement authorities for further action, only when its processes seeking voluntary compliance, fail.

A similar meeting of your Council with the Indian Newspapers Society (INS), is under consideration.

Financial Results:

	This year Rs.	Previous year Rs.
Income	36,72,310	36,24,129
Expenditure	**24,09,437**	**16,20,513**
Excess of Income over expenditure for the year	12,62,873	20,03,616
Balance at the beginning of the year	**46,33,126**	**26,29,510**
	58,95,999	**46,33,126**
Less:		
(i) Accumulation under Section 11(1)(a) of the Income tax Act, 1961	4,65,873	–
(ii) Accumulation under Section 11(2) of Income tax Act, 1961	**7,97,000**	–
	12,62,873	–
Balance carried to Balance Sheet Rs.	**46,33,126**	**46,33,126**

Directors' Responsibility Statement:

The Directors confirm that:

1. in the preparation of the annual accounts, the applicable accounting standards have been followed and there has been no material departure;
2. 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 as at 31st March 2005, and of the excess of income over expenditure of the Company for the year ended on that date;
3. 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. 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 Nineteenth Annual General Meeting will be held on Thursday 8th September 2005.

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:

MS. URMILA JAIN & 1 VACANCY EXISTS

On behalf of the Board of Governors,

GOUTAM RAKSHIT
CHAIRMAN

MUMBAI

NOTICE

A MEETING OF THE Board of Governors shall take place immediately after the Annual General Meeting on September 8th, 2005. 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 Nineteenth Annual General Meeting are requested to attend this meeting.

GOUTAM RAKSHIT
CHAIRMAN

AUDITORS' REPORT

to the Members of the Advertising Standards Council of India

1. We have audited the attached Balance Sheet of THE ADVERTISING STANDARDS COUNCIL OF INDIA as at 31st March, 2005 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 our opinion on these financial statements based on our audit.

2. We conducted our audit in accordance with the 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 misstatements. 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 the management, as well as evaluating the overall financial statement presentation. We believe that our audit provides a reasonable basis for our opinion.

3. The Council is a Company licensed to operate under Section 25 of the Companies Act, 1956, and accordingly the requirements of the Companies (Auditor's Report) Order, 2003 are not applicable.

4. Further to our comments in paragraph 3 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 accounts 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 the written representations received from the directors, and taken on record by the Board of Directors, we report that none of the directors is disqualified as on 31st March 2005 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, 2005; 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

Lalit Khanna
Partner

Mumbai, 9th June 2005

BALANCE SHEET AS AT 31st MARCH 2005

	Schedule	This Year Rupees	This Year Rupees	Previous Year Rupees
I. SOURCES OF FUNDS:				
1. Corpus and Reserves				
(a) Council's Corpus	A		23,11,808	22,95,808
(b) Reserves and Surplus	B		1,21,10,213	1,08,47,340
TOTAL RUPEES			1,44,22,021	1,31,43,148
II. APPLICATION OF FUNDS				
1. Fixed Assets				
(a) Gross Block	C	23,81,810		23,13,860
(b) Less: Depreciation		12,59,225		11,57,288
(c) Net Block			11,22,585	11,56,572
2. Investments	D		1,09,61,400	85,05,000
3. Current Assets, Loans and Advances				
(a) Accrued Interest on Investments and Bank Deposits			2,23,013	427,499
(b) Cash & Bank Balances	E		27,61,712	30,95,821
(c) Loans and Advances	F		1,376	7,352
			29,86,101	35,30,672
4. Less:				
Current Liabilities & Provisions				
(a) Current Liabilities	G		65,405	49,096
(b) Provisions	H		5,82,660	–
			6,48,065	49,096
Net Current Assets			23,38,036	3,481,576
TOTAL RUPEES			1,44,22,021	1,31,43,148

As per our report of even date attached
For Lalit Khanna & Co.
Chartered Accountants

(Lalit Khanna)
Partner

Mumbai, 9th June 2005

For and on behalf of the
Board of Governors

Goutam Rakshit
Chairman

Members:

Arun Adhikari
Sam Balsara
Urmila Jain
Madhukar Kamath
Dhananjay Keskar
Bharat V. Patel
R. A. Poddar
Bharat Puri

INCOME AND EXPENDITURE ACCOUNT

for the Year Ended 31st March, 2005

Sl.	Particulars	Schedule	This Year		Previous Year	
			Rupees	Rupees	Rupees	Rupees
	INCOME					
1	Membership Subscription and Other Income	I		36,72,310		36,24,129
	EXPENDITURE					
2	Salaries, Wages and Bonus			9,64650		9,67100
3	Leave Encashment					
	(i) Payment		1,77,300		–	
	(ii) Provision		5,82,660		–	
				7,59,960		–
4	Printing, Stationery and Xeroxing charges			1,93,744		1,79,979
5	Electricity Charges			55,598		59,657
6	Telephone Expenses			46,177		46,720
7	Travelling & Conveyance			52,928		50,541
8	Meeting Expenses			13,010		14,850
9	Repairs & Maintenance			38,040		28,404
10	Irrecoverable Deposits written off			–		25,540
11	Website charges			29,035		14,580
12	Other Expenses	J		1,54,357		1,30,046
13	Depreciation			1,01,938		1,03,096
14	Total Expenditure			24,09,437		16,20,513
15	Excess of Income over Expenditure for the year			12,62,873		20,03,616
16	Balance at the beginning of the year			46,33,126		26,29,510
				58,95,999		46,33,126
Less	(i) Accumulation under section 11(1)(a) of the Income tax Act, 1961			4,65,873		–
	(ii) Accumulation under section 11(2) of the Income tax Act, 1961			7,97,000		–
				12,62,873		–
	Balance carried to Balance Sheet			46,33,126		46,33,126

As per our report of even date attached
For Lalit Khanna & Co.
Chartered Accountants

(Lalit Khanna)
Partner

Mumbai, 9th June 2005

For and on behalf of the Board of Governors

Goutam Rakshit
Chairman

Members:

Arun Adhikari
Sam Balsara
Urmila Jain
Madhukar Kamath
Dhananjay Keskar
Bharat V. Patel
R. A. Poddar
Bharat Puri

Schedules annexed to and forming part of the Balance Sheet as at 31st March 2005 and the Income and Expenditure Account for the year ended on that date

	This year		Previous Year
	Rupees	Rupees	Rupees
SCHEDULE A			
COUNCIL'S CORPUS			
Balance as at the beginning of the year		22,95,808	22,77,808
Add : Entrance fees received during the year		16,000	18,000
		23,11,808	22,95,808
SCHEDULE B			
RESERVES & SURPLUS			
(i) Accumulation under Section 11(1)(a) of the Income tax Act 1961			
As per last Balance Sheet	28,88,214		28,88,214
Add : Amount accumulated in the current year	4,65,873		–
		33,54,087	28,88,214
(ii) Accumulation under Section 11(2) of the Income tax Act, 1961			
As per last Balance Sheet	33,26,000		33,26,000
Add : Amount accumulated in the current year	7,97,000		–
		41,23,000	33,26,000
(iii) Surplus as per Income & Expenditure Account		46,33,126	46,33,126
		1,21,10,213	1,08,47,340

SCHEDULE C

SCHEDULE OF FIXED ASSETS ANNEXED TO AND FORMING PART OF THE BALANCE SHEET AS AT 31st MARCH 2005

Sr. No.	Description of the Assets	COST				DEPRECIATION				NET BOOK VALUE	
		As at the beginning of the year Rs.	Additions during the year Rs.	Deductions during the year Rs.	As at the end of the year Rs.	Upto the beginning of the year Rs.	For the year Rs.	Deductions Rs.	Upto the end of the year Rs.	As at 31st March 2005 Rs.	As at 31st March 2004 Rs.
1.	Office Premises	18,45,163	-	-	18,45,163	8,50,730	49,722	-	9,00,452	9,44,711	9,94,433
2.	Computers	2,65,325	6,5,800	-	3,31,125	1,73,261	41,212	-	2,14,473	1,16,652	92,064
3.	Air Conditioners	38,000	-	-	38,000	9,275	3,996	-	13,271	24,729	28,725
4.	Office Equipments	52,164	-	-	52,164	36,928	2,119	-	39,047	13,117	15,235
5.	Furniture & Fixtures	1,13,208	2,150	-	1,15,358	87,093	4,889	-	91,982	23,376	26,115
	Total Rupees	23,13,860	67,950	-	23,81,810	11,57,287	1,01,938	-	12,59,225	11,22,585	11,56,572
	Previous Year Rupees	23,02,510	60,050	48,700	23,13,860	11,02,184	1,03,096	47,992	11,57,288	11,56,572	12,00,326

Schedules annexed to and forming part of the Balance Sheet as at 31st March 2005 and the Income and Expenditure Account for the year ended on that date (continued)

	This Year Rupees	Previous Year Rupees
SCHEDULE D		
Investments (at cost) - Unquoted		
Long term Investments		
1. Bonds		
(a) ICICI Regular Income Bonds of Rs. 5000 each		
(i) 1 - 14% Bond	5,000	5,000
(ii) 40 - 12.75% Bonds	-	2,00,000
(iii) 80 -11% Bonds	-	4,00,000
	5,000	6,05,000
(b) 40 - 14% Bonds of IDBI of Rs.5000 each	2,00,000	2,00,000
(c)6564 - 6.60 % Tax Free ARS Bonds of Rs.100 each of the Unit Trust of India	6,56,400	-
(d)8% Savings (Taxable) Bonds	95,00,000	33,00,000
2. Units		
60000 units of Rs.10/- each of UTI-Monthly Income Plan 1999	-	6,00,000
3. Deposits		
- with Housing Development Finance Corporation Ltd.	6,00,000	38,00,000
	1,09,61,400	85,05,000
SCHEDULE E		
Cash and Bank Balances		
(i) Cash in hand	270	2,923
(ii) In Term Deposits with a Scheduled Bank	27,61,442	30,92,898
	27,61,712	30,95,821
SCHEDULE F		
Loans and Advances		
Unsecured Considered good		
(i) Tax Deducted at source	1,376	7,119
(ii) Advances recoverable in cash or in kind or for value to be received	-	233
	1,376	7,352

Schedules annexed to and forming part of the Balance Sheet as at 31st March 2005 and the Income and Expenditure Account for the year ended on that date (continued)

	This Year Rupees	Previous Year Rupees
SCHEDULE G		
Current Liabilities		
a) Subscription received in advance	11,250	4,000
b) Sundry Creditors and outstanding expenses	54,155	45,096
	65,405	49,096
SCHEDULE H		
Provision for Leave Encashment	5,82,660	-
SCHEDULE I		
Membership Subscription and other Income		
(i) Membership Subscription	2,5,91,250	26,10,500
(ii) Interest on Investments	8,44,145	7,22,665
(iii) Interest on Bank Deposits and Savings Account	2,06,466	2,19,782
(iv) Interest on Income tax Refund	449	1,182
(v) CCC Review charges	30,000	70,000
	36,72,310	36,24,129
SCHEDULE J		
OTHER EXPENSES		
(i) Staff Welfare	10,614	8,318
(ii) Society Outgoings	19,724	19,724
(iii) Postage and Courier charges	70,523	63,301
(iv) Computer Software	13,140	3,717
(v) Professional charges	9,000	6,500
(vi) Audit Fees	19,836	16,650
(vii) Miscellaneous Expenses	11,520	11,836
	154,357	130,046

Schedules to the Balance Sheet as at 31st March, 2005 and the Income and Expenditure Account for the year ended on that date (continued)

SCHEDULE K : Notes and significant accounting policies

1. Significant accounting policies :-

(a) Method of Accounting

1 Accounts are maintained on accrual basis except in respect of bonus payment which is accounted on cash basis

(b) Fixed Assets and Depreciation

All Fixed assets are valued at cost less depreciation. 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) Retirement Benefits

The Council does not have any scheme for payment of provident fund, gratuity or superannuation. Leave Encashment benefit scheme was introduced in the current accounting year and pursuant to the Scheme an amount of Rs.1,77,300/- was paid during the year. In addition, accrued liability in respect of Leave Encashment is provided on the assumption that all the employees will retire at the end of the accounting year. The amount provided in the current year on the above basis is Rs.5,82,660/-. Had the scheme for leave encashment benefit not been introduced, the surplus for the current year would have been more by Rs.7,59,960/-

2 Fees for taxation services Rs.9000/- (previous year Rs.6500/-) are paid to M/s Lalit Khanna & Associates, which is the sole proprietorship of Mr. Lalit Khanna who is one of the partners of M/s Lalit Khanna & Co., the Auditors of the Council.

3 Staff Welfare includes Insurance premium amounting to Rs.1025 (Previous year Rs.1005) in respect of Accident Policies of employees

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

SCHEDULE L

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

The Advertising Standards Council Of India

BALANCE SHEET ABSTRACT AND COMPANIES GENERAL BUSINESS PROFILE

I Registration Details

Registration No. 37820 State Code 11

Balance Sheet Date 31 (Date) 03 (Month) 2005 (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: 15070

Total Assets: 15070

Sources of Funds

Corpus: 2312

Reserves & Surplus: 12110

Secured Loans: -

Unsecured Loans: -

Application of Funds

Net Fixed Assets: 1123

Investments: 10961

Net Current Assets: 2338

Misc. Expenditure: -

Accumulated Losses: -

IV Performance of Company (Amount in Rs. Thousands)

Turnover: 3672

Total Expenditure: 2409

Profit before tax: 1263

Profit after tax: 1263

Earning per Share in Rs.: Not Applicable

Dividend rate %: Not Applicable

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

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

Signatures to Schedules A to L

As per our report of even date attached	For and on behalf of the	**Members:**
For Lalit Khanna & Co.	Board of Governors	Arun Adhikari — Dhananjay Keskar
Chartered Accountants		Sam Balsara — Bharat V. Patel
		Urmila Jain — R. A. Poddar
(Lalit Khanna)	Goutam Rakshit	Madhukar Kamath — Bharat Puri
Partner	**Chairman**	

Mumbai, 9th June 2005

REPORT OF CONSUMER COMPLAINTS COUNCIL (CCC)

Complaints that were Upheld by the CCC

From April 2004 to March 2005

Sr. No	Advertiser / Agency / Media	Claim / Description of Ad / TVC	Complaint	ASCI Code/ CCC Decision

Intra-Industry Complaints * ASCI Member $ Complaint received from Consumer Representational Organisation

Advertisements Modified Appropriately / Withdrawn / Concluded

1.	Membrane Technologies Ltd (Team Energy Herbal Water) Fountainhead Comm(*) 'Down Town' supplement of The Hindu(*) (1/2004)	"Builds up Energy", "Lowers Hypertension", "Improves Blood Circulation", "Oxygen rich", "Maintains body metabolism", "Reduces acidity", "Controls Diabetes", "Stimulates digestion", "Strengthens & nourishes bones", "Prevents formation of kidney stones".	(Complaint received in 2/04) Claims need to be substantiated. C.2589 H.R. Pandurang	April 2004 Exparte (absence of comments from the Advertiser). Chapter I.1. Claims not substantiated. ***Ad withdrawn.***
2.	Bharat Sanchar Nigam Ltd (Cell One Mobile Service) Headstart Advertising & Marketing Loksatta(*), Mumbai (8/2003) C.2594 Ms. Heena Shinde	Ad in Marathi, is regarding the services offered by Cell One (BSNL mobile sim card), and mentions - "incoming and outgoing calls free".	(Complaint received in 2/04) Complainant residing at Kalyan, bought the sim card of `Cell One' in August 2003. For the first three months, she received the bill as per normal tariff, but from the fourth month, she started receiving the bill on roaming charges. On enquiry with BSNL Kalyan office, she was informed that, `Kalyan and Dombivili were under roaming zone'. No areas were very specifically mentioned in the Ad, which would come under the roaming zone. The Ad is misleading, since it did not feature all the conditions.	April 2004 Chapter I.1. Claim, "Free All India Roaming", false. ***Ad was a one-time insertion (a specific offer – Free Talk Time offer – promotion scheme upto 15th August 2003).***

3.	Balsara Home Products Ltd (Promise Anti-cavity Toothpaste) Promotion messages on the pack	"Non-fluoridated Toothpaste", "Anti-cavity Toothpaste", "Protect teeth against cavities"	(Complaint received in 3/2004) How has the manufacturer of Promise Toothpaste, designated the product as "Anti-cavity Toothpaste", when it does not have a clinically proven anti-caries agent. How can this product protect teeth against cavities when it does not have an anti-caries agent. These claims are not only false but completely misleading the consumer.	April 2004 Chapter I.1. Claims not substantiated. ***Subsequently, the Advertiser has provided additional technical information, and a certificate from an independent clinic, in support of the claims.***

Dr. Devidas Jathar
C. 2596

4. Suo motu	Amway India Enterprises ("India's No.1 Direct Selling Company") Interact Vision Sunday Times of India(*) (2/2004)	"India's No.1 Direct Selling Company", "Gentle, Easy to use, Eco-Friendly products", "The World's No.1 Nutrition and Wellness brand of vitamins, minerals and dietary supplements", "World's largest selling multi-purpose cleaning concentrate....", "India's only 5 in 1 toothpaste, Glister...", "Glister is one toothpaste that polishes teeth, removes surface stains and discolouration even as it cleans them"	(Complaint registered in 3/2004) In the absence of any supporting reference mentioned in the Ad, these claims need to be substantiated by the Advertiser, with proof, validated global industry/market data from an independent recognised audit/research institution. Ad does not mention the `source' on which the claims of `India's No.1' and `World's No.1' are based.	April 2004 Chapter I.1. Claims, "The World's No.1 Nutrition and Wellness brand of vitamins, minerals and dietary supplements", "World's largest selling multi-purpose cleaning concentrate....", "India's only 5 in 1 toothpaste, Glister...", not substantiated. ***Ad discontinued. Advertiser assured appropriate modification of the Ad, if released in future.***

GIP
Suo Motu
C. 2597

5. Suo motu	The UB Group (Kingfisher) Deccan Herald(*), Bangalore (3/2004)	Headline "Unlimited Kingfisher Unlimited Cheers" Illustration of a "frothy beverage in a mug" Copy, "Enjoy unlimited Kingfisher at Rs.299 at your favourite pub", Brand and logo of "Kingfisher" Footnote in fine print "5 Pints @ Rs.299"	(Complaint registered in 3/04) Headline read in conjunction with the illustration, is suggestive of an alcoholic beverage. Copy read in conjunction with the brand and logo, is indicative of an alcoholic beverage. Is misleading by ambiguity, since it does not specify the product.	April 2004 Exparte (absence of comments from the Advertiser). Chapters I.4 and III.4. Footnote in fine print, misleading by ambiguity. Ad appeared to be an Ad for an alcoholic beverage, which was considered to be in breach of the law. ***Ad discontinued.***
6. #	Nirma Consumer Care Limited(*) (Nima Detergent Cake) Promotion message on the pack	"Free 50g Extra, Free 20% Extra".	(Complaint received in 3/04) The company is operating a consumer offer on 250 gms of Nima Detergent Cake. As part of this offer, the consumer gets 20% (50gms) free on the bar. However, the company is recovering a part of the money by increasing the MRP of the 250 + 50 gms bar. The details are as follows: Grammage MRP 250 Rs. 5.00 250 + 50 free Rs. 5.50 This is clearly misleading the consumer into believing that she is getting 50 gms extra, while in effect she is making part payment for the same.	April 2004 Chapter I.4. Claim of "free", misleading by implication, since in effect the consumer is making part payment for the `50 gms extra' offer. ***Promotion message on the pack, modified.***
7. $	Indian Oil Corporation Limited(*) (Servo Engine Oil) Leo Burnett(*) DD National (3/2004)	Visuals - a man running and jumping on to a moving train.	(Complaint received in 3/04) Visuals should be deleted, as it is wrong and dangerous to jump on to a moving train.	May 2004 Chapter III.3. Ad showed a dangerous practice, and manifested a disregard for safety, without justification. ***TVC withdrawn.***

8.	Bharti Mobile Limited (Airtel – Maha Freedom Offer) Rediffusion DY&R(*) Deccan Chronicle, Hyderabad (1/2004)	"A Samsung R220 handset for Rs.1999 with talk time of Rs.100/-, and SMS of Rs.25/- free every month, for 12 months for a total payment of Rs. 3999/-, including the cost of handset, under its postpaid plan".	(Complaint received in 4/2004) Complainant paid Rs.3999/- in February 04 and took the handset. The form signed by him did not mention any other conditions attached to the offer, nor did the dealer inform him about any other conditions. However, he was shocked to receive a bill of Rs.518/- for the period from 6th to 16th Feb 2004, which showed 45 SMS and 41 minutes talk time (as against 25 minutes talk time recorded on his handset). There was no mention of free talk time or free SMS, as claimed. On enquiry, the Customer Service told the Complainant to pay up the entire amount as the free talk time and SMS were applicable for local usage only, and any call made to any phone outside Andhra Pradesh would not be included for the purpose of free talk time. Ad did not mention that the free talk time and SMS are restricted to usage in local area only.	May 2004 Chapter I.4. Ad misleading by omission of the condition of "local usage only". ***Ad withdrawn as the offer was for a limited period.***
9.	Hyundai Motor India Ltd (Elantra Hyundai Car) Saatchi & Saatchi(*) NDTV, BBC World (4/2004)	Visuals - a car breaking the railway level crossing gates and speeding on roads, performing stunts.	(Complaint received in 4/2004) Ad shows a dangerous practice.	June 2004 Chapter III.3. Actions portrayed in the visuals depicted in the TVC, showed a dangerous practice, without justification. ***TVC withdrawn.***

10.	Wipro Limited (Glucovita Badam Energy) FCB-Ulka Advertising Pvt Ltd(*) Sun TV (4/2004) Promotion messages on the pack	Visual depiction of 'whole almonds' in the TVC and on the pack	(Complaint received in 4/2004) Ad communicates that the particular flavour of glucose powder has almonds and hence would give the drinker more energy. The Complainant bought the said flavour. He was shocked to notice that though the Ad as well as the pack shows such liberal doses of almonds, the contents stated on the pack did not have any mention of almonds or real almond extracts being contained in the product.	<u>June 2004</u> Chapters I.1 and I.4. Visual depiction of 'whole almonds' in the TVC and on the pack, and the claims of "Badam Energy" and "Exciting Badam", in the TVC and on the pack, were false and misleading. As for the declarations and depiction of whole almonds on the pack, their conformity with the F&D labeling requirements is an issue which is left to the concerned authorities to address. ***Advertiser assured that Ad campaign is being modified appropriately. Till such time, Ad campaign in its present form, has been discontinued.*** Assurance of compliance awaited on the modification of the promotion messages on the pack.

TVC
P.R. Venugopal
C.2616

11.	Pidilite Industries Ltd (Fevicol) Ogilvy & Mather(*) Ten Sports (28/3/04 to 1/4/04)	Visuals - a man attempting suicide by hanging. He cannot hang himself because the chair on which he stands collapses.	(Complaint received in 5/2004) This Ad is dangerous. If children try an experiment, it could prove fatal.	June 2004 Chapters III and III.3. Ad portrayed an indiscriminate use of a situation which could be regarded as hazardous to individuals. Ad showed a dangerous practice without justifiable reason. ***TVC modified.***

TVC
M.K. Vishwanath
C.2618
Dangerous

12.	Bennett Coleman & Co Ltd(*) (Femina) Enterprise Nexus Comm(*) Times of India(*) (4/2004)	Ad states - "Sex, as someone said is not between your legs but in your head" Visual - 'woman with both her legs placed upwards'.	(Complaint received in 5/2004) The narration of the words, read in conjunction with the visual depicted, edges towards pornography. Young minds are corrupted by such naked utterances regarding sex.	June 2004 Chapter II. Headline and the supporting statements read in conjunction with the visuals depicted in the Ad, indecent and vulgar in the light of generally prevailing standards of decency and propriety, having regard to the ethos of this magazine (Femina). ***Ad withdrawn.***

G.G Sheno i
C.2620
Obscenity

13.	Hindustan Lever Ltd(*) (Fair & Lovely Fairness Soap) Lowe(*) The Hindu(*) (4/2004)	"Presenting a breakthrough innovation in fairness – a beautiful speckled soap with fairness vitamins you can actually see. Every time you bathe with the new Fair & Lovely fairness soap, you get your daily dose of fairness, Not just that, its proven double action sunscreen system helps to protect your skin from harmful UVA and UVB rays"	(Complaint received in 4/04) Complainant questions – Is there something like "fairness vitamins"? Can vitamins be seen? How can a soap film which is washed off can provide protection from UV rays? How is this action proven? What are the details of the methodology?	June 2004 Chapters I.1 and I.4. Claims, "every time you bathe with the new Fair & Lovely fairness soap, you get your daily dose of fairness", and "its proven double action sunscreen system helps to protect your skin from harmful UVA and UVB rays", inadequately substantiated. Ad misleading by exaggeration of the product actions as cited in the complaint. ***Ad discontinued.***

Cosmetics

K. Ramakrishnan

C. 2615

14. Suo motu	Shaw Wallace Breweries Ltd (Haywards 2000 H2K) Orchard Advertising Times of India(*), Mumbai (3/2004)	Ad mentions the brand name – 'Haywards 2000 H2K', supported by the words, "sahi dum non-stop fun" Ad mentions, 'Pint glasses' in an inconspicuous manner	(Complaint registered in 4/04) Appears to be suggestive of an alcohol product. This could be misleading by ambiguity. Ad appears to be a surrogate Ad for an alcohol product.	July 2004 Exparte (absence of comments from the Advertiser). Chapter III.6. Ad appeared to be a surrogate Ad for an alcohol product. ("Advertisements for products whose advertising is prohibited or restricted by law or by this Code must not circumvent such restrictions by purporting to be advertisements for other products the advertising of which is not prohibited or restricted by law or by this Code"). ***Ad campaign withdrawn.***

Suo motu

C. 2611

Surrogate

15. #	IIHT Computer Education (Hardware and Networking courses) Education Times(*), (T.O.I.), Mumbai (4/2004)	"9 out of 10 successful Hardware and Networking engineers are IIHTians". "100% Job Guarantee", "Conditions Apply"	(Complaint received in 5/2004) This is a tall claim, and misleading with no proper authentication, and puts other institutes into poor light. Needs to be substantiated.	July 2004 Exparte (absence of comments from the Advertiser). Chapter I.1. Claims not substantiated. ***Ad withdrawn.*** However, Advertiser advised that they would continue to use the claim, "100% Job Guarantee", in their Ads, for which they have documentary evidences in substantiation of this claim.
16.	Procter & Gamble Home Products Limited(*) (Head & Shoulders shampoo) Saatchi & Saatchi(*) Podhikai channel (Tamil Regional by DD) (4/2004)	"Tested in American institute for 100% dandruff free effectiveness"	(Complaint received in 4/2004) Claim needs to be substantiated with proof, technical information, with details of tests/trials reports from an independent recognised testing institution.	July 2004 Chapter I.4. Claim, "dandruff free", misleading, because the same cannot be substantiated. ***TVC discontinued.***
17. #	Procter & Gamble Home Products Limited(*) (Ariel Detergent Powder) Saatchi & Saatchi(*) Aired on various channels (in May 2004)	"Ariel removes tough stains like grease in first wash".	(Complaint received in 5/2004) Independent technical evidence suggests that this claim is unsubstantiated and misleading.	July 2004 Chapter I.1. Claim not substantiated. ***TVC discontinued.***

18. #	Ford India Private Limited(*) (Ford Ikon Flair Car) J. Walter Thompson(*) Times of India(*) (6/2004) FCB-Ulka Advtg C.2633	Ford Ikon is "No.1 in Sales" Source: SIAM data for comparative domestic sales & exports "Get into the No.1 choice"	(Complaint received in 6/04) It is apparent from the SIAM data that for the period April 2003-March 2004, their domestic sales of Ikon model is only 20,881, much lower than the sales of competitors' brands in the same class, like Tata Indigo & Hyundai Accent. For April 2004 their domestic sales of Ikon model is only 1,685, again lower than the sales of competitors' brands in the same class like Tata Indigo & Honda City. This statement is vague.	July 2004 Chapter I.4. Claim, "No.1 in Sales", misleading by ambiguity and distortion. ***Ad discontinued.***
19. #	Kuoni Academy Of Travel (Certificate Course in Travel & Tourism Management, Airline Diploma) M&A Associates Pvt Ltd Education Times(*), (T.O.I.) (6/2004) SK IHCTM C.2646	"India's First World Class Travel Academy" "IATA/UFTAA based International Fares and Ticketing" Use of `IATA UFTAA logo', whereas the address mentioned in the Ad is not an authorized training centre.	(Complaint received in 7/04) Claim is ambiguous and misleading as there are several institutes offering wider range of international qualifications that too since several years. This is false as IATA/UFTAA conduct their own training programmes and appoint authorized training centres who are authorized to conduct such programmes, and diploma is directly awarded by IATA. As per IATA guidelines, an institute cannot use the IATA/ UFTAA logo for branches not authorized by IATA. Kuoni is authorized to conduct IATA/ UFTAA foundation course in Delhi, and not in Mumbai. The use of this logo is misleading.	August 2004 Chapters I.1 and I.4. Claim, "India's First World Class Travel Academy", not substantiated and misleading. Claims of, "offering IATA/ UFTAA based International Fares and Ticketing", and the "use of IATA UFTAA logo", considered to be false. ***Ad modified.***

20. #	Kuoni Academy of Travel (International Air Fares & Ticketing) M&A Associates Pvt Ltd Education Times(*), (T.O.I.) (6/2004)	"The only Institute in South Asia accredited by City & Guilds, UK"	(Complaint received in 7/2004) Claim is false as there are several institutes offering City & Guilds programmes. The advertiser aren't accredited at all. (Complainant provided an e-mail received from South Asia Manager of City & Guilds confirming the same).	August 2004 Chapter I.1. Claim false. ***Advertiser assured appropriate modification of the Ad, if resumed in future.***
21. Suo motu	Herbertsons Limited (Bagpiper) Asian Age (7/2004)	Ad in Hindi states, "200% suraksha ka dava, karedney se pehle seal check kijiye", "kaas taur per Bagpiper ke liye banaya hua: Decorative Sleeves Pvt Ltd". Visual – a pack of `Bagpiper Whisky'	(Complaint registered in 7/04) Ad, by implication, is promoting the product, which would be in contravention of the ASCI Code .	August 2004 Chapter III.4. Ad considered to be in breach of the law (promotes the sale of a Liquor brand/product in the state of Maharashtra). ***Advertiser advised that the Ad was released by the manufacturer of cap sleeves – M/s. Decorative Sleeves Pvt Ltd, to promote their product, and they have been advised not to release any further Ads.***

22. $	Bhawani Textiles (P) Ltd (Dollar Kidscare Undergarments) Satellite Channel NDTV (4/2004)	"Dollar Banian is bacteria surakshit (germ protection)".	(Complaint received in 6/2004) Claim needs to be substantiated by the Advertiser.	August 2004 Chapters I.1 and I.4. Claim not substantiated. Visual depiction of `germ protection in sensitive areas in the body', could be misleading. ***Advertiser assured appropriate modification of the TVC.***
23. #	Hindustan Lever Ltd(*) (Ayush Hair Poshak Shampoo) Chlorophyll Zee TV(*) (6/2004)	"Yani tel ki ab zaroorat nahin" (there is no need for hair oil now). TVC starts with a mention of the product having the strength of ayurveda in each and every drop rendered through the presence of Bringraj, Yastimadhu and Amla, and goes on to conclude that there is no need for hair oil because of the formulation of Ayush Hair Poshak shampoo.	(Complaint received in 7/04) Ad clearly seeks to disparage the entire category of hair oils by concluding that there is no need for hair oil once Ayush Hair Poshak shampoo is used. Ad is also misleading, as a shampoo which is a wash off product cannot be by any stretch of imagination, a substitute for hair oil which is a stay on product. **(2 similar complaints received against the same TVC)**	September 2004 Chapter I.4. Technical information provided by the Advertiser, was not adequate to substantiate the claim, which was considered to be an exaggeration and consequently misleading. ***TVC discontinued. Advertiser assured appropriate modification of the TVC, if aired in future.***

24. #	Hindustan Lever Ltd(*) (Rin Whiteness Challenge) Star News(*) (7/2004)	Reference made to 'Tide' detergent in particular, and to all detergents which reduced prices recently in general. TVC conveys that detergents which had reduced prices recently have deteriorated in quality post price reduction	(Complaint received in 8/04) TVC is making misleading and derogatory claims against the 'Tide' detergent in particular, and to all detergents which reduced prices recently in general. The fact is that at least 'Ariel' and 'Tide' did not change product formulation pre and post its price reductions. Independent assessment by the well-known and respected consumer organization, has confirmed to public that quality of Tide and Ariel detergent pre and post price remained unchanged.	<u>September 2004</u> Exparte (absence of comments from the Advertiser). Chapters I.1 and IV.1(e). Claims giving reference of some detergents which have recently reduced prices, and these detergents have compromised on product quality to be able to sell products at lower prices, and claims of, "Rin is the best", "there is no other whiteness than Rin Whiteness", were not substantiated. Visual depictions and pronounced statements made as claims, directly and by implication, were unfairly denigrating and discrediting other products. ***TVC withdrawn.***

TVC
PRG
C.2651
Detergents

25. #	Hindustan Lever Ltd(*) (Rin Whiteness Challenge) Star News(*) (7/2004)	"Rin safedi sabse safed hai", "Rin safedi se safed kuch bhi nahin"	(Complaint received in 8/2004) TVC is making misleading and false claims. The TVC conveys to the viewers that Rin washes whiter than the other detergent. Competitive product implied in this TVC is `Tide'. The comparative testing being referred to in the TVC is qualified via a super – "as tested on non florescent cotton white fabrics". An independent expert from a highly reputed institute corroborates the fact that nearly all cotton white fabrics available in the market are treated with florescent brightening agents. Thus the reference for comparison being made is highly questionable.As per technical tests conducted by the Complainant, the claim of Rin's whiteness superiority over Tide is found as incorrect and misleading. Tide delivers better whiteness performance vis-à-vis Rin powder (June 04 batch) when tested on all white garments including towel, light cotton, heavy cotton, polyester and polycotton.	<u>September 2004</u> Exparte (absence of comments from the Advertiser). Chapters I.1 and IV.1(e). Claims made in statements, and the visual depictions, were not substantiated. Visual depictions and pronounced statements made as claims, directly and by implication, were unfairly denigrating and discrediting other products. ***TVC withdrawn.***

TVC
PRG
C. 2652

Detergents

26. #	Johnson & Johnson Ltd(*) (Stayfree Secure Sanitary Napkins) McCann-Erickson P. Ltd(*) Zee Cinema(*), DD News (July/August 2004)	Stayfree Secure is "India's No.1 napkin".	(Complaint received in 8/04) Claim connotes that Stayfree Secure is not just having volume market share but also is the best in terms of value market share, product performance, brand image, product quality etc; whereas in reality, it has only leading position in volume market share and nothing else. Therefore the TVC is distorting fact and is misleading consumers. The latest October 2003 brand equity scan conducted by an external research agency, shows Whisper's combined brand index score is 242, vs. Stayfree's of 147.According to the latest available A.C. Neilsen market share report for the month of June 2004, Secure's volume share is 48% while value share is only 29.2%. Whisper brand of sanitary pads is far ahead of Stayfree Secure on value share (43.2%).	<u>September 2004</u> Chapter I.4. Claim misleading by its ambiguity, since it did not specify the characteristics, properties, benefits or business dimensions, to which it was applicable and critical. ***Ad campaign discontinued.***

TVC
PRG
C. 2658

27.	Eveready Industries India Ltd(*) (Eveready Battery) Rediffusion DY&R P. Ltd(*) DD1 (7/2004)	Eveready battery is "India's No.1 battery"	(Complaint received in 8/04) On what basis can the advertiser claim their battery to be India's No.1? This claim needs to be substantiated. Ad is misleading.	<u>September 2004</u> Chapter I.4. Claim misleading by its ambiguity, since it did not specify the characteristics, properties, benefits or business dimensions, to which it was applicable and critical. ***TVC modified.***

TVC
C. 2659
Pijush Sengupta

28. $	Hindustan Lever Ltd(*) (Vim Dishwash Bar) Lowe(*) Aired on various channels (in August 04)	Visuals - "two persons putting dish wash bar in a glass bowl which is full of water. One is `Vim' bar and another bar belongs to an unknown company. Within a few minutes, the dish wash bar of the unknown company melts in the water, whereas the Vim bar remains intact. The person says that, `Vim bar has not melted in the water as it is plastic coated'. Soon after this, the person drinks the water from the bowl, in which the Vim bar was placed".	(Complaint received in 8/2004) Ad suggests that the water in which the Vim bar is placed, is a potable water, or it can be consumed. This is false, since the water is harmful to health. There is every likelihood that the children may imitate this. Ad is harmful and misleading.	September 2004 Chapter III.3. Visual depiction of, "a man drinking the water from the bowl in which the Vim Dishwash bar was placed", and the implication of the demonstration portrayed in the Ad, manifested a disregard for safety, without justifiable reason. ***TVC withdrawn.***
29. #	The Mathrubhumi Printing & Publishing Co Ltd(*) (Mathrubhumi has more potential shoppers than the competitor) Maitri Advertising Works 'Brand Equity' of The Economic Times(*) (8/2004)	"Vis-à-vis the nearest competitor, Mathrubhumi has more readers who are all set to buy cars, jeeps, vacuum cleaners, air-conditioners, refrigerators and washing machines this very Onam"	(Complaint received in 8/2004) NRS 03 does not give any figures for "readers who are all set to buy products in this very Onam". So this claim is not valid and intended to mislead the readers. NRS 03 was conducted in 2003 - April to August.	September 2004 Chapter I.1. Claim false, since the same was not substantiated by survey reports cited in the Ad. ***Ad campaign discontinued.***
30. #	Kimberly-Clark Lever P. Ltd(*) (New Kotex Active) Ogilvy & Mather(*) Channel V, Star Movies(*), Star World(*) (December 03-January 04)	"Regular pad ki battery jaldi down ho jaati hai...Bar Bar badalni padti hai...Pesh hai Naya Kotex Active....Ek hi kafi hai....Kyonki yeh double sokhe, double chale" "Only one is enough"	(Complaint received in 6/2004) Complainant has reason to believe that Kotex Active does not have double absorbent capacity as compared to a regular pad. Hence this claim is false and misleading. Claim is vague as it does not specify how long one pad of Kotex Active lasts.	October 2004 Chapter I.1. Claim, "Ek hi kafi hai....Kyonki yeh double sokhe, double chale", not substantiated. ***Advertiser informed that TVC is off air, and will be modified appropriately, if aired in future.***

31. #	L'Oreal India P. Ltd(*) (Garnier Light – Anti-marks + Fairness Concentrate & Fairness + dark spots prevention daily moisturizer) Publicis (I) Comm P. Ltd(*) Sony TV(*) (6/2004)	Removal of dark spots and preventing its reappearance through cosmetic product	(Complaint received in 7/04) Claim is not proven scientifically.Ad is unfair to competitor and is misleading to consumers.	October 2004 Chapter I.1. Tests results provided by the Advertiser, only mentioned that the "dark spots may lighten", and not "disappear" as mentioned in the TVC. Claim not substantiated. ***TVC modified.***
32. #	L'Oreal India P. Ltd(*) (Garnier Light – Anti-marks + Fairness Concentrate & Fairness + dark spots prevention daily moisturizer) Publicis (I) Comm P. Ltd(*) Femina(*) (6/2004)	"Proven results: Dark Spots disappear and don't come back" "Wipe off Dark Spots. Reveal Flawless Fairness in just 4 weeks"	(Complaint received in 7/04) Garnier Light is a cosmetic product. It is unlikely that a cosmetic product can deliver this benefit. Furthermore, there is no proof or source of the proven results mentioned by the advertiser, to validate their claim. Claim is misleading. It is not technically possible for a cosmetic product to remove all the marks completely in 4 weeks.	October 2004 Chapter I.1. Tests results provided by the Advertiser, only mentioned that the "dark spots may lighten", and not "disappear" as mentioned in the Ad. Claim not substantiated. ***Adv discontinued.***
33. #	Procter & Gamble Hygiene & Health Care Ltd(*) (Pampers Fresh & Dry Diapers) Promotional booklet - 'Pampers Baby Hygiene & Health Guide'	"2 - minute test – Step by Step Procedure" of one Pampers Fresh & Dry diaper and one other diaper. "New Pampers Fresh & Dry can promise	(Complaint received in 9/04) Complainant has conducted the step-by-step procedure as indicated in the booklet, and the results of the tests are not in line with the claims made. It must be noted that there can be other factors that can cause	October 2004 Chapters I.1 and I.4. Claim not substantiated. ***Advertiser assured appropriate modification of this claim.*** Claim is an exaggeration and

		uninterrupted overnight sleep for your baby" New Pampers Fresh & Dry is "recommended by most hospitals around the world" Pampers has a hospital coverage of 91% in Australia.	interruptions in a baby's sleep at night and a wet diaper in itself may not be the only cause. Claim is wrong and misleading. Pampers has no presence in the Australian market.	therefore misleading in the absence of supporting clarification that it referred to sleep not interrupted due to wetness of diaper. By an oversight 'Australia' was mentioned in place of 'Austria'. ***Advertiser assured that promotional booklet will not be distributed further in the current form.***
34.	MetLife India Insurance (MetLife Insurance) McCann-Erickson (I) P. Ltd(*) Star Sports(*) (9/2004)	Visuals - "people falling off buildings appearing to be enjoying themselves and having huge smiles on their faces"	(Complaint received in 9/2004) Complainant's 5 year old son has been insisting that he too wants to do the same actions as shown in the TVC. A wrong message is being sent out to young and impressionable minds. **(One similar complaint received against the same TVC)**	October 2004 Chapter III.3. There was no direct link, no cause and effect, between each dangerous act and the safety net to fall upon. Such dangerous acts may encourage minors to emulate such acts which can cause injury to them. Ad showed a dangerous practice. ***TVC suspended.***

TVC
Sayeed Hussain
C. 2665

35. #	The Mathrubhumi Printing & Publishing Co Ltd(*) ("No.1 in growth in circulation in Kerala") Hoarding at Desom near Cochin (since Aug 2003)	"No. 1 in growth in circulation in Kerala. Growth in circulation of newspapers – Mathrubhumi 28,758 copies, Nearest newspaper 6,906 copies", Source: ABC Jan-June 2003.	(Complaint received in 9/04) Mathrubhumi continues to make this claim even after the latest ABC figures of Jul-Dec 2003 is available. In Jul-Dec 2003 period, Malayala Manorama has a circulation growth of 76,739 copies. However, Mathrubhumi's figures are not available in the ABC and is put as 'under consideration'. Therefore, their claim of, "No.1 in circulation growth", based on old ABC figures is not correct.	October 2004 Chapter I.1. Claim false, since it was based on an outdated information. ***Message on the Hoarding, modified.***
36. Suo motu	Decorative Sleeves P. Ltd (Bagpiper) Asian Age (7/2004)	Ad in Hindi, states, "200% suraksha ka dava, karedney se pehle seal check kijiye", "kaas taur per Bagpiper ke liye banaya hua: Decorative Sleeves Pvt Ltd". Visual – "a pack of Bagpiper Whisky"	(Complaint registered in 9/04) Ad, by implication, is promoting the product, which would be in contravention of the ASCI Code.	October 2004 Chapter III.4. Visual clearly depicted a pack with prominent display of Brand label - "Bagpiper Whisky", which is in contravention of the Code, since such promotion is not permitted by law in the publication cited in the complaint. ***Ad suspended.***
37. $	Sterling Decors P. Ltd (Build a Bright Future) Sunday Times of India(*) (6/2004)	"Sterling was the first company to offer a 15-year life guarantee for its exterior and interior paints" Saans Therm – "Reduces inside temperature by 15 degree Celsius and saves energy by 25%" "Your investment – For Executive Dealer – Rs.33,000/- For	(Complaint received in 9/04) Advertiser should substantiate the claim with relevant surveys or independent studies. Claim should be substantiated with relevant statistics based on independent studies. Claims should be substantiated with accurate statistics, and the advertiser	October 2004 Chapter I.1. Claims not substantiated with adequate data. ***Ad withdrawn.***

		Exclusive Stockist – Rs 4 lakh", "Your Returns after Expenses – For Executive Dealer – Rs.15,000/- - 35,000/- p.m. For Exclusive Stockist – Rs.50,000/- - 1 lakh p.m."	should explain how the assured incomes can be achieved with normal and ordinary market dealings.	
38. Children	Pepsi Foods P. Ltd(*) (Pepsi) J Walter Thompson(*) Set Max(*) (9/2004) TVC V. Gunapathy C. 2672	Visuals - "A small boy using a chute to serve Pepsi secretly to the Indian cricketers during the drinks break. After being served, the Indian cricketers ask him if they can have another round of Pepsi, and the boy replies enthusiastically `yes' if he can have another wicket. The boy leaves the ground with empty bottles of Pepsi, cherishing his memories of having served the Indian cricket team"	(Complaint received in 9/2004) Ad depicting a small boy engaged in labour (who should actually be in the school) serving cool drinks and being shown to enjoy it, is not appropriate, and also in flagrant violation of the government norms regarding child labour. **(Eight similar complaints received against the same TVC)**	October 2004 Chapter III.4. Ad endorsed and glorified child labour which is against the spirit of the Child Labour (Prohibition & Registration Act) 1986, and the Convention on the Rights of the Child, UNICEF (India being a signatory). ***TVC discontinued.***
39.	Hutchison Max Telecom P. Ltd(*) (Orange Mobile) Hoarding in Mumbai (September 04) Shailesh Thaveri C. 2676	"Everyone. Local calls to any mobile. Phone at just 99p per minute"	(Complaint received in 9/2004) Advertiser has mentioned about call charges for 0.99p, but in fact it is only for prepaid customer, and that too one has to pay Rs.25/- per month, additionally. Nowhere in the Ad have they mentioned that `it is for prepaid only', and nor have they mentioned that `it is for limited period only', and that `conditions apply'.	October 2004 Chapter I.1. In the absence of conditions applicable, being mentioned, or even as a notation to this effect, the message on the Hoarding was false. ***Hoarding campaign removed in September 2004.***

40.	Johnson & Johnson Limited(*) (Stayfree Sure Sanitary Napkins) McCann-Erickson (I) P. Ltd(*) Podigai channel (9/2004)	Ad tracks across its location on the feminine body	(Complaint received in 9/04) A visual which is evidently redundant to the user. Ad is indecent.	October 2004 Chapter II. Visual tracking around the location of the feminine body usually considered private, and apparently related to the usage of the product advertised, viewed in conjunction with the vocal reference to 'period ki durgandh', was repulsive in the light of generally prevailing standards of propriety, and could give rise to widespread offence to women. ***TVC modified.***
41.	Hindustan Lever Ltd(*) (Modern Special Bread) Promotion message on the pack	"India's No.1 Bread"	(Complaint received in 9/04) What is the basis of this claim? Is the claim backed by any laboratory or institution of repute? If not, then the claim is misleading.	October 2004 Chapter I.4. Claim misleading by ambiguity, since no specific parameters were mentioned as the basis of this claim. ***Promotion claim modified.***

42. #	Procter &Gamble Home Products(*) (Ariel Compact Detergent Powder) Saatchi & Saatchi(*) Sony TV(*) (8/2004)	Claim - "yeh A-Z saare daag nikale" Visuals - children's clothing getting stained by mud, chocolate, grease and paint	(Complaint received in 9/2004) Claim implies that Ariel removes all stains. This is a false and misleading claim. Tests conducted by a recognised independent testing institution reveal that apart from not removing grease and paint stains depicted in the Ad, Ariel does not remove other common stains such as ball point ink, black ink, curry, pan masala, pickle, raw banana, shoe polish and tea. Ariel Ad contains at least five execution elements that have been used extensively by OMO/Surf – (a) use of children bringing home a range of stains (b) use of children getting stained while playing football (c) use of children getting stained while painting (d) use of children getting stained while eating (e) use of the expression of a mother who is apprehensive when she sees her child stained but who then gets reassured that she has OMO/ Surf.	November 2004 Chapters I.1 and I.4. Claim not substantiated adequately, appeared to be a gross exaggeration and hence misleading. ***TVC discontinued.*** Complaint regarding plagiarism - **Not Upheld**. Advertiser's TVC was not so similar to that of the Complainant's TVC, as to suggest plagiarism.

TVC
C. 2663

Wagle

Detergent

Plagiarism

43. #	Bajaj Electricals Limited(*) (New Icon Mixer Grinder) Lemon Communications(*) Deccan Chronicle, Hyderabad (6/2004)	New Icon Mixer Grinder "creates an extremely soft sound making it the quietest machine of its kind"	(Complaint received in 9/2004) Advertiser has not provided any supporting data to substantiate its claim that its Mixer Grinder is really the quietest machine. Further it is also disparaging, since it implies that the Mixer Grinders of other competitors are "noisy" and therefore a possible health hazard.	November 2004 Exparte (absence of comments from the Advertiser). Chapter I.1. Claim not substantiated. ***Ad withdrawn.***

Philips Ltd.
C. 2671

44. #	Henna Industries Pvt Ltd (Color Mate Hair Color) Nirman Advertising Pvt Ltd Grihashobha (December 2003 issue)	Baseline- "Ek Sampoorna Prakrutik Hair Colour"	(Complaint received in 10/04) When translated, the baseline means that the product is a "complete natural hair colour". This is a false claim since the product contains synthetic chemicals like Barium Peroxide, Paraphenylenediamine (PPD) and Citric Acid. This is borne out by their pack itself.	November 2004 Chapters I.1 and I.4. Claim not substantiated, and misleading to the consumers seeking a natural product. ***Ad discontinued and a new baseline has been mentioned in their new Ad. campaign.***
45.	Planet M(*) Ambience Publicis Advertising(*) Zoom channel(*) (10/2004)	Visuals - a Auto driver stops his Auto to urinate. He starts urinating against a wall. In the background, a composition of Beethoven music is heard. As he finishes, notes of the symphony appear on the wall	(Complaint received in 10/04) It is highly objectionable to show the man write the notations of such great composer with his urine. Also, this is a vulgar sense of advertising.	November 2004 Chapter II. Visuals and actions displayed in the Ad, were repulsive, and likely to cause grave and widespread offence. ***TVC withdrawn.***
46.	Lottee India Corporation Limited (Parrys Coffy Bite) Zee TV(*) (9/2004)	Visuals - a small boy looking at the hips of a girl and saying – "kya item hai mamu"	(Complaint received in 10/04) Ad certainly sends a wrong message. Children pick up and copy others of their age. Such statement from a small boy might influence other children. Calling an adult girl an 'item' is objectionable. **(3 similar complaints received against the same TVC)**	November 2004 Chapter II. Sequence of "a small boy looking at the hips of the girl and saying "kya item hai mamu"", likely to cause widespread offence, particularly to women, and to exert an adverse influence on young children. ***TVC modified.***

47. Suo motu	Mahanagar Telephone Nigam Ltd (MTNL Landline – Save money with ease) Canco Advertising(*) Free Press Journal (10/2004)	"On a 100-min STD call, you can save up to Rs.59 with PSU basic players", "Quoting from the above article from the Economic Times (issue dated 7th October, 2004): For both STD and local calls, the calls made from a landline are cheaper than those made by cell phone. So, it makes economic sense to make calls from your landline when you are at home", "Clearly, your MTNL Landline is the most affordable, cost-effective way to communicate"	(Complaint registered in 10/04) MTNL have not given their own data to substantiate their claims. Claims need to be substantiated with comparative data.	November 2004 Chapter I.1. In the absence of valid comparable data on the overall cost of calls made from the range of Landlines and cell phone service providers, available to consumers, with no regions or locations specified, the claim, "clearly, your MTNL Landline is the most affordable cost-effective way to communicate", not substantiated adequately. ***Ad discontinued.***
48. Suo motu	MTV Network India Pvt Ltd & Pritish Nandy Communications (Asli Item Girl Hunt) Brochure delivered at a Residence (10/2004)	Brochure states - "Two of the hottest brands. The hottest item hunt ever! Watch out India! This one's real scorcher!", "A bollywood movie without an item girl is like the battle of Kurukshetra without Krishna!", "If you know that you've got the looks and vital stats to make it, be there. And you might just land yourself an item number in the next PNC film". Visuals – 6 women scantily dressed	(Complaint registered in 10/2004) Unsolicited delivery at residence, explicit visuals debasing young women - Ad is considered indecent and vulgar, likely to cause grave offence, particularly to women.	November 2004 CCC considered this brochure, as a mailing, to be an Ad, as defined in the ASCI Code, and the replication of stills from other films cleared by the Central Board of Film Certification, was not justification for their appearing in this brochure. Chapter II. Explicit visuals were repulsive, and likely to cause grave and widespread offence, particularly to

				women. ***Advertiser assured that they will not reprint the Brochure in future or distribute it in any form.***
49.	Hindustan Sanitaryware & Industries Ltd (Hindware) Madison Communications(*) Reader's Digest (August 04 issue) India Today (8/2004)	Visuals – a woman's anatomy (bared waist) is used to hang a wash basin replica	(Complaint received in 10/04) A vulnerable part of a woman's anatomy is used in a demeaning way. Suo motu complaint Ad commodifies women in a visual depiction unrelated to the use of the product advertised.	November 2004 Chapter II. Visual, unrelated to the use of the product promoted in the Ad, likely to cause widespread offence, particularly to women. ***Ad discontinued.***
50.	Hindustan Lever Ltd(*) (Hamam) Bates India P. Ltd(*) Sun TV, Jaya TV, Vijay (10/2004)	Visuals - A mother tells her 7-8 year old daughter to buy a soap from the shop. She forgets to tell the brand name 'Hamam', and runs behind the girl. Voice over – "If some other soap is bought, my daughter will get skin problems and hence will not get married at all"	(Complaint received in 10/04) 'Marriage' cannot be projected as the only destination in a woman's life, as is shown in the TVC. Complainant feels that it is a misleading reinforcement message that the life goal of a woman should be only marriage and it can happen only with good looks (especially a pimple free face). **(3 similar complaints received against the same TVC)**	November 2004 Chapter II. Reference to marriage prospects of a girl child, being related directly to a blemish-free face, demeaning to women, and likely to cause widespread offence. ***TVC modified.***

51. Suo motu	8th Wonder (Natural Hair Growth – Money Back Guarantee) Ontrack Suburb (Sept 26-Oct 02, 2004)	"Natural Hair Growth", "Only one man can do it in the world Hair Specialist Nawab Rahim Khan Sahab", "Total Baldness 100% Cure with Guarantee".	(Complaint registered in 10/04) Claims need to be substantiated with proof, technical information, details of tests/trials reports from an independent recognised testing institution.	December 2004 Chapters I.1 and III.4. Claims false. Ad also considered to be in violation of The Drugs and Magic Remedies (Objectionable Advertisements) Act. ***Ad withdrawn.***

Google Suo motu
C. 2687
Drugs/medicine

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52. Suo motu	K. G. Denim Limited (Trigger Jeans) Mudra Comm(*) Bombay Times(*) (10/2004)	Visuals - 'young girls in apparent school uniforms' Ad headline – "No Escape" Ad copy - "Caution is the key. Caution from Hormones that can go Berserk. Anywhere, Anytime. Experience it with the latest collection from Trigger that's styled at the 1932 Jeans Inc Studio. Watch out! You never know who's on the prowl".	(Complaint registered in 10/04) Visual depicting apparent minors in explicit sensual actions, read in conjunction with the suggestive copy in the Ad, appears to be indecent	December 2004 Chapter II. Visual depicted, read in conjunction with the suggestive copy in the Ad, likely to cause widespread offence. ***Ad withdrawn.***

Suo Moty
C 2693
Obscenity

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53. #	Hyundai Motor India Ltd (Santro Xing – the Sunshine Car) Saatchi & Saatchi(*) The Times of India(*) (10/2004)	Santro Xing is "India's No.1 selling compact car" in its category.	(Complaint received in 11/04) This is a gross misrepresentation of facts. The SIAM published data shows that the sales figure for Jan-Sept 2004 of Santro is 74602, whereas Indica sales are 76025. Hyundai's claim would be wrong even if their sales were to be compared with other models like Alto and Maruti 800 whose sales are 84704 and 104230. Claim is false.	December 2004 Chapter I.1. Claim not substantiated adequately. The period under reference and the source of the supporting report was omitted in the Ad. ***Ad discontinued.***

FCB Ulka Advtg.
C. 2699

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54. #	Berger Paints India Limited (Rangoli Easy Wash Emulsion) Lowe(*) Star Plus(*) (9/2004)	Voice over - "Ab Dekhte Hain Har Ghar Kya Kehta Hai". Visuals - a little girl is drawing on the walls. Suddenly her mother comes in, but rather than scolding the child, she wipes away the drawings with a sponge. She then hands the little girl another crayon, and allows her to go ahead and draw some more. Voice over - "Yeh Ghar Chup Chap Se Kehta Hai"	(Complaint received in 11/04) The dialogues (voice over) throughout the film uses similar words to the Asian Paints brand line, "Har Ghar Kuch Kehta Hai", so as to denigrate the Asian Paints Ad and thereby suggests plagiarism. Asian Paints India Limited has been associated with the positioning and corporate brand line of "Har Ghar Kuch Kehta Hai" since February 2002, and has been used extensively in all their TVC/ print/outdoor/in-shop communication.	December 2004 Chapter IV.2. Ad took unfair advantage of the goodwill acquired by another advertiser's advertising campaign. ***TVC withdrawn.***
55.	Dabur India Ltd(*) (Dabur Lal Dant Manjan) Bates India Pvt Ltd(*) DD Sports (Oct-Nov 04)	Visuals - a cricket personality opening a bottled drink cap with his teeth, to show that he uses 'Dabur Lal Dant Manjan', and that his teeth are strong	(Complaint received in11/04) The objection is on the following grounds – - If a person uses his teeth to open a bottled drink, then the particular teeth used to open the bottle can be damaged irreversibly and will finally result in falling of the teeth completely. - Children, in particular, are prone to imitate such activities of their role models (who are usually Cricketers), and in turn may damage their undeveloped teeth. **(2 similar complaints received against the same TVC)**	December 2004 Chapters III.2(a) and III.3. Ad featured an act which was likely to encourage minors to emulate such act in a manner which could cause them harm or injury. Ad also, without justifiable reason, showed a practice which may encourage negligence. ***TVC not on air.Advertiser assured appropriate modification of the TVC.***

56. Suo motu	Seagram Manufacturing P. Ltd(*) (Seagrams 100 Pipers) Ogilvy & Mather(*) India Today (September 2004 issue)	"Heard the New Pipers lately?"	(Complaint registered in 10/04) Visual depiction of brand name, logo, brand symbols, are suggestive of a well-known brand of a liquor product, which could mislead consumers regarding the product advertised for sale and on free offer.	December 2004 Chapter III.6 (b). Ad was a surrogate Ad for a liquor product. ("Whether there exit in the Ad under complaint any direct or indirect clues or cues which could suggest to consumers that it is a direct or indirect Ad for the product whose Advertising is restricted or prohibited by law or by this Code"). ***Verbal assurance from Advertiser - Ad campaign suspended. Ad will be modified appropriately before resuming the campaign. Written confirmation awaited.***
57.	Maxwell Industries Ltd (VIP Frenchie X) Ogilvy & Mather(*) DD Sports (Oct-Nov 04)	Visuals – Woman's lingerie dropping on man's boxers	(Complaint received in 10/04) TVC portrays the status of women badly. TVC is really disgusting. (One similar complaint received against the same TVC)	December 2004 Chapter II. Ad, by its implication, was vulgar, repulsive, and was likely to give rise to widespread offence, particularly to women. ***TVC modified.***

58. Suo motu	Lifecare Inc (Hi Tec Implants) The IDA Times (November 04)	"US-FDA Certified"	(Complaint registered in 11/04) The notation, appears as a claim in the Ad, promoting range of "Life Care" products. This claim needs to be substantiated, as it is likely that US-FDA does not certify any product as claimed in the Ad.	December 2004 Chapters I.1 and I.4. In the absence of proven certification by the US FDA, of a specific organizational entity, product or service, the claim not substantiated. Ad misleading by its ambiguity in the mention of this claim, and by omission of which items depicted were certified. ***Ad modified.***

Suo motu
C 2704

59.	Philips India Ltd(*) (Philips 21 Real Flat TV) T.O.I.(*), Kolkata (11/2004)	"With Best Picture Clarity"	(Complaint received in 12/04) What is the basis of this claim. This claim amounts to misleading.	January 2005 Chapter I.1. Claim not substantiated. ***Ad withdrawn.***

Pijush Sengupta
C. 2715

60.	Kotak Mahindra Bank Ltd (Kotak Investments) Ogilvy & Mather(*) Star News(*) (11/2004)	"If money grows on trees, you could get your daughter married to a Rajkumar, and son educated in the U.S."	(Complaint received in 12/04) The distinction between the aim for the daughter "to be married off" versus the aim for the son "to be educated abroad", is an apparent indication of gender bias, and would be considered to be demeaning to women.	January 2005 Chapter II. Ad conveys a gender bias which could be demeaning to women and could give rise to widespread offence. ***TVC modified.***

Obscenity

TVC
G. Shailaja (Pune)
C 2718

61.	Arvind Fashions Ltd (Wrangler) Ogilvy & Mather(*) The Tribune, Chandigarh (11/2004)	Ad copy - "Motorbike and Hot Chick not part of standard accessories" Visual – "a teenage couple"	(Complaint received in 12/04) Ad copy, read in conjunction with the suggestive visual, would be considered objectionable to women. Ad leaves an adverse effect on the minds of young children.	January 2005 Chapter II. Copy read in conjunction with the visual depicted, was suggestive, indecent, and could cause widespread offence. ***Advertiser assured that the Ad was a one-time insertion, and will not be released again.***

Harvinder Singh

C 2719

Obscenity

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62. Suo motu	Pinxit Blue Advertising (Women's Wear) Bombay Times(*) (11/2004)	Ad states – "Tuscan Verve Club Aphrodisia" Visual - a man and 2 women	(Complaint registered in 12/04) Visual depicted in the Ad, appears to be intimate and suggestive with no direct reference to the product/ service promoted.	January 2005 Chapter II. Copy read in conjunction with the visuals depicted, was suggestive, indecent, and could give rise to widespread offence. ***Ad. Agency assured that the Ad will not be released in future.***
63.	Arvind Fashions Ltd (Lee Jeans) Grey Worldwide(*) Delhi Times, T.O.I.(*) (11/2004)	Visual - a man putting fingers into the waist belt of the pant of the young woman	(Complaint received in 12/04) Ad could have been brought out in a more decent way without these provocative gestures.	January 2005 Exparte (absence of comments from the Advertiser). Chapter II. Visual depicted was suggestive, vulgar, and was likely to give rise to widespread offence. ***Ad withdrawn.***
64.	The Times of India(*) (Ads of "Massage Parlors" and "Escorts Services") T.O.I.(*), Mumbai (12/2004)	Ads of `Massage Parlors' and `Escort Services', carrying the photographs of young foreigner women inviting customers for massage services.	(Complaint received in 12/04) The High Court of Mumbai, on December 8, 2004, issued an order restricting all the newspapers, periodicals, etc, from printing any Ads which amount to invitation to prostitution, which have sexual overtones, which violate the section of Indecent Representation of Women (Prohibition) Act 1986.Inspite of this restriction, The Times of India is printing these Ads. These Ads are vulgar, indecent, and are offensive to generally accepted standards of public decency.	January 2005 Chapter III.4. Breach of the law. ***Advertiser already discontinued accepting such Ads for publication w.e.f. 15th January 2005.***

65.	Rocky S Jeans Ice Cube Design and Films T.O.I.(*) (12/2004)	Visuals - a young woman on a sofa with her legs wide open, showing her underwear, and a boy on her with his hand moving upwards on her thigh	(Complaint received in 1/05) Ad is for 'Rocky S Jeans', but it does not show the picture of the product advertised. Ad is vulgar, in bad taste, and is offending the generally accepted standards of public decency, and is also a cause of much embarrassment for women.	January 2005 Chapter II. Visual depicted was suggestive, indecent, vulgar, and was likely to cause widespread offence. ***Ad discontinued.***

Pratibha Naitthani
C. 2725
Obscenity

66. $	S.A.L. Hospital & Medical Institute (S.A.L. Hospital's Land-mark achievement) Mega Scope T.O.I.(*) Ahmedabad (7/2004)	"Now Gujarat is world class in health care", "Proud to be No.1 in Gujarat", "457 Angiography / Angioplasty in the month of June 2004", "Highest in single Cath-Lab (Flat Panal Technology) in India in one month"	(Complaint received in 12/04) Advertiser has not substantiated these claims by citing independent authority or comparative figures, facilities, etc, of other hospitals in the State.	February 2005 Chapter I.1. Claim, "Proud to be No.1 in Gujarat", not substantiated. ***Ad modified.***

CERS (Britee Shah) C. 2711

67. #	Bajaj Electricals Ltd(*) (Bajaj FX 10 Food Factory) Leaflet		(Complaint received in 12/04) The information published pertaining to the product (Kenstar Excellence) is wrong and is misleading the consumer / dealers.	February 2005 Chapters I.1 and I.4. Claims false and misleading. ***Advertiser assured that the said Leaflet will not be distributed, and corrections in the text would be effected before resuming distribution of such Leaflets, in the future.***

Kenstar Kitchen
C. 2722

Misleading information – Warrantee: - 5 years on motor, 2 years on the product.	Correct information – 2 years on motor, 2 years on product.
Liquidizer Jar:- 1.0 Litre, SAN	1.25 Litres, Poly Carbonate Material
Dry Grinding Jar - 400 gms SS	1 Ltr SS
Chutney Jar - 100 gms SS	0.40 Litre SS
Bajaj Electricals is "India's only Food Processor with Free Home Service"	Kenstar, since its launch in 2002 have been providing Free Home Service & Free Home Demo to its customers.

68. $	Vanity Gold (Zodiac Power Rings) Health & Nutrition (July 2004 issue)	"Dr. Ashit Jalui, Master in Astronomy USA", "These rings enhance the will power and concentration power of the person wearing it. They make the wearer bold, assertive and confident", "Whether it is Amitabh Bachchan or Kumar Mangalam Birla, whether it is M.J. Akbar or Sachin Tendulkar, everyone has tried luck with these rings", "These rings are made of a mixture of five metals, gold, silver, copper, iron and zinc. These are the basic metals found in the human body and their combinations influence the human body to a very great extent", "Zodiac Power Rings act as an antenna for that particular zodiac person, who is wearing it and charge them with those powers they are weak in thereby giving them the extra power they were previously lacking".	(Complaint received in 1/2005) Dr. Ashit Jalui should produce a copy of the certificate of his Master's Degree in Astronomy, USA. All other health-related claims need to be substantiated with scientific proof. Claims that several celebrities are wearing these rings and have attained power, should be supported with documentary evidence, and permission to publish their photographs and claims.	February 2005 Chapter I.3. Visual depiction of several celebrities, and the claims made in their names, were not supported with evidence of explicit permission being given by them. ***Advertiser assured that, photographs of celebrities and claims made in their names, will not be used in Ads, in future.***
69. Suo motu	Dr. Batra's Positive Health Clinic (Dr. Batra's Super Speciality Homeopathy) Dattaram Advertising T.O.I.(*) (11/2004)	"Permanent solution for your skin diseases", "Homeopathy at Dr. Batra's has treated 35,000 skin cases, including psoriasis, eczema, acne and white patches", "We offer permanent solutions for Hair loss, Breathing disorders, Children's diseases, Women's problems, Allergies, Stress related ailments"	(Complaint registered in 1/05) Claims need substantiation since this appears ambiguous and could be misleading.	February 2005 Chapters I.1 and I.4. Claims not substantiated. Ad misleading by its ambiguity, in respect of these claims. ***Ad. Agency assured that Ad was a "one-off" insertion, and prior to receiving the ASCI request***

				for comments on this complaint, the claims under complaint had already been deleted/ modified.
70. Suo motu	Herbal Treatment Center (Dr. Rohit Shah's online herbal treatment plans for all types of hair loss (Alopecia) Ad received by E-mail (12/2004)	"Types of Alopecia we cure .. alopecia areata, androgenetic alopecia, diffuse alopecia, alopecia totalis, alopecia universalis, hair loss due to chemo therapy, hair loss due to thyroid", "completely based on ancient ayurvedic herbal therapy", "this is not a commercial product but online treatment plan in the benefit of alopecians worldwide"	(Complaint registered in 1/05) Claims need substantiation.	February 2005 Chapter I.1. Claims not substantiated. ***Advertiser assured that the Ad will not appear again.***
71. #	Indian Express Newspapers (Bombay) Ltd(*) SSC&B Lintas Outlook(*) (1/2005)	"Loksatta is No.1 in Mumbai, and the clear leader in Maharashtra"	(Complaint received in 1/05) Ad is totally misleading and gives a false interpretation. `Lokmat' is a clear market leader in Maharashtra with a readership of 78.67 lakhs while `Loksatta' has a readership of only 19.17 lakhs as per NRS 2003.	March 2005 Exparte (absence of comments from the Advertiser). Chapter I.1. Claims not substantiated. ***Ad withdrawn.***
72. #	Animaster (Animation Courses) The Hindu(*) Chennai (1/2005)	"Animaster, India's best animation center".	(Complaint received in 2/05) Nowhere in the Ad, Animaster has sustained this claim nor have they given the source of this conclusion.The advertiser needs to substantiate this claim.	March 2005 Chapter I.1. Claim not substantiated with evidence of the tie ups, cited in the Ad. ***Ad modified.***

73. #	Animaster (3 year Advanced Diploma in Animation) Brochure	"Considered as the finest animation institute, Animaster is also the first and only institute in India, which offers 2D & 3D animation under a single roof along with its state-of-the-art production studio"	(Complaint received in 2/2005) In the absence of any independent study evaluating the academic quality of one institute v/s the others, it is misleading for the advertiser to make the claim that it is the "finest". Arena Multimedia also offers 2D & 3D animation under a single roof. Arena Multimedia has been in operation since 1996 whereas Animaster has been training for only 3 years.	March 2005 Chapter I.1. Claims not substantiated with evidence of the tie ups, cited in the Brochure. ***Brochure modified.***

Aptech Ltd.
C. 2748

74.	Telebrands (Shreeyantra) BBC Advertising Rashtriya Sahara News Channel (1/2005)	Claims – "Shreeyantra brings peace and prosperity to the customers who buy it, and that the customers will be benefitted by the "invisible rays" (sic) emitted by the Shreeyantra" Visuals - Lord Krishna is shown as gifting this 'Shreeyantra' to one of the Pandavas, and also conveying that this yantra has divine properties	(Complaint received in 2/2005) Advertiser should provide proof, technical information in substantiation of these claims with details of tests/trials reports, and proof of results. This is highly objectionable. It is totally wrong to depict a deity endorsing a product to the customers.	March 2005 Chapter I.4. Product benefit claims were an exaggeration in the absence of proven evidence, and likely to mislead the consumers. Depiction of "a deity to endorse a product", as it appears in the TVC, not objectionable. ***TVC modified.***

CD
Pramod Paliwal
C. 2751
Drugs/Medicine

Complaints that were Upheld by the CCC

From April 2004 to March 2005

Assurance of Compliance awaited from the Advertisers / Ad. Agencies.
Need to ensure that offending claims are not repeated.

Members – are advised to take due note, in the observance of Self-Regulation in Advertising

Sr. No	Advertiser / Agency / Media	Claim / Description of Ad / TVC	Complaint	ASCI Code/ CCC Decision

Intra-Industry Complaints * ASCI Member $ Complaint received from Consumer Representational Organisation

Exparte Decisions - One-time Promotions / Insertions

75.	Jasubhai Digital Media (Subscription offer of Free 'Digit Encyclopedia of Technology') Digit magazine (November 2003 issue)	"Subscribe to Digit now and get this incredible encyclopedia, absolutely free", "We've compressed an entire technology library into one box".	(Complaint received in 3/04) Complainant subscribed for 1 year by paying a DD of Rs.1000/-. But he did not receive any such encyclopedia in January 04. After sending an e-mail reminder to the subscription department, they refused to give him any such offer, as according to them they received the payment after the cut off date (i.e. 5/12/03), which is not mentioned in the Ad. In February 04, the Complainant received a single CD having no articles, illustrations and photographs, as promised in the Ad. Moreover the CD was offered free with 'Digit' December 2003 issue (as written on CD).	April 2004 Exparte (absence of comments from the Advertiser). Chapter I.1. Claim false. ***Ad, one-time insertion for a specific offer.***
76. $	The Bombay Dyeing & Manufacturing Co Ltd(*) (Gladrags Mrs India) Gladrags (Oct-Nov 2003 issue)	Visual - 'a woman with a feeding bottle in her hand'.	(Complaint received in 3/04) This bottle feeding message will send a powerful message favoring the culture of bottle feeding as a normal way to feed children. It defeats the spirit of The Infant Milk Substitutes, Feeding Bottles and Infant Foods (Regulation of Production, Supply and Distribution) Amendment Act 2003 (IMS Act).	May 2004 Chapter III.4. Exparte (absence of comments from the Advertiser). Ad was in breach of the law. ***Advertiser advised that Ad was a one-time Ad for a specific event - 'Gladrags Mrs India'.***

77.	Shroff Eye Centre (Custom Vue Individualized Laser Vision Correction) The Times of India(*) (4/2004)	"Maximum installations with over 60 lakh laser procedures performed worldwide" "Most accurate & consistent vision correction"	(Complaint received in 4/2004) There is no evidence to substantiate these claims. Custom Vue Lasik Treatment is the new introduction in the Lasik procedure, and there is no way 60 lakh laser procedures were done through Vusom Vue. Claims are incorrect and misleading to the consumers.	June 2004 Chapter I.1. Claims, "most accurate & consistent vision correction", "improves night vision and corrects glare & haloes", and "removes minimal corneal tissue", inadequately substantiated. ***Advertiser advised that Ad was a one-time insertion.***
78. Suo motu	Videocon International Ltd (Jiyo Germ Free Offer) Deccan Herald(*) (7/2004)	"Now, say goodbye to germs forever. Videocon, with it's Jiyo Germ Free Offer has begun it's journey to make every home in India a Germ Free Home", "Good health in a germ free home", "No entry for germs", "Germ Free Homes from Videocon", "Create a Germ Free environment for yourself and your family" "Germ Free Kit"	(Complaint registered in 8/04) Claims need elaboration and substantiation. Visual of 5 durables could be misleading by ambiguity, since the Ad does not mention which of the durable renders "germ free home". Is ambiguous in the absence of specific mention of what it is and how it works.	September 2004 Exparte (absence of comments from the Advertiser). Chapters I.1 and I.4. Claims not substantiated. Visual of `5 durables' was misleading by ambiguity, since the Ad did not mention which of the durable rendered "germ free home". Mention of "Germ Free Kit", was considered as ambiguous. ***Advertiser advised - scheme ended (8/2004).***

79.	All India Medical & Engineering Colleges Association (AICET Management Quota 2004-05) The Hindu(*) (7/2004)	"Last chance in India for Entrance Exam", "students can be admitted in colleges of their own choice all over India". The date of entrance examination is indicated as 28.08.2004.	(Complaint received in 9/04) Complainant was promised that the hall ticket would be sent by 20.08.04 for the examination scheduled on 28.08.04. Since no response was received till 26.08.04, the Complainant telephoned, and he was informed by the Manager that the "test is postponed to next month". Advertiser did not release any Ad mentioning the postponement of the date of the examination. . Even the examination centres have not been indicated on the website or in the Ad.	<u>October 2004</u> Exparte (absence of comments from the Advertiser). Chapters I.1 and I.4. Claims not substantiated. Ad misleading by omission of essential information on colleges accepting admissions, date of scheduled and postponed entrance test, entrance examination centres for specific colleges. ***Ad, one-time insertion for a specific examination.***
80. Suo motu	Zoom Channel(*) (The Family Entertainment channel) Lemon Comm(*) The Times of India(*), Mumbai (9/2004)	Ad headline - "Finally, the complete family entertainment channel" Visuals - several scantily clad young women	(Complaint registered in 10/04) Ad headline, read in conjunction with the visual depiction, appears quite unrelated to and controverting the headline. Ad appears to be misleading and objectionable, and is even likely to be considered demeaning to women in the context of the claim, "family entertainment channel".	<u>November 2004</u> Exparte (absence of comments from the Advertiser). Chapter II. Ad headline, read in conjunction with the visual depicted, likely to cause widespread offence, particularly to women. Ad headline misleading since it controverted the visual depiction. ***Ad, one-time announcement.***

81.	Ajanta India Ltd (Ajanta Dentofresh Red Gel Toothpaste) Promotion message on the pack	"Protects against Cavities"	(Complaint received in 4/2004, from a member of Dental Profession) `Dentofresh Red Gel' is a non-fluoridated toothpaste, as declared on the pack. The said toothpaste does not have a clinically proven anti-caries agent. In the absence of a clinically proven anti-caries agent, it is not possible for a toothpaste to deliver the benefit of protection against cavities. Claim is therefore not only false but is also misleading.	May 2004 Exparte (absence of comments from the Advertiser). Chapter I.1. Claims, "protects against cavities", and "IDA accepted", not substantiated.
82. $	Rohit Soaps (Double Dog Detergent Powder) Alpha TV(*) (12/2003)	"Double Dog fabric washing powder is equal in performance to another (not identified) costing Rs.150/- per kg", "Double Dog is priced half this price, in comparison"	(Complaint received in 3/2004) Advertiser needs to substantiate that this relatively low priced detergent powder is cost effective. Tests reports from an independent laboratory must be submitted, on comparative performance of the advertised product, and another priced twice its price.	June 2004 Exparte (absence of comments from the Advertiser). Chapter I.1. Claims not substantiated.
83. #	LG Electronics India Pvt Ltd (Whisen Air Conditioner) Ogilvy & Mather(*) Times of India(*), New Delhi (5/2004)	Whisen AC has a 'Energy Saver Mode', 'Modular Led Display', 'Anti Corrosive Gold Fins', 'Jet Cool', 'Anti Theft Lock', while Hitachi AC does not have the same features.	(Complaint received in 5/2004) The facts are that the Hitachi ACs specifically, the Model RAA18CP14, has a mode which is called the 'Auto Power Save Mode', 'Led Display on the Control Panel', 'Anti Corrosive Fins', 'Powerful Mode', 'Digi Lock', all of whose functions are similar to that of the features of the Whisen AC. This is a blatant misrepresentation of the facts.	July 2004 Chapters I.1 and IV.1(e). Claim of Whisen AC having "Energy Saver Mode", not substantiated. Allegations that, 'Hitachi AC specifically the Model RAA18CP14, does not have the same features cited in the complaint, as that of Whisen AC', false.Ad denigrated a competitive product directly.

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C. 2631

84.	Frankfinn Institute of Air Hostess Training (Frankfinn's Open Challenge to all Academies) Bombay Times(*) (5/2004)	"Students elected as Air Hostesses/Flight Stewards are more than 8 times of any other academy in India"	(Complaint received in 6/04) There is no indication of any survey conducted by any reputed organization, on the basis of which the advertiser has made such a claim.	July 2004 Chapter I.1. Claim not substantiated.
85.	Rai University (Scholarship Test for 2004-05) Education Times (*) (T.O.I.), Pune (4/2004)	"India's Largest Private University"	(Complaint received in 6/04) The basis for the claim is not mentioned in the Ad. Also, the Ad does not mention the survey, when conducted, by whom, and the parameters used.	July 2004 Exparte (absence of comments from the Advertiser). Chapter I.1. Claim not substantiated.
86.	Visuals Aids Centre (Customised Lasik) The Hindustan Times(*) (5/2004)	"Introducing the latest in vision correction"	(Complaint received in 6/04) There is no evidence to prove that this is the latest in vision correction. In fact customised Lasik surgery is available in the Indian Market since so many years.	July 2004 Exparte (absence of comments from the Advertiser). Chapter I.1. Claims not substantiated.
		"Fast", "Accurate", "Completely Personalised"	Claims are misleading in the absence of clear evidence in support.	
		"The procedure is based on WaveScan technology, which identifies the unique imperfections in your vision, that couldn't have been measured and corrected before and corrects them accurately"	Claims are false and misleading. In India, such technology is available for the last 4 years.	

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Munish L Gahlot
C. 2636

87. Suo motu	Neeraj Clinic Pvt Ltd (Dr. R. K. Gupta) Aditya Advertising Times of India(*) (1/2004)	Neeraj Clinic, a 'fits clinic', "battle against Fits", "a simple combination of herbs that have proven efficacy in the cure of 'fits'"	(Complaint registered in 7/04) Claims need to be substantiated, particularly in respect of 'Epilepsy', and may be considered to be in specific contravention of the provisions of The Drugs and Magic Remedies (Objectionable Advertisements) Act (1954) Sec 3(d).	August 2004 Exparte (absence of comments from the Advertiser). Chapters I.1 and III.4. Claim, "a simple combination of herbs that have proven efficacy in the cure of fits", false. Ad considered to be in breach of the law (The Drugs and Magic Remedies (Objectionable Advertisements) Act (1954) Sec 3(d).
88.	Rai University (Graduate, Post Graduate Diploma Programmes) Education Times(*) (T.O.I.), Pune (6/2004)	"India's largest private university", "Rated No.1 Best Private University in India", "Among the Top 10 Best Universities in India" "Rai University is established through an act of Government Legislature"	(Complaint received in 7/2004) Advertiser needs to substantiate these claims. Central or State is not specified.	September 2004 Exparte (absence of comments from the Advertiser). Chapters I.1 and I.4. Claims not substantiated, and were misleading by exaggeration.
89. Suo motu	The Times of India(*) (Neeraj Clinic – Dr. R.K. Gupta) Aditya Advertising Times of India(*) (1/2004)	T.O.I. carried an Ad which appears quite apparently to be editorial matter, the word "advt" appearing inconspicuously at the lower corner of a full page matter. Prominently claims to cure 'Epilepsy'	(Complaint registered in 8/04) This could mislead the readers. A condition/disease which is included in the provisions of The Drugs and Magic Remedies (Objectionable Advertisements) Act (1954) Sec 3(d) as one should not be advertised to the public.	September 2004 Exparte (absence of comments from the Advertiser). Chapters I.4, III.3 and III.4. Ad misleading, manifested a disregard for safety, and also in breach of the law.

90. #	Wings Pharmaceuticals P. Ltd (Diclowin Plus Tablets) Foresight Marketing & Communications Aaj Tak(*) (5/2004) Star Plus(*) (6/2004)	Visuals - two consumers asking for the medicine directly without any prescription	(Complaint received in 7/04) As per the label, 'Diclowin Plus' contains the key ingredients – Diclofenac Sodium 50mg, Paracetamol 500mg. Under the 'Drugs and Cosmetics Rules, 1945', Diclofenac Sodium is listed in 'Schedule H'. Under the Act – Schedule H, drugs are "to be sold by retail on the prescription of a Registered Medical Practitioner only". Also, the Schedule H drugs cannot be advertised to general public. Ad is misleading the public into false sense of safety of the drug. **(1 similar complaint received against the same TVC)**	September 2004 Chapter I.4. In the absence of any visual depiction or vocal mention of a doctor's prescription, which is required for sale of a Schedule H drug, the Ad may mislead the public and manifest a disregard for safety of this drug, through encouraging self-medication.
91. #	Wings Pharmaceuticals P. Ltd (Diclowin Plus Tablets) Foresight Marketing & Communications Aaj Tak(*) (6/2004) NDTV (6/2004)	Diclowin Plus is "Highest selling pain reliever" Super in the Ad - `ORG - January 2002. Diclowin Plus is the No.1 analgesic by units in DICLO.COMB.ORAL.SOLIDS category'.	(Complaint received in 7/04) Ad is misleading the consumer because of the following: - Period claimed is only for one month, that too January 2002 (two year old data). - Claim is made within one small segment of Diclofenac salts (single & combinations). - Within this it is further fragmented to Oral Solids category only.	September 2004 Chapter I.4. Claim, mentioned vocally as a statement, delinked from the specific notation of the reference to the extremely limited market segment, misleading by omission.

92. #	I I T C (International Airlines & Travel Management Diploma Courses) Education Times(*) (9/2004)	"We offer more than anyone" "Largest numbers of students for IATA/UFTAA Foundation exams worldwide" "CRS, Foreign Languages and Personality development are a part of the Training Program"	(Complaint received in 9/2004) Claim is false as there are several institutes who offer many more courses than the ones mentioned in the Ad. It does not indicate the period when the largest number of students have been enrolled. If the advertiser indeed has any such distinction they should specify the year/term during which they had the highest number of enrolment. Claim is ambiguous as it does not clearly state which program, thus giving the students the impression that all course names mentioned, have the above topics included in its training programme.	October 2004 Chapters I.1, I.4, and IV.1(e). Claims not substantiated with valid data. Claim misleading by ambiguity, being not specific to individual courses. Claims, also denigratory of competition, in the absence of comparable factual data in support of the claims.
93.	Reliance Infocomm Limited (RIM Prepaid) Mudra Comm(*) The Hindu(*) (8/2004)	"So get ready to talk non-stop at 99 paise per minute", "99 paise per minute RIM to RIM" (RIM to RIM in an extremely small print), Fine print - "Conditions apply. For further details, contact any of our Webworlds/ Authorised Retail Centres or visit us at www.relianceinfo.com".	(Complaint received in 9/04) Claim of, "RIM to RIM is at 99 paise per min", is wrong. When you buy a prepaid voucher for Rs.325, you get Rs.157 worth talk time. So essentially RIM to RIM costs more than Rs.2 (325/157 x 99 paise). Is it not moral for the company to indicate the conditions when they publish the Ad?	October 2004 Chapters I.1 and I.4. Claim not substantiated. Ad misleading, since the reference to "RIM to RIM", "conditions apply", appeared in fine print, and was delinked from the claim, "talk non-stop at 99 paise per minute".

94. $	ETA General P. Ltd (General Air Conditioners) R.K. Swamy BBDO Advertising (*) The Economic Times(*), Ahmedabad (5/2004)	"First Hyper Rotary Compressor Powered AC", "Highest cooling power of 19,789 BTU/hr", "Highest Energy Efficiency Ratio (EER) of 10.58", "Highest air throw of 547 CFM".	(Complaint received in 9/04) Advertiser should explain the meaning and implications of the term `Hyper Rotary Compressor Powered AC'. Is there no AC in the country powered by this kind of compressor? How much higher cooling power it gives in comparison with other ACs? How much higher energy the ETA General ACs save compared to other ACs? How much air throw it gives compared to other ACs in the country? Advertiser should explain all these queries with relevant statistics and independent studies.	November 2004 Chapter I.1. Advertiser did not provide performance related technical data on comparable basis for other brands, in substantiation of their claims. Claims not substantiated adequately.

Pritee Shah
C. 2679

95.	TVC Skyshop Ltd (Golden Opportunity – Invites C&F and Franchises) Mid Day(*), Mumbai (9/2004)	"India's No.1 Sky Shopping Company" "Having international tie ups with giant companies like Emson and TV winners U.S.A."	(Complaint received in 10/2004) Which agency or government authority has declared it to be No.1? What is the turnover of these companies? What is the proof of their tie up? Are the products marketed by them endorsed by health authorities? There is no proof that TVC is the authorised marketing agency of the products sold on behalf of these companies.	November 2004 Exparte (absence of comments from the Advertiser). Chapter I.1. Claims not substantiated.

ARMO audio visual centre
(A. Advani)
C. 2681

Names of various celebrities endorsing its product range.	Celebrities endorse products for commercial reasons and not for health reasons.	
"TVC's average A – Category showroom sale is Rs.60-70 Lac per annum".	What happens if such figures are not reached. Ad is silent on the same.	
"Deposit against stocks"	This was told to the	

			Complainant at the time he was given the goods. However they have not complied with the same even though they have stated in writing.	
		"Assured returns"	Claim needs to be substantiated.	
96. Suo motu	Videocon International Ltd (Videocon Germ Free Refrigerator) The Week(*) (8/2004)	"Germ Free", "No entry for germs", "Say goodbye to germs forever", "Anti Bacterial Liner that stops the growth of germs and other microbial elements by 99.9%".	(Complaint registered in 10/04) Since the entry or presence of germs in a refrigerator depends on several factors, not just through the closed doors of the refrigerator (reference to anti bacterial liner), the Advertiser should provide substantiation of the claims cited, which could mislead consumers into not observing the usual precautions in the day to day use of a refrigerator in the house.	November 2004 Exparte (absence of comments from the Advertiser). Chapters I.1 and I.4. Claims not substantiated. Ad would mislead consumers into not observing the usual precautions in the day to day use of a refrigerator in the house. ***Concerned Media informed that, "they have alerted all concerned not to accept this Ad in future."***
97. Suo motu	Indian Oil Corporation Ltd(*) (Xtra Premium 91 Octane Petrol) Rediffusion DY&R(*) Free Press Journal (9/2004)	"XtraPremium is the only 91 octane petrol with multifunctional additives available in India", "This results in improved mileage, better power and lower emission", "The best your vehicle can get"	(Complaint registered in 10/04) Claims needs substantiation with technical data in support.	December 2004 Chapter I.1. Claims not substantiated adequately.

100 $	IIHT Computer Education (IIHT Computer Education Courses) SSC&B Lintas Education Times, T.O.I.(*), Ahmedabad (9/2004)	"India's No.1 Hardware and Networking Training Centre", "Job Guarantee 100%", "If your resume is powered with IIHT certifications from global IT majors, you need not worry", "Computer Education with the global edge".	(Complaint received in 12/04) Advertiser has not substantiated these claims by citing competent authority or independent study/survey.	February 2005 Exparte (absence of comments from the Advertiser). Chapter I.1. Claims not substantiated. ***Advertiser assured modification of the Ad. (2/8/05)***
101 #	Jobra Air Consultant (Air Hostess/Flight Stewards) T.O.I.(*) Mumbai (11/2004)	"Vacancies for more than 198 Air Hostesses/245 Flight Stewards are going to be filled shortly in various Domestic & International airlines". "Jet, Sahara, Deccan, Gulf, and Malaysian Airlines are recruiting many Air Hostesses / Flight Stewards from India".	(Complaint received in 11/04) The number of vacancies are mostly kept confidential by all airlines. These numbers are exaggerated and are appearing to intice gullible students and lure them to enrol for training programmes offered by Jobra. Most of the airlines recruit candidates on their own or through a recruitment company and not an institute like Jobra.	February 2005 Exparte (absence of comments from the Advertiser). Chapter I.1. Claims not substantiated.
102 Suo motu	The Asian Age The Asian Age, Mumbai (1/2005)	Ad states - "Beyond 9 am to 5 pm. Launching Today. Pahlaj Nihalani presents I love you Boss". Visual – Figure of a woman	(Complaint registered in 1/05) Visual in an explicit exposure in a general newspaper, is indecent.	February 2005 Exparte (absence of comments from the Advertiser). Chapter II. Visual in an explicit exposure in a general newspaper, was indecent, vulgar, and was likely to cause grave or widespread offence.

98 $	Megway Career Consultants (Major Presentation) Ad in Ahmedabad Times, T.O.I.(*) (8/2004) Advertorial in 'Learning Curve' of T.O.I.(*) (9/2004)	Ad claims - "Still first choice of every student", "Job Opportunities", "Upto 90% Scholarships", "100% Visa Success Ratio" Advertorial claims - "MegWay is presently working with more than 700 institutions universities or colleges in USA, Canada, UK, Australia, Ireland, New Zealand", "Like for USA, which is called "The Land of Opportunities" as 67% of Indian students can avail 70% to 90% scholarships and also stands a chance for further research opportunities"	(Complaint received in 12/04) Advertiser has not substantiated these claims by citing any competent authority/agency.	January 2005 Exparte (absence of comments from the Advertiser). Chapters I.1 and I.4. Claims not substantiated.Ad and advertorial, misleading, as the claims considered as gross exaggeration.
99. $	The Institute of Computer Accountants (Industrial Accountant Plus) 'Learning Curve' of T.O.I.(*) (9/2004) Education Times of T.O.I.(*) (9/2004)	"ICA – No.1 in Accounts Training", "Within 5 years more than 150 centres all over India", "With a Guaranteed Job or money back". 100% Job else Money Back", "More than 170 centres all over India".	(Complaint received in 12/04) Advertiser has not substantiated these claims by citing independent / competent authority. The advertiser should produce a yearwise break-up of number of candidates who got jobs through its job guarantee offer in government, public sector, private sector, etc.	January 2005 Chapters I.1 and I.4. Claims not substantiated. Ads misleading as the claims were considered as gross exaggeration.

Complaints that were Not Upheld by the CCC

From April 2004 to March 2005

Sr. No	Advertiser / Agency / Media	Claim / Description of Ad / TVC	Complaint	Comment / CCC Decision
1.	DCM Benetton India Ltd (The International Spring Summer Collection 2003) Leo Burnett(*) Brochure	Visuals - 'two men and a woman in an explicit position', and 'a woman scantily dressed'	(Complaint received in 2/04) Visuals are obscene.	April 2004 Visuals not so objectionable as to cause grave or widespread offence.
2.	Marico Industries Ltd(*) (Saffola) Grey Worldwide(*) Zee Cinema(*) (2/2004)	Visuals - a small girl handing over red heart shaped balloons to various people saying, "every fourth Nana, every fourth Mama, every fourth Aunty, every fourth Grand Father.....". Voice over - "every fourth Indian is at risk of heart disease – Aap ke Jeevan ka Andaaz badaliye, Saffola to hai hi".	(Complaint received in 2/04) Advertiser is suggesting that Saffola can be taken for preventing/curing heart disease. Making the consumer buy their products by putting them into fear of heart risk is certainly in poor taste. In addition, the Ad mentions the source as `all risk factors urban adult population', for which, the advertiser should provide proof. Also, the claim of "... har chauthe Hindustani ke dil ko kathra ho sakta hai", needs to be substantiated.	April 2004 Claims not so exaggerated as to cause fear or to be misleading.
3. Suo motu	Government of India ("I am a Smart Shopper") Hindustan Times(*), New Delhi (3/2004)	"I don't let Advertisements mislead me" "I don't hesitate to bargain on M.R.P."	(Complaint registered in 3/04) Appears to be denigratory of `Ads' in general. Is misleading by ambiguity, since the MRP is declared by the advertiser, and is not bargainable by a purchaser/ consumer.	April 2004 Exparte (absence of comments from the Advertiser). Ad not in contravention of any specific provisions of the ASCI Code.

Intra-Industry Complaints * ASCI Member $ Complaint received from Consumer Representational Organisation

4.	Anchor Health & Beauty Care Pvt Ltd (Anchor White Toothpaste) Art Advertising & Marketing(*) Zee Cinema(*) (12/2003)	"Anchor toothpaste makes teeth strong and that too from the roots", "this toothpaste fights cavities"	(Complaint received in 1/2004) This toothpaste is a non-fluoridated toothpaste, as is evident from the pack. A toothpaste cannot make teeth stronger or strong from the roots or fight cavities, unless it contains clinically proven anti-caries agent. Since Anchor Toothpaste does not contain a clinically proven anti-caries agent, these claims are false.	May 2004 Claims mentioned in the Ad, and cited in the complaint, and claim of, "British Dental Health Foundation approved", were substantiated.
		Visuals- A medical/ dental practitioner, promoting the sale of the toothpaste.	A testimonial of any kind by an expert like a medical practitioner, and particularly in relation to claims which are false, should not be shown.	
5. #	Anchor Health & Beauty Care Pvt Ltd (Anchor White Toothpaste) Art Advertising & Marketing(*) Sony TV(*) (1/2004)	"Strong teeth", "germ fighting Anchor grip formula"	(Complaint received in 1/2004) Anchor White toothpaste is a non-fluoridated toothpaste. Ad however highlights Anchor delivering benefits, many of which are benefits given by a fluoridated toothpaste. Scientific literature states that twice a day brushing with a toothpaste without fluoride does not reduce the rate of cavity formation in the mouth.	May 2004 Claims mentioned in the Ad, and cited in the complaint, and claim of, "British Dental Health Foundation approved", were substantiated.
		Visual - a continuous dark band along the necks of the teeth – apparently a hardened deposits commonly called tartar (scientific name - calculus). The toothpaste is shown to completely disrupt this band.	This is wrong as there is no toothpaste in the market that can effectively remove tartar.	Complaint not valid.

6. #	TVS Motor Co (TVS Victor - 'Fayde ka Sauda') Ashutosh Legend Multimedia Bombay Times(*) (2/2004, 3/2004) Percept H.P. Ltd. C. 2603	Phrase - "Fayde ka Sauda"	(Complaint received in 3/04) Bank of Baroda had developed the positioning phrase, "Fayde ka Sauda", with a unique way of writing it and in a unique typeface. The dealers of 'ICICI Bank two wheeler loans', have started using the phrase "Fayde ka Sauda", in a manner similar to that of Bank of Baroda. This seems unethical and as such seems to violate the code of conduct of advertising.	May 2004 Exparte (absence of comments from the Advertiser). The phrase not considered to be an advertising property of the Complainant or of the Advertiser. The phrase not so similar as to take unfair advantage of the goodwill attached to another advertiser's advertising campaign.
7.	Johnson & Johnson Limited(*) (Savlon Soap) Cosmetics McCann-Erickson India(*) Zee TV(*) (3/2004) TVC Ranjit Singh C. 2604	Savlon soap claims to have an 'antiseptic'	(Complaint received in 3/04) Claim of an 'antiseptic' not mentioned anywhere on the wrapper of the soap. Further, the contents of the soap also not mentioned on the wrapper. Ad is misleading the consumers.	May 2004 Claim of, "Savlon soap has an antiseptic property", was substantiated. Ad not misleading.
8. #	Asian Paints (I) Ltd(*) (Asian Paints – Exterior Paints) Ogilvy & Mather(*) DD1/Ten Sports (3/2004) TVC Indian Small Scale C. 2610	Visuals – the house painted with cement paint is depicted in a shabby condition. Voiceover says, "kuch mahino baad, isme kale kale dhabbe pad jayenge...", The house painted with Asian Paint is `spotless for years'. Voiceover says, "isme kahi saalon tak kale dhabbe nahin padenge"	(Complaint received in 4/04) The fact that, `cement paints wear out in just a few months', is blatantly wrong. Cement paints usually last for 3 years under normal conditions. The tests results conducted across the country clearly indicate the life of cement paint to be 3 years. The printed literature of Asian Paints indicates the life of cement paint between 1-3 years. This commercial is misleading the consumers about the life of `cement paints', and also denigrates cement paints.	June 2004 Ad not misleading, nor denigratory of `cement paint'.

9. #	The Mathrubhumi Printing & Publishing Co Ltd(*) ("Heads, we win. Tails, we win") Maitri Advertising Works The Hindu(*), Kerala edition (4/2004)	Ad makes comparison of `Mathrubhumi' and `Nearest competitor' for NRS 02 Vs NRS 03, and IRS 02 Vs IRS 03. Readership of Nearest competitor shows a drop of 12.3 lakhs and Mathrubhumi shows a growth of 98,000.	(Complaint received in 4/2004) NRS 02 is for adults 15 years or more, whereas NRS 03 is for adults 12 years or more. So this comparison is not correct and is misleading the readers, since the comparison is done for different base. Actually, if the Complainant filters out the 12-14 years' readership, Mathrubhumi also shows a drop of 6,73,000.	June 2004 Comparison as presented in the Ad, not misleading.
		<u>Suo motu complaint</u> Ad shows the `Indian currency with national symbols' on which is superimposed the two readership surveys of `IRS-2003' and `NRS-2003'.	This disfigurement and misrepresentation of Indian currency carrying national symbols, may be considered to be in violation of `The Emblems And Names (Prevention of Improper Use) Act, 1950', in which case, it would contravene the ASCI Code.	This is a matter left to the concerned authorities to address in view of its legal implications.
10.	Maxwell Industries Ltd (Fashion Innerwear) Bombay Times, Times of India(*) (4/2004)	Headline - "I love a man's man", Visual - a man and a woman clad in underwear, in embrace	(Complaint received in 4/2004) Headline, read in conjunction with the visual, may be considered by some readers to be `explicit'. Ad is provocative, obscene and vulgar.	June 2004 In the context of the product promoted, Ad not likely to give rise to grave or widespread offence.
11. #	Hindustan Lever Ltd(*) (Fair & Lovely Oil Control Fairness Gel) Lowe(*) Product pack, promotional material, and TVC	Fair & Lovely Ads show visuals of 'papaya and watermelon, i.e., natural ingredients, encased in ice cubes'.	(Complaint received in 5/2004) In India, the entire range of GARNIER Skin Naturals has this creative device of the respective natural ingredient in an ice cube, since September 2002. This device is a creative depiction that "GARNIER has extracted the best from nature and used state of the art technology to capture its benefits". The visual depiction under complaint is so similar to that of GARNIER, as to suggest plagiarism.	June 2004 Visuals of 'fruit encased in ice cubes', not considered, to be a creative advertising property, solely of the complainant or of any individual advertiser, nor the visuals cited in the complaint, suggestive of plagiarism.

12. #	Parry Confectionery Ltd (Parry's Butterscotch Rings) Asianet channel (Malayalam) (4/2004)	TVC states, "if you eat `Parry's Butterscotch Rings', the person who is eating it will melt away"	(Complaint received in 5/04) This is very similar to `Nutrine Melters' brand proposition. Nutrine Melters as the name suggests has been positioned as – A taste that melts one away. This is a blatant plagiarisation of Nutrine Melters idea	June 2004 Brand idea as cited in the complaint, not so similar to that of another Ad, as to suggest plagiarism.
13. #	The Mathrubhumi Printing & Publishing Co Ltd(*) ('Happy Tale' 'Applause to Mathrubhumi Readers') Maitri Advertising Works The New Indian Express(*) (4/2004)	Ads make a comparison of 'Mathrubhumi' and 'Nearest Competitor' for NRS 02 Vs NRS 03. "And taking leadership in four districts and one entire region", source - NRS 03. Comparison of Mathrubhumi and Nearest competitor is given for NRS 02 Vs NRS 03 among youth (20-24 years), and among adults with Professional Education (Graduates/ PG).	(Complaint received in 4/04) But NRS 02 is for adults 15 years or more whereas NRS 03 is for Adults 12 years or more. So this comparison is not correct and is misleading, since it is done for different base. Claim is baseless. NRS never provides any data by districts. Wrong figures have been used, and wrong comparison has been made, to give advantage and to show an artificial benefit for Mathrubhumi	June 2004 Complaint not valid, as the claims have been supported by the data available in the NRS reports mentioned as the 'source of information'.
14.	Hindustan Lever Ltd(*) (Domex Plus) Lowe(*) Star Plus(*) (4/2004)	Visuals – a child eating a biscuit which he had trailed on a toilet seat which had been cleaned with the said product	(Complaint received in 5/04) There should be further information regarding strict adherence to rules of hygiene.	July 2004 Complaint not clear enough to identify any specific provisions of the Code which the Ad contravened.

Fountain Head C.2621

Malayala Manorama C.2622

TVC Mrs. Myola Pereira C.2624

Toiletries

Detergent

15.	Hindustan Lever Ltd(*) (Surf Excel) Lowe(*) DD National (3/2004)	"Daag Lage to Daant Na Pade".	(Complaint received in 5/2004) Ad gives a wrong message to the children that they can spoil their clothes with any sort of stains – dirt, paint, mud, etc, and they will be pardoned because the stains will disappear in one wash, which is not true. Ad is misleading.	July 2004 Ad not misleading, nor likely to cause harm to children.

TVC
Girendra Agarwal
C. 2625

16.	The Flagship Advertising Pvt Ltd(*) (Dolce & Gabbana Parfum) Femina(*) (1/2004)	Ad shows, "a man and a woman in their undergarments, in an intimate pose"	(Complaint received in 5/2004) Ad offends one's sensibilities, especially since Femina is a family magazine which is read by everyone at home.	July 2004 Ad not considered so objectionable as to contravene the Code.

Mr. B.M. Rai
C 2627
Obscenity

17. #	Hindustan Lever Ltd(*) (Surf Excel Quick Wash) Lowe(*) Eenadu channel(*) (5/2004)	"Unlike other powders `Surf Excel Quick Wash' has a low suds formula. It not only removes stains but also saves 2 buckets of water"	(Complaint received in 6/2004) Complainant had conducted a `Technical Habits Study' of consumer's clothes washing habit with detergents through a well-known market research agency in 5 cities (and particularly in Chennai where the TVC under complaint was aired). The result of the study clearly and conclusively proves that consumers on an average use around 48 litres of water (i.e. three buckets of water) for rinsing their daily load of wash which generally consists of 12-15 cloth pieces. Further the consumers rinse the washed clothes on an average around three times in a wash cycle. Separate Lab test also indicates that suds remain on clothes washed with `Surf Excel Quick Wash' after one rinse. Claims are false and misleading	July 2004 Ad not false or misleading.

TVC
P&G
C. 2629
Detergent

18. #	Malayala Manorama(*) ("Reaches 80% of Kerala's reading population") TBWA Anthem The Hindu(*) (5/2004) Mathrubhumi Co C. 2630	"Malayala Manorama Group reaches 80% of Kerala's reading population", source - NRS 2003.	(Complaint received in 6/04) Complainant verified the entire data of NRS 2003 and found no such listing. There is no document available to the public that there is a group called "Malayala Manorama". M/s. Malayala Manorama Company Ltd and M/s. Malayala Manorama Publications Ltd publish various publications, but never registered either in ABC, NRS, or with Registrar of Newspapers, as Malayala Manorama Group.	July 2004 Claim not false or misleading. ***Advertiser informed that Ad has already been modified to include all the Group Publications reported in the NRS.***
19.	India Household & Health Care Ltd (Cliden Advanced Cavity Fighting Fluoride Toothpaste) Promotion messages on the pack Dr. Jwala Chaitanya C. 2634	"Advanced cavity fighting fluoride toothpaste"	(Complaint received in 6/04) The level of fluoride used in the toothpaste in terms of PPM, is not mentioned on the pack. Any toothpaste containing 1000 PPM fluoride is bound to give same cavity fighting benefit. Hence, this claim is not only false but also misleading the consumers. This also amounts to denigrating all fluoridated toothpastes as this claim portrays that Cliden provides better cavity fighting benefit than other fluoridated toothpastes.	July 2004 Claim not false or misleading.

20. #	Business Today ("India's No.1 Business Magazine") Grey Worldwide (I) P. Ltd(*) Pitch Magazine (5/2004 issue)	`Business Today' is "India's No.1 Business Magazine"	(Complaint received in 6/2004) Ads give comparative estimate of the readerships of the three magazines, i.e. Business Today, Businessworld, and Business India.These figures relating to readerships are being used to the advantage of `Business Today', conveniently overlooking the circulation figures of the magazines in question. In terms of circulation, `Businessworld' has far larger circulation figures than Business Today. Ads make disparaging reference and denigrate the reputation of the `Businessworld' magazine.	August 2004 Claim mentioned in the 4 Ads, "India's No.1 Business Magazine", substantiated, based on supporting data of readership, as the factor mentioned in the Ads. Claims – "with no facts to back their claims" (first Ad), "Losing isn't all that bad – you may have already got used to it" (second Ad), "knocked down like nine pins" (third Ad), "Moral of the story: when you are all gas, even a pin prick can prove fatal" (fourth Ad) – not considered to be disparaging in this context.

ABP

C. 2637

First Ad of `Total Readership' shows a picture of a swat and a fly, and states, "Gotcha! You must have heard our competition drone on and on, with no facts to back their claims. Well, here's something to silence their buzz".
Second Ad of `Readership in Top 8 Metros' shows a boxing glove and a punch being thrown at a punching bag, and states, "Business Today, the reigning champ, has put its rivals on the mat. Well, cheer up fellas. Losing isn't all that bad – you may have already got used to it".
Third Ad of `SEC A&B Readership' shows a picture of a bowling game with nine pins being knocked down, and states, "Knocked down like nine pins. They wanted to play the game. We played. We won-again"
Fourth Ad of `Growth over Last Survey' shows a picture of an inflated balloon, and states, "Inflated. The claims our rivals have been making about their growth. Deflated. Beyond doubt by IRS and NRS. Moral of the story: When you are all gas, even a pin prick can prove fatal"



cosmetics

21.	Hindustan Lever Ltd(*) (Breeze Scent Magic Bathing Bar) Promotion message on the pack	"Breeze is enriched with 19 exotic scents, that leave your skin fragrantly soft"	(Complaint received in 7/04) Claim needs to be substantiated. Has any competent authority certified it?	September 2004 Promotion claim substantiated. Advertiser has been advised that, the creative statement, "leaves skin...soft", could be misleading to some consumers who may be more concerned with this attribute.

Pijush Sengupta
C. 2649

children

22.	Jineshwar Writing Instruments (Montex Gel Pen) Percept H. P. Ltd(*) Star Plus(*) (6/2004)	Visuals - 2 students fighting during the assembly, and a male teacher, in order to solve their problem, barks like a dog towards the students	(Complaint received in 7/04) This commercial is derogatory for the teachers and is demeaning them. It sets a bad example for the students.	September 2004 Ad not so objectionable as to be derogatory or demeaning of the teachers.

CD V
TVC

Prabiba Naithani C. 2650

23. #	The Mathrubhumi Printing & Publishing Co Ltd(*) ("In Kerala more readers show 0% interest in our competitor") Maitri Advertising Works P. Ltd The New Indian Express(*) (7/2004)	"In Kerala, more readers show 0% interest in our competitor", "Mathrubhumi gains 10.6 lakh new readers. The competitor loses 7.83 lakh readers"	(Complaint received in 8/04) Advertiser is obviously referring to Malayala Manorama. Source is given as NRS 2003. But NRS 03 does not give any figures that the readers show 0% interest in any publication.	September 2004 Statement, "Mathrubhumi gains 10.6 lakh new readers. The competitor loses 7.83 lakh readers", was based on factual information presented by the Advertiser. Statement, "more readers show 0% interest in our competitor", was considered as advertising licence, reflecting the impact of the gain in new readers, by the advertiser, and the loss in readers by the competitor.

malayala Manorama

C. 2653

24. #	The Mathrubhumi Printing & Publishing Co Ltd(*) ("The most cost effective means to get across your message anywhere in Kerala") Maitri Advertising Works P. Ltd Mathrubhumi(*) (7/2004 and 8/2004)	Ad 1 (in Malayalam), the English version states - "In Kerala, when it comes to getting your message across to every town and village in 14 districts, Mathrubhumi is by far the most cost effective newspaper. When you communicate through Mathrubhumi, the cost per thousand readers is just 21 paise, while that of the nearest competitor is 24 paise". Ad 2 (in Malayalam), the English version states - "To get your message across to males in every town and village across 14 districts in Kerala, Mathrubhumi is by far the most cost effective newspaper. When you communicate through Mathrubhumi, the cost per thousand readers (Males) is just 33 paise, while that of the nearest competitor is 37 paise".	(Complaint received in 8/2004) Advertiser is claiming that, as per NRS 03, Mathrubhumi daily has the lowest CPT (Cost Per Thousand readers) among Malayalam dailies in every town and village in the fourteen districts of Kerala. But NRS 03 does not separately give any figures for districts, villages or towns with less than 2 lakhs population. NRS 03 reports 4 SCRs (Socio Cultural Region) as well as 7 towns of Kerala with more than 2 lakhs population. And even in these 4 SCRs and 7 towns reported, Mathrubhumi daily is not having the lowest CPT among all Malayalam dailies in all the areas.The claims are incorrect.	September 2004 Claims were supported with valid data. Mention of "every town and village", in the context of overall "14 districts of Kerala", was considered as advertising licence.
25. #	Malayala Manorama Co Ltd(*) ("Reaches 80% of Kerala's reading population") TBWA Anthem The Hindu(*) (5/2004)	"Malayala Manorama group reaches 30% of Kerala's reading population"	(Complaint received in 8/2004) Ad is based on the overall readership of various publications of Malayala Manorama Co Ltd and M.M. Publications Ltd. They have not considered the duplication factor (as per NRS 2003). Claim is false and misleading.	September 2004 Claim substantiated.

Cigarette/Tobacco

26.	Dalmia Consultants Ltd (Chabaza Pan Flavored Chewing Gum) Results India Comm P. Ltd Star Plus(*) (9/2004)	Visuals - 7-8 year old boy asking his uncle to give Chabaza pan masala to his father, to convince him that Chabaza is the best	(Complaint received in 9/04) Ad sends wrong messages to the children of that age group. **(One similar complaint received against the same TVC)**	October 2004 Ad referred to a 'Chabaza pan flavored chewing gum' and not 'Chabaza pan masala'. Complaint not valid.

TVC

Ibrahim Jadeja

C 2664

27.	Hindustan Lever Ltd(*) (Domex Plus) Lowe(*) NDTV (8/2004)	Visuals - Domex being used to wipe the spill of a male child's urine from the floor or toilet seat.	Complaint (received in 9/2004 from a member of medical profession) A product such as Domex is not needed to wipe the spill of a male child's urine. The pictures of bacteria shown are not found in a boy's urine. This could mislead a viewer into thinking that they would infect a surface with which a boy's urine has come in contact.	October 2004 No depiction of the 'boy urinating and consequently infecting the surface of the toilet'. Complaint not valid since the visual depiction of a 'boy sprinkling Domex', was clear.

Toiletries

TVC

Mr. S. Banerji

C 2667

28. #	Procter & Gamble Hygiene & Health Care Ltd(*) (Whisper Choice Sanitary Napkins) appeared on consumer website - www.pg.com/india/whisperchoice. htm	"Ten times less wetness than non-woven pads with its unique dri-weave top sheet"	(Complaint received in 9/04) Claim is wholly unsubstantiated. Ad does not mention how this claim is supported. It is extremely misleading to make a general claim of "ten times less wetness". Whisper Choice's claim is to exaggerate the product capacity as compared to a non-woven pad and hence communicate that it is better than a non-woven pad.	October 2004 Chapters I.1 and I.4. Claim not substantiated, and misleading by exaggeration. November 2004 Supporting technical information provided earlier by Advertiser had not been deliberated. On Renewed Deliberation **Not Upheld.** Complaint not supported with technical information. Claim substantiated with In-house report and validation report/certificate from independent expert.

Kimberly Clark

C 2670

TVC Capt. N. Jayachandran C. 2677

29.	Hindustan Lever Limited(*) (Liril soap) Lowe(*) DD1 (8/2004)	Visuals - a provocatively clad woman whirling around in the rain, surrounded by ill-clad urchins dancing around her. This is suggestively followed by a clipping showing 'an orange being squeezed'	(Complaint received in 9/2004) Ad is indecent	October 2004 Ad not likely to give rise to grave or widespread offence.

Cosmetics

30.	Excellent 2 Publicities (A 1 Apple/Orange) Jaya TV (9/2004)	Visuals - a woman moving around in a bikini, on a beach.	(Complaint received in 10/04) Ad is objectionable. Viewing this commercial in front of kids is not a healthy situation.	November 2004 Ad not so objectionable as to cause widespread offence.

Obscenity

TVC A. M. Varmeen C. 2689

31.	Bharti Cellular Ltd (Airtel Mobile Service) Rediffusion DY&R(*) NDTV (10/2004)	Visuals - a woman screaming while being flown in a small aircraft	(Complaint received in 10/04) It is despicable on the part of Airtel to use the screaming of a woman to attract attention to their product.	November 2004 In the context of the critical situation depicted, Ad not objectionable.

TVC Dennis Mendonca C. 2691

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32. #	Henna Industries Pvt Ltd (Colormate Hair Color) Innovative Adcom Pvt Ltd Alpha Marathi(*) (10/2004) Zee Cinema(*) (8/2004)	Tagline - "Show your true colours"	(Complaint received in 11/04) Complainant takes strong objection to the use of the phrase `Show your true colours', as it plagiarises a line that they have been using in their commercials for the brand, `Godrej Colour Soft', i.e. `Every Indian girl should find her true colours', which started running since September 2002. This is a blatant plagiarism by the advertiser.	December 2004 Advertiser's TVC not so similar to that of the Complainant's TVC, as to suggest plagiarism.

TVC
Godrej Ltd.
C. 2701
Hair Products

33.	Zoom Channel(*) Lemon Comm(*) The Times of India(*), New Delhi (10/2004)	Ad headline - "News as it happens. Be the first one to know". Visuals - a woman flirting with a man, while accompanying another man	(Complaint received in 11/04) Our morality will fade, as the lady partner of a male flirting another man with a lady.	December 2004 Exparte (absence of comments from the Advertiser). Ad not so objectionable as to give rise to widespread offence.

P. L. Subramanian C. 2702

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34. Suo motu	Concepts India Limited (Concepts Furniture – Stock Clearance Sale) Advertising Avenues(*) Ontrack Suburb (Oct 31-Nov 06, 2004)	Claim in the bubble - "Haan! Sirf dahej mein!"	(Complaint registered in 11/04) Ad promotes or condones dahej (dowry). Ad appears to contravene the law.	December 2004 Exparte (absence of comments from the Advertiser). Ad does not promote or condone "Dahej" (dowry).

N. G. Wagle
Suo motu
C. 2703

35.	Hindustan Lever Limited(*) (Pepsodent Whitening Toothpaste) Lowe(*) Sahara Rashtriya (11/2004)	Visuals - a mother is trying to correct her daughter in early teens regarding her stained teeth. The daughter in turn points a finger at her mother's yellow teeth	(Complaint received in 11/04) Ad conveys a wrong message, as the child instead of accepting the fault, is finding fault with the mother.	December 2004 Ad not objectionable.

TVC
Pratibha Naitthani
C. 2706

36.	Pepsi Foods P. Ltd(*) (Mountain Dew) J. Walter Thompson(*) Star Sports(*) (10/2004) DD Sports (11/2004)	Visuals - a person smashing his head against a strong headed animal and says 'not bad'	(Complaint received in 10/04) Ad seems to convey a wrong message that 'any one consuming 'Mountain Dew' will gain enormous courage and strength'. Visuals depicted do not bear any relation to the product advertised.	December 2004 Complaint not valid, since there was no mention or depiction in the TVC, which relates to the consumption of the product with the resultant gain of "enormous courage and strength".

TVC
T. K. Manohar C 2707

37.	ITC Limited(*) (Minto-O Fresh) FCB-Ulka Advertising(*) DD1 (11/2004)	Visuals - a lady (addressed to as 'Maina') married to a old man is eloping with a passerby (on cycle) who eats Mint-O fresh Voice over - "Eat Mint-O fresh to impress women".	(Complaint received in 11/04) It is against our cultural values and degrading of women folk.	December 2004 Depiction of a humourous incident in the Ad, not likely to give rise to widespread offence, nor considered degrading to women.
38.	Enterprise Nexus Communications(*) (Killer Jeans) Stardust (November 04 issue)	Visuals – a young man and a woman with suggestive exposure	(Complaint received in 12/04) Ad is highly offensive and voyeuristic. The sole objective is to attract brand attention by using exceedingly odious suggestive sexual imagery. Stardust is a magazine having an unrestricted audience profile and consequently the Ad is also likely to cause grave offence to a wide cross section of people.	December 2004 Ad not so objectionable as to give rise to grave or widespread offence.
39.	Reckitt Benckiser (I) Ltd(*) (Mortein Rat Kill) DD1 (12/2004)	Visuals - a rat nibbling at a teething device of a young baby. The mother is then shown lifting the teething device from the floor and directly offering the device to the young child	(Complaint received in 12/04) No mother would offer anything to a young child without first dusting/clearing or rinsing it in water.	January 2005 Ad not likely to encourage negligence.
40.	Gillette India Ltd(*) (Gillette Vector Plus) Sun TV (12/2004)	Visuals - a woman dances with a man and she caresses his face. She finds that he hasn't shaved properly, and so goes on to another man who seems to have shaved properly	(Complaint received in 12/04) Ad is demeaning to women.	January 2005 Ad not demeaning to women, and not likely to give rise to widespread offence.

41. #	Procter & Gamble Home Products Limited(*) (Whisper Ultra) ETC (10/2004) Sony TV(*), Star Plus(*), Zee TV(*) (between 10/2004 – 12/2004)	"Whisper Ultra is 5 times more absorbent, than the shown Stayfree Secure napkin". Fine print – "under test condition simulating intense activity". Visuals - a comparison between `Whisper Ultra' and a `Stayfree Secure' like napkin A blue ink like liquid is poured/splashed at one go, at the side of the `ordinary' Stayfree Secure pad. On New Easy Wrap Whisper Ultra with wings and channels, the liquid is shown as being poured slowly in small quantities, 5 times, at the center of the pad.	(Complaint received in 1/05) TVC depicts a static lab test and not a dynamic lab test condition, as is mentioned in the fine print. However, whether static or dynamic, lab tests cannot substantiate the claim of "5 times better absorption". The find needs to be proved through in-use consumer testing. The testing procedure shown in the Ad is biased. The method of depiction of the test itself is misleading.	February 2005 Claim, "Isme hain Paanch Guna Jyada sokhne ki shakti yaani Geelepan ka Ehsaas hi nahin", not false, and the visual depiction of the `test' as shown in the TVC, not misleading.

TVC

J & J

C. 2726

42.	Machino Techno Sales Ltd (Grand Puja – Maruti Exchange Bonus) The Telegraph, Kolkata edition (10/2004)	"Exchange bonus upto Rs.10,000/- besides insurance for 1 year at just Rs.1.00 and MGA package worth Rs.5000/- for exchange of Maruti-800 model".	(Complaint received in 1/2005) On visiting the dealer's showroom (in 10/2004), an Executive of the showroom inspected and checked the Complainant's car and stated that the exchange value of his car was only Rs.40,000/-. Complainant was then taken to the salesman of the dealer, who stated that the offer as published in The Telegraph in 10/2004, was not available, and instead a new offer in which besides the exchange value, a new car is available with one year insurance against Rs.1.00 only. Inspite of assurance in print in a largely circulated newspaper, the dealer refused to fulfill the conditions within just 2 days of the Ad, without public notification.	February 2005 Claims/offer made in the Ad, not false or misleading. Complainant did not provide any evidence in support of the complaint.

Arun kumar Dey

C 2727

Piyush Sengupta
C. 2728

43.	Philips India Ltd(*) (Philips Genie Bulb) T.O.I.(*), Kolkata (12/2004)	"Genie reduces electricity bill by 80% compared to an ordinary bulb".	(Complaint received in 1/2005) Claim needs to be substantiated. Also, it appears to be misleading as the Advertiser has not mentioned which laboratory or organisation has tested their authenticity/claim.	February 2005 Claim substantiated.
44. $	Dr. A's Clinic (Permanent Hair Re-growth) Pragati Advertising & Marketing Health & Nutrition (July 2004 issue)	"Permanent Hair Re-growth" "In Single Day treatment" "The best of follicular micrografting"	(Complaint received in 1/2005) Advertiser should substantiate this claim through an independent study. How does a single day's treatment help grow hair? Claim is questionable and should be substantiated with supporting documents.	February 2005 Claims not false.
45. Suo motu	Institute of Preventive Cardiology (Avoid Heart Attack, Bypass & Hospitalization) T.O.I.(*) (11/2004)	Ad headline - "I am undergoing IPC's Non-Surgical heart treatment without changing my Lifestyle", "With 70 to 100% blockages", "EECP – World's most advance successful treatment creating natural bypass", "Arterial clearance therapy", "Cardiac Rehabilitation" "Avoid Heart Attack, Bypass"	(Complaint registered in 1/05) Headline could be considered a contravention of The Drugs And Magic Remedies (Objectionable Advertisements) Act 1954. Claims need substantiation. Claim needs substantiation since this would encourage negligence on the part of the persons with heart conditions.	February 2005 Claims not false. The `non-surgical treatment' is not a medicine or a drug, and is not governed by The Drugs and Magic Remedies (Objectionable Advertisements) Act 1954.
46. Suo motu	Marico Industries Ltd(*) (Hair & Care) Sony channel(*) (1/2005)	Visuals - the female model's skirt b own up by an electric fan rising upwards with accompanying indecent exposure	(Complaint registered in 1/05) The idea was to convey the flowing hair quality characteristic contributed by the advertised product. This exposure is unrelated to the product promoted in the Ad.	February 2005 Ad not indecent or vulgar, as to give rise to grave or widespread offence.

CERS
C. 2730
Drugs/Medicine

GID
Suo Motu
C. 2734
Drugs/Medicine

ICP
Suo Motu
C. 2740
Obscenity

47.	Times Internet Limited(*) (Indiatimes Shopping –Valentines Exclusive Offers) Bombay Times(*) (2/2005)	"Rs.2200 Diamond Pendant + Free Pearl Earrings worth Rs.350/-", "Special offer – For every purchase worth Rs.1000 and above, get an exquisite silver and ruby Surat Diamond pendant with chain worth Rs.700 absolutely free", "Hurry, offer valid for a limited period only".	(Complaint received in 2/05) On 2/2/05, the Complainant called the Advertiser to place an order. He was informed that "an alternative costing Rs.2400 was available for a bigger diamond pendant and the free gift was a pearl necklace worth Rs.700". The Complainant then referred to the `special offer', made in the Ad, to which he was informed that the "special offer was only valid for the first 300 orders". Further, he was asked for his credit card stating that was the only mode for payment against an order.Ad did not mention any other rider to the special offer nor any mention of payment exclusively by credit card. Ad is misleading and deceptive.	February 2005 Claims/offer made in the Ad, not false or misleading. Complainant did not provide any evidence in support of the complaint. Advertiser informed that the Complainant be advised to refer the matter directly to them for fair investigation and appropriate action.

Arthur G. D'mello

C. 2742

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48. #	The Times of India(*) (Times International) The Economic Times(*), New Delhi (1/2005) The Times of India(*), New Delhi (1/2005)	Visual - Mona Lisa with folded hands	(Complaint received in 2/05) Complainant draws the attention to an Ad of 'ITC Hotels', which predates the 'Times International' Ad and features 'Mona Lisa with folded hands' as the main visual. ITC Hotels 'Mona Lisa' Ad was released first in July 2003, in The Hindustan Times Sunday magazine and certain other publications. It is quite apparent that The Times International Ad amounts to a flagrant duplication of the creative property of the ITC Hotels Ad.	February 2005 Visual under reference, did not constitute an advertising property, as to suggest plagiarism.

J. Walter Thompson

C. 2741

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49. Suo motu	eFunds International India Pvt Ltd (E-Funds) Strings Advertising Assignments Abroad Times (1/2005)	Headline – "Sachin's scoring with cricket. I am with eFunds".	(Complaint registered in 1/05) Ad takes undue advantage of a celebrity. Advertiser should provide proof of endorsement.	March 2005 Ad did not carry a testimonial or endorsement of an identified celebrity.
50. #	Boots Piramal Healthcare Pvt Limited (Strepsils Cough Fighter) Promotion message on the pack (Mfg date: Oct 2004)	Free Bournvita 2 x 40 gm pouches worth Rs.24/-	(Complaint received in 2/2005) Offering free gifts of 2 packs of Bournvita is a material inducement to buy the drug 'Strepsils Cough Fighter' by a consumer which will result in excessive use and consumption of the drug. The inducement to buy a drug by offering free gifts is a violation of the Code of Ethics of Government of India and the ASCI Code.	March 2005 "Free Bournvita 2x40 gm pouches worth Rs.24/-", with Strepsils Cough Fighter (Mfg Date October 2004), not an inducement leading to excessive usage of a drug by a consumer.
51.	TTK LIG Ltd (Kohinoor Xtra Time Condoms) McCann Erickson (India) Pvt Ltd(*) Hoardings in Dehradun city	"Is Raat ki Subah Nahin"	(Complaint received in 2/2005) This message, roughly translated in English, would imply "the night does not end in the morning". This claim on the performance of Kohinoor Xtra Time condom, is obviously unrealistic and an exaggerated one. Moreover, the character X in the `Xtra Time' is a slanting silhouette of the male in one bar and the female in the other bar forming the character X. This too tends to offend the viewer/reader, as it can be interpreted as provocative enough and misleading to promote the product. The hoardings are in general areas frequented by all age groups from young children onwards.	March 2005 Message on the Hoarding, considered to be an advertising cliché and not a claim of product effectiveness. Ad not misleading.

Cigarette/Tobacco

52.	Kothari Products Ltd (Pan Parag Pan Masala) Harmony Multimedia Pvt Ltd Aaj Tak(*) (1/2005)	'Statutory health warning' written in English – 'Chewing of pan masala is injurious to health. Not for minors'	(Complaint received in 2/05) Appears in a very small, nearly unnoticeable print. The font of the print of 'health warning' should be large and bold enough and that too in Hindi to get easily noticed by an average viewer.	March 2005 Ad not in violation of the relevant requirements of a health warning.

LD

Dr. Praveen Chopra C. 2745

53.	The Economic Times(*) (The Brand Equity Quiz 05) T.O.I.(*) (2/2005)	Visuals - a woman sitting on top of a man Ad copy - "she was thinking of position 14 and he was thinking of question 16".	(Complaint received in 2/05) Ad depicting, suggesting, and talking of sexual intercourse and its possible positions is objectionable on the grounds of decency. Such vulgar, suggestive and indecent Ads should not be carried in a newspaper reaching every house and people of every age group.	March 2005 Ad not so objectionable or indecent as to give rise to grave or widespread offence.

Obscenity

Prabha Naithani

C. 2746

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54. #	Asian Paints (I) Ltd(*) (Asian Tractor Emulsion Paint) Contract Advertising(*) Ten Sports (9/2004)	1) Visuals - a sales woman, courier boy and postman meeting flat owner. Voice over says, "yeh sirf dikhta mehenga hai". 2) Visuals -"Kids asking for donation and postman meeting flat owner. Voice over says, "yeh sirf dikhta mehenga hai".	(Complaint received in 2/05) The storyline and visual setting of the 2 Tractor films are similar to the 2 TVCs of Berger Paints – Bison distemper (Bison TVCs first released on September 2, 2002). The claim made in the Tractor TVCs – "Painting makes the house looks rich and expensive in comparison to the owner's personality", is also similar to Bison The claim – Tractor sign-off ("yeh sirf dikhta mehenga hai") is very similar to Berger Bison's ("shaan zyada daam nahin"). Also, in the TVC of Tractor, the donation can which the kids are carrying has the same colour scheme as the "Berger Luxol Silk can".	March 2005 Advertiser's TVCs not so similar to the Complainant's TVCs under reference, as to suggest plagiarism, nor misleading in the same context.

TVC/CD :

Berger Paints

C. 2749

Complain to ASCI regarding an Unfair Competitive Advertisement (# Intra Industry)

CHAPTER IV - ASCI Code

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

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

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

3. Advertisements shall not be similar to any other advertiser's earlier run advertisements in general layout, copy, slogans, visual presentations, music or sound effects, so as to suggest plagiarism.

Advertisement for ***Product*** (name) : _____ of ***Company*** (name) _____

Advertisement for ***Service*** (name) : _____ of ***Company*** (name) _____

Appeared in ***Publication*** (name) : _____ ***date*** (on) : _____ in (***City***) : _____ in ***Language*** : _____

Appeared on ***TV/Radio*** : _____ ***channel*** (name) _____ ***date*** (on) _____

during (***time/programme***) : _____ in (***language***) _____

Other promotion : _____ ***Printed material*** : _____ ***Poster*** :_____

Leaflet : _____ ***Mailing*** (from) : _____

Promotion message on ***product pack*** : _____

Advertisement/promotion on ***internet/website/other electronic media*** : _____

Name of Server _____

Address (url/website) _____ ***date observed*** _____

Outdoor hoarding:(Photograph)(Exact copy) _____ ***location/city*** : _____ ***date/month observed*** : _____

Please enclose clipping/clear copy of print advertisement/electronic media advertisement.(VHS of TVC), copy of any other promotion complained against.

Describe TV/Radio commercial visual/voice : _____

Mention specific claims/visual/messages which ***you wish to complain about*** : _____

_____

Your reasons / objections : _____

Please send (by post) your complete complaint (signed by you preferably) with full particulars as above, enclosing proof, supporting additional information in support of your complaint.

Your full name: _____ ***Signature*** _____ **Date**_____

Company & Postal address:_____ ***Pin code***_____

Write to -The Secretary General (ASCI)
The Advertising Standards Council of India , 205, Bombay Market, 78 Tardeo Road, Mumbai 400 034
Tel: (022) 23521066/23516863, Fax: 23516863, e-mail: asci@vsnl.com Website: www.asci.co.in
In case you send **your complaint by e-mail** please follow-up with a hard copy of your complete complaint with enclosures, ***by post*** to our above address.

if an **AD** is

Wrong / Indecent / Dishonest / Misleading

WE WILL SET IT RIGHT.

Advertisng is a wonderful thing. It informs you about the range of products and services available and gives you the right to choose. But some Ads can be misleading. indecent or dishonest. You can help us put an end to such Ads. Send your complaints on such Ads to : ASCI, 205, Bombay Market, 78 Tardeo Road, Mumbai 400 034 or email us at : asci@vsnl.com



The Advertising Standards Council of India

The watchdog of the Indian advertising industry.

Self-Regulation in Advertising

Credible advertisements for enhancing the public's confidence

Mission of

ASCI

ASCI has one overarching goal: to maintain and enhance the public's confidence in advertising.

ASCI seeks to ensure that advertisements conform to its Code for Self-Regulation which requires advertisements to be

- Truthful and fair to consumers and competitors.
- Within the bounds of generally accepted standards of public decency and propriety.
- Not used indiscriminately for the promotion of products, hazardous or harmful to society or to individuals particularly minors, to a degree unacceptable to society at large.

ASCI propagates its Code and sense of responsibilty for its observance amongst advertisers, advertising agencies and others connected with the creation of advertisements, and the media.

ASCI encourages the public to COMPLAIN (*) against advertisements with which they may be unhappy for any reason and ensures that each complaint receives a prompt and objective consideration by an impartial committee - Consumer Complaints Council (CCC), which takes into account the view point of the advertiser, and appropriate decision is communicated to all concerned.

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

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

Write to: Secretary General, ASCI, 205 Bombay Market, 78 Tardeo Road, Mumbai 400 034, with a copy of the press Ad, name and date of publication, or the channel name, date and time of airing, and a brief description of the T. V. Commercial/Radio spot, with your complaint. For any clarification, call (022) 23521066 / 23516863, Fax: 23516863.
e-mail: asci@vsnl.com Website: www.asci.co.in

REMEMBER-DON'T REACT. ACT.
TOGETHER WE WILL SET IT RIGHT

The Advertising Standards Council of India

The watchdog of the Indian advertising industry.

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