

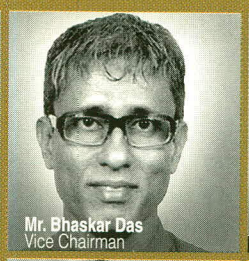
21st Report & Accounts for the year 2006-07

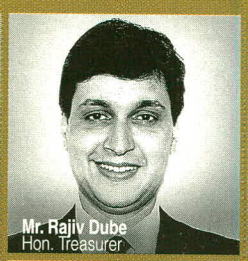
The Advertising Standards Council of India

The Advertising Standards Council of India

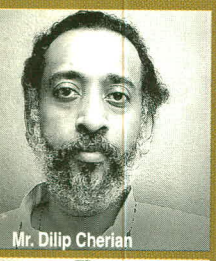
BOARD OF GOVERNORS

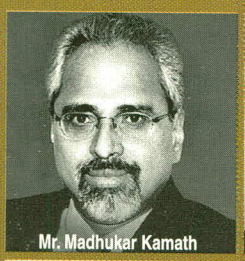

Mr. Shantanu Khosla
Chairman

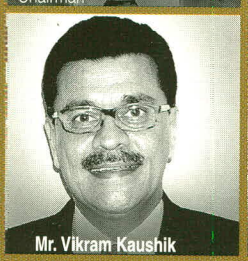

Mr. Bhaskar Das
Vice Chairman

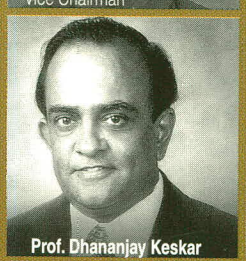

Mr. Rajiv Dube
Hon. Treasurer

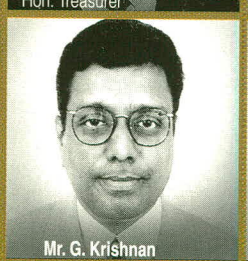

Ms. Vinita Bali

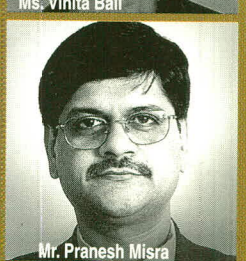

Mr. Dilip Cherian

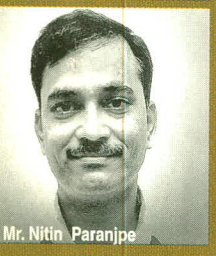

Mr. Madhukar Kamath

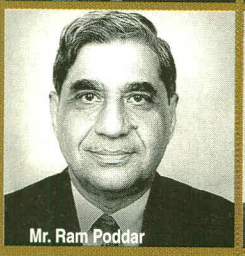

Mr. Vikram Kaushik


Prof. Dhananjay Keskar

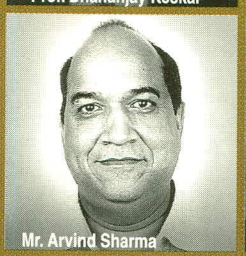

Mr. G. Krishnan

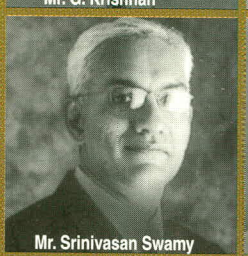

Mr. Pranesh Misra

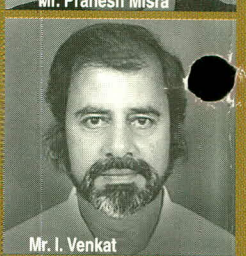

Mr. Nitin Paranjpe


Mr. Ram Poddar

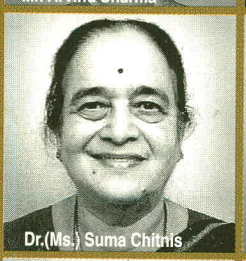

Mr. Partha Rakshit

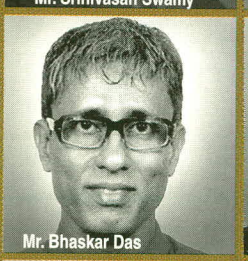

Mr. Arvind Sharma


Mr. Srinivasan Swamy

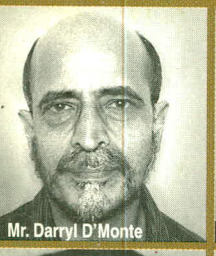

Mr. I. Venkat

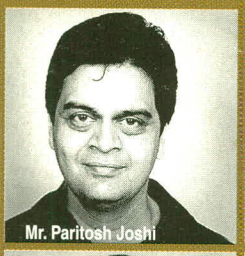
CONSUMER COMPLAINTS COUNCIL MEMBERS

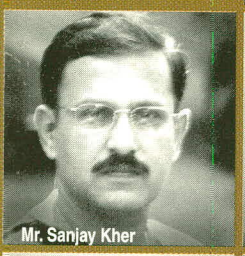

Dr.(Ms.) Suma Chitnis

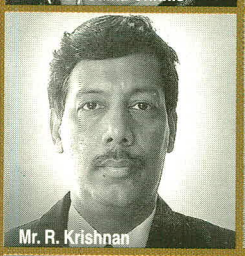

Mr. Bhaskar Das


Ms. Anuradha Deshpande

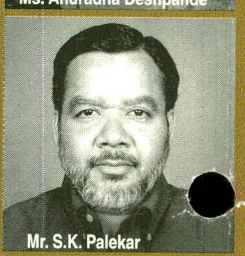

Mr. Darryl D'Monte

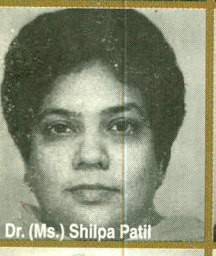

Mr. Paritosh Joshi


Mr. Sanjay Kher

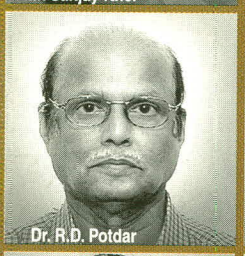

Mr. R. Krishnan


Prof. K.G. Narayankhedkar


Mr. S.K. Palekar

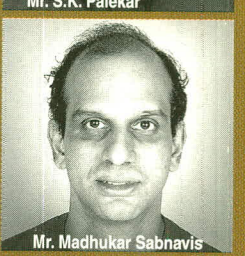

Dr. (Ms.) Shilpa Patil

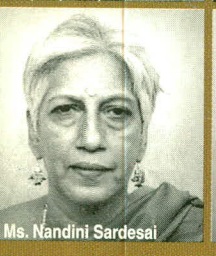

Ms. Sangeeta Pendurkar


Dr. R.D. Potdar

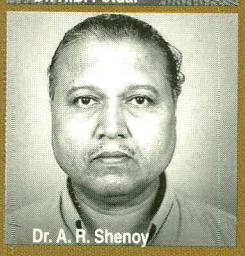

Ms. Anita Ramachandran

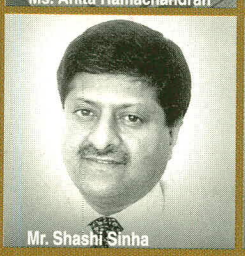

Mr. R. Ramakrishnan

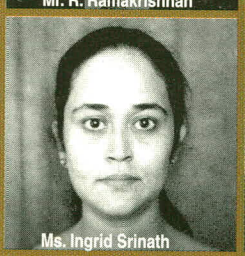

Mr. Madhukar Sabnavis

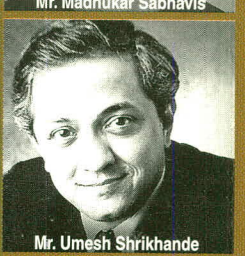

Ms. Nandini Sardesai


Mr. Sumedh Shah


Dr. A. R. Shenoy


Mr. Shashi Sinha


Ms. Ingrid Srinath


Mr. Umesh Shrikhande

REGISTERED OFFICE & SECRETARIAT: 219 Bombay Market, 78 Tardeo Road, Mumbai 400 034.
Tel: 23521066 / 23516863; Fax: 23516863; e-mail: asci@vsnl.com website: www.ascionline.org

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

REGISTERED OFFICE
219 Bombay Market,
78 Tardeo Road,
Mumbai 400 034
Tel: 23521066, 23516863
Fax: 23516863
e-mail: asci@vsnl.com
website: www.ascionline.org

ATTENDANCE OF THE MEMBERS

of the **Board of Governors** of The Advertising Standards Council of India at Board Meetings from the 226th meeting held on April 13th, 2006 to the 236th meeting held on March 8th, 2007. (11 Meetings held)

Name of Member	Meetings Applicable	Meetings Attended
Mr. Shantanu Khosla	11	9
Mr. Bhaskar Das	11	4
Mr. Rajiv Dube	11	6
Mr. Sam Balsara (a)	5	3
Ms. Vinita Bali	11	1
Mr. Dilip Cherian	11	1
Mr. Madhukar Kamath	11	6
Mr. Vikram Kaushik	11	2
Prof. Dhananjay Keskar	11	5
Mr. G. Krishnan	11	1
Mr. Pranesh Misra	11	3
Mr. N. Murali (a)	5	0
Mr. Nitin Paranjpe	11	9
Mr. Ram Poddar	11	9
Mr. Partha Rakshit	11	2
Mr. Arvind Sharma	11	7
Mr. Srinivasan K. Swamy (b)	6	4
Mr. I. Venkat (b)	6	2

(a) Retired 9/06

(b) w.e.f. 9/06

***

ATTENDANCE OF THE MEMBERS

of the **Consumer Complaints Council (CCC)**
from the 231st meeting held on May 23rd, 2006 to the 244th meeting held on March 28th, 2007.(14 Meetings held)

Name of Member	Meetings Applicable	Meetings Attended
Mr. Farokh Balsara (a)	5	0
Dr. (Ms.) Suma Chitnis	14	8
Mr. Bhaskar Das (b)	11	5
Ms. Anuradha Deshpande	14	8
Mr. Darryl D'Monte	14	5
Mr. Paritosh Joshi	14	5
Mr. Sanjay Kher	14	3
Mr. Shantanu Khosla (c)	3	1
Mr. R. Krishnan	14	1
Prof. K.G. Narayankhedkar (d)	12	8
Mr. S.K. Palekar	14	6
Dr.(Ms.) Shilpa Patil (e)	7	2
Ms. Sangeeta Pendurkar	14	1
Dr. R.D. Potdar	14	4
Ms. Anita Ramachandran (f)	9	3
Mr. R. Ramakrishnan	14	7
Dr. (Ms.) Angela Rodrigues (g)	4	0
Mr. Madhukar Sabnavis	14	8
Ms. Nandini Sardesai	14	9
Dr. A.R. Shenoy	14	13
Mr. Sumedh Shah	14	8
Ms. Ingrid Srinath	14	1
Mr. Shashi Sinha	14	10
Mr. Umesh Shrikhande	14	8

(a) Resigned 11/06
(b) w.e.f. 9/06
(c) Retired 9/06
(d) w.e.f. 8/06
(e) w.e.f. 12/06
(f) w.e.f. 11/06
(g) Retired 10/06

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BOARD OF GOVERNORS

TENURE SINCE INCEPTION OF ASCI (1985)

Adhikari Arun ..... 5/2000 - 2/06
Agarwal Rajiv ..... 9/95 - 9/97
Ansari Tarique ..... 2/93 - 3/95
Bakshi Jayant ..... 9/91 - 5/93
Bali Vinita ..... 2/06 - 4/07
Balsara Sam ..... 9/96 - 9/06
Banga M.S. ..... 6/97 - 2/99
Bhullar Mohini ..... 12/90 - 12/92
Bijapurkar Ashoke ..... 7/01 - 3/03
..... 7/04 - 5/05
Bijlani Lalit ..... 10/85 - 6/88
Bilimoria Pheroza ..... 1988 - 9/97
Bose Amol Kumar ..... 1987 - 10/94
Cherian Dilip ..... 7/05 -
Chopra J.C. ..... 10/85 - 12/93
Das Bhaskar ..... 9/05 -
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
Dube Rajiv ..... 7/05 -
Engineer Gul ..... 10/85 - 9/94
Ghosal Subash ..... 10/85 - 6/88
Gore Anil ..... 1988 - 9/91
Goyal Sandeep ..... 3/02 - 12/02
Guha Pradeep ..... 9/94 - 9/98
Irani C.R. ..... 9/99 - 7/05
Jain Harish ..... 10/85 - 6/88
Jain Urmila ..... 12/95 - 7/05
Kamath Madhukar ..... 9/97 - 2/99
..... 11/01 -
Kant Ravi ..... 1/2000 - 6/05
Kapur Ranjan ..... 5/94 - 4/95
Kapadia Bharat ..... 4/95 - 9/05
Kaushik Vikram ..... 9/05 -
Keskar Dhananjay ..... 9/04 -
Khalap Kiran ..... 9/98 - 9/99
Khanna M.K. ..... 9/92 - 9/93
Khorakiwala F.T. ..... 8/89 - 9/99
Khosla Shantanu ..... 7/05 -
Kurian K. ..... 10/85 - 6/88
Krishnan G. ..... 1/03 -
Mahindra Harish ..... 10/85 - 12/86
Manerikar V.V. ..... 9/97 - 5/01
Manwani Harish ..... 3/99 - 3/2000
Mariwala Harsh ..... 6/96 - 9/96
Mathew Jacob ..... 3/90 - 9/2000
Mehta Karl ..... 10/85 - 7/88
Misra Pranesh ..... 9/05 -
Mody Zia ..... 8/99 - 9/04
Murali N. ..... 10/85 - 6/88
..... 9/98 - 9/06
Nanjundaiah Shashidhar 6/03 - 9/03
Nerker Ashok ..... 8/89 - 9/98
Patel Bharat V. ..... 8/95 - 7/05
Paranjpe Nitin ..... 2/06 -
Peerbhoy Bunty ..... 8/93 - 7/95
Pereira Roger ..... 10/85 - 9/97
Poddar Ram ..... 11/98 -
Poonawala B. ..... 7/95 - 10/95
Puri Bharat ..... 5/02 - 12/05
Rakshit Goutam ..... 9/95 - 9/98
..... 3/99 - 9/05
Rakshit Partha ..... 7/05 -
Saldanha Conrad ..... 9/99 - 6/01
Samuel Derrick 9/2000- 4/02
Sayani Ameen ..... 10/85 - 2/87
..... 6/88 - 7/95
Sehgal Ram ..... 7/95 - 10/2000
.....12/2000 - 6/05
Sen Siddharth ..... 1/87 - 8/89
Sharma Arvind ..... 7/05 -
Sheopuri R.C. ..... 9/90 - 9/94
Shourie Deepak ..... 9/97 - 9/99
Singh R.K. 10/2000- 2/02
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 - 9/04
Srinivasan K.B. ..... 1/97 - 9/97
Swamy R.K. ..... 1988 - 3/92
Swamy Srinivasan K. 9/2006-
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
Venkat I. ..... 9/06 -
***

THE ADVERTISING STANDARDS COUNCIL OF INDIA
Secretariat : 219 Bombay Market, 78 Tardeo Road, Mumbai 400 034.
Tel : 23521066/23516863 Fax : 23516863 e-mail: asci@vsnl.com
Website: www.ascionline.org

CONSUMER COMPLAINTS COUNCIL

TENURE SINCE INCEPTION OF ASCI (1985)

Agarwal Rajiv	9/90	-	7/95
	7/99	-	12/01
	& 2/02	-	12/02
Agarwal Sharda	7/04	-	2/05
Ansari Tarique	10/94	-	3/95
Arya Pramesh	6/07	-	
Athavankar U.A.	7/86	-	9/04
Ayer S.R.	7/88	-	9/90
Balsara Farokh	4/05	-	10/06
Balsara Sam	9/99	-	8/2000
Bhandari L.	10/85	-	4/88
Bijapurkar Ashoke	9/04	-	5/05
Bilimoria Pheroza	9/90	-	10/91
Bose Amol Kumar	10/91	-	9/92
Chinai Jaimini	8/99	-	5/01
Chitnis Suma	2/03	-	
Das Bhaskar	9/06	-	
Deshpande Anuradha	10/04	-	
D'Monte Darryl	12/99	-	
Das Gurcharan	10/85	-	4/88
Dasgupta A.	12/93	-	7/95
Ghosal Subash	10/85	-	4/88
Gonsalves Camille	12/02	-	5/05
Halve Anand	9/96	-	12/97
Jain Harish	5/87	-	4/88
Jain Urmila	9/2000	-	8/01
Jayaraman N.	1/92	-	4/99
Jhawer P.K.	7/86	-	8/96
Joshi Paritosh	1/06	-	
Kamath M.V.	10/85	-	9/95
Kant Ravi	5/02	-	8/02
Kapadia Bharat	9/98	-	8/99
Karkaria Bachi	12/99	-	4/2000
Khanna M.K.	7/88	-	8/90
Kher Sanjay	2/03	-	
Khorakiwala F.T.	10/93	-	9/94
Khosla Shantanu	12/05	-	9/06
Kohli Swarn	7/88	-	9/04
Krishnan R.	5/04	-	
Kulkarni Ravi	7/88	-	6/95
Kshirsagar E.A.	10/94	-	10/04
Kurian K.	12/89	-	12/03
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	4/02	-	3/04
Mody Zia	6/95	-	7/99
Motwani Pushpa	10/85	-	9/92
Murali N.	9/02	-	10/03
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
Narayankhedkar K.G.	8/06	-	
Narayanan V.	10/85	-	4/88
Nayak Raj	2/02	-	12/02
Palekar S.K.	4/05	-	
Pant Rajesh	5/97	-	1/02
	1/03	-	5/05
Patel Aakar	7/04	-	12/05
Patel Bharat V.	9/97	-	8/98
Patel Udayan	12/02	-	10/04
Patil Shilpa	12/06	-	
Pendurkar Sangeeta	6/05	-	4/07
Pereira Roger	10/92	-	9/93
Pisharody Ravi	7/99	-	6/04
Poddar Ram	5/05	-	9/05
Potdar R.D.	10/04	-	
Puri Bharat	9/05	-	12/05
Purohit Apurva	6/03	-	2/04
Rakshit Goutam	10/03	-	9/04
Ramachandran Anita	11/06	-	
Ramakrishnan R.	1/04	-	
Rao B.V.	6/2000	-	5/01
Roy Protap	7/88	-	8/89
Rodrigues Angela	10/96	-	9/06
Sabnavis Madhukar	10/02	-	
Samuel Derrick	9/01	-	4/02
Sardesai Nandini	6/04	-	
Sayani Ameen	10/85	-	8/89
Sehgal Ram	7/05	-	11/05
Shah Sumedh	10/02	-	
Shenoy A.R.	12/05	-	
Singhal Rajrishi	7/01	-	1/02
Singh Digvijay	1/96	-	5/96
Sinha Shashi	10/02	-	
Singh Khushwant	10/85	-	4/88
Sista S.V.	3/93	-	9/96
Sopariwala Dorab	10/96	-	8/97
Shrikhande Umesh	1/06	-	
Srinath Ingrid	11/02	-	
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.	4/02	-	3/03
Vasu T.T.	7/88	-	8/89
Venkatesan T.K.	10/04	-	7/05
Wadia Nargis	7/88	-	8/96
Wagle N.G.	12/95	-	11/05

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 31ST, MARCH 2007

Category 'A' ADVERTISERS

1. **AFL P. Ltd.** Mumbai
2. **Agro Tech Foods Ltd.** Secunderabad
3. **Air India** Mumbai
4. **Akbarallys** Mumbai
5. **Amara Raja Batteries Ltd.** Tamilnadu
6. **Aptech Ltd.** Mumbai
7. **Asian Paints Ltd.** Mumbai
8. **Ayurved Sumshodhanalaya (Pune) P. Ltd.** Pune
9. **Bacardi Martini (I) Ltd.** New Delhi
10. **Bajaj Electricals Ltd.** Mumbai
11. **Bharat Petroleum Corp. Ltd.** Mumbai
12. **Bombay Chemicals P. Ltd.** Mumbai
13. **Britannia Industries Ltd.** Bangalore
14. **Cadbury India Ltd.** Mumbai
15. **Cadila Health-Care Ltd.** Ahmedabad
16. **Camlin Ltd.** Mumbai
17. **Castrol India Ltd.** Mumbai
18. **Ceat Ltd.** Mumbai
19. **Citibank N. A.** Mumbai
20. **Coca-Cola India** Gurgaon
21. **Colgate Palmolive (I) Ltd.** Mumbai
22. **Dabur India Ltd.** Ghaziabad
23. **Datamatics Ltd.** Mumbai
24. **Diageo India P. Ltd.** Mumbai
25. **Dorcas Market Makers Ltd.** Chennai
26. **Eureka Forbes Ltd.** Mumbai
27. **Eveready Industries (I) Ltd.** Kolkata
28. **Ford India Ltd.** Tamilnadu
29. **General Mills India P. Ltd.** Mumbai
30. **GlaxoSmithkline Consumer Healthcare Ltd.** Gurgaon
31. **GlaxoSmithkline Pharma Ltd.** Mumbai
32. **Godfrey Phillips (I) Ltd.** New Delhi
33. **Godrej & Boyce Mfg. Co. Ltd.** Mumbai
34. **Godrej Consumer Products Ltd.** Mumbai
35. **GTM Teleshopping P. Ltd.** Indore
36. **Gujarat Ambuja Cements Ltd.** Mumbai
37. **Hawkins Cookers Ltd.** Mumbai
38. **Heinz India P. Ltd.** Mumbai
39. **Henkel India Ltd.** Chennai

40. **Hero Honda Motors Ltd.**
New Delhi

41. **Hindustan Lever Ltd.**
Mumbai

42. **Hindustan Petroleum Corp Ltd.**
Mumbai

43. **H.D.F.C. Ltd.**
Mumbai

44. **Honda Siel Power Products Ltd.**
Noida

45. **Hutchison Max Telecom Ltd.**
Mumbai

46. **ICICI Bank Ltd.**
Mumbai

47. **Indian Oil Corporation Ltd.**
Mumbai

48. **Indofil Chemicals Co.**
Mumbai

49. **I.T.C. Ltd.**
Kolkata

50. **ION Exchange (I) Ltd.**
Mumbai

51. **J.K. Industries Ltd.**
New Delhi

52. **Johnson & Johnson Ltd.**
Mumbai

53. **Kellogg India P. Ltd.**
Mumbai

54. **Kimberly-Clark Lever P. Ltd.**
Pune

55. **Kodak India Ltd.**
Mumbai

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

57. **MRF Ltd.**
Chennai

58. **Madras Cements Ltd.**
Chennai

59. **Marico Ltd.**
Mumbai

60. **Motor Industries Co. Ltd.**
Bangalore

61. **Nachiketa Publications Ltd.**
Mumbai

62. **Narangs Hospitality Services P. Ltd.**
Mumbai

63. **Nestle India Ltd.**
Gurgaon

64. **NIIT Ltd.**
Gurgaon

65. **Nirma Ltd.**
Ahmedabad

66. **Novartis (I) Ltd.**
Mumbai

67. **N Ranga Rao & Sons**
Mysore

68. **Ozone Ayurvedics**
New Delhi

69. **Paras Pharmaceuticals Ltd.**
Ahmedabad

70. **Parle Products P. Ltd.**
Mumbai

71. **PepsiCo India Holdings P. Ltd.**
Gurgaon

72. **Pepsi Foods P. Ltd.**
Gurgaon

73. **Pfizer Ltd.**
Mumbai

74. **Philips Electronics India Ltd.**
Mumbai

75. **Procter & Gamble Hygiene & Health Care Ltd.**
Mumbai

76. **Ray-Ban Sun Optics (I) Ltd.**
Rajasthan

77. **Reckitt Benckiser India Ltd.**
Gurgaon

78. **Reliance Industries Ltd.**
Mumbai

79. **Sara Lee Household & BodyCare India P. Ltd.**
Chennai

80. **Seagram India (P) Ltd.**
Gurgaon

81. **Shriram Chits (Karnataka) P. Ltd.**
Bangalore

82. **S. Kumar Nationwide Ltd.**
Mumbai

83. **Standard Chartered Bank**
Mumbai

84. **Tata Chemicals Ltd.**
Mumbai

85. **Tata Coffee Ltd.**
Bangalore

86. **Tata Motors Ltd.**
Mumbai

87. **Tata Services Ltd.**
Mumbai

88. **Tata Tea Ltd.**
Kolkata

89. **The Associated Cements Cos. Ltd.**
Mumbai

90. **The Bombay Dyeing & Mfg. Co. Ltd.**
Mumbai

91. **The Hongkong & Shanghai Banking Corp Ltd.**
Mumbai

92. **The Ravalgaon Sugar Farm Ltd.**
Mumbai

93. **The Tata Iron & Steel Co. Ltd.**
Jamshedpur

94. **Titan Industries Ltd.**
Bangalore

95. **Total Fina Elf India Ltd.**
Mumbai

96. **TTK Prestige Ltd.**
Bangalore

97. **United Spirits Ltd.**
Bangalore

98. **Voltas Ltd.**
Mumbai

99. **VST Industries Ltd.**
Hyderabad

100. **Whirlpool of India Ltd.**
New Delhi

101. **Wyeth Ltd.**
Mumbai

102. **Xerox Modi Corp Ltd.**
Gurgaon

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Category 'B'
PRESS / MEDIA

1. **Ajit**
Jalandhar

2. **Amar Ujala Publications Ltd.**
Meerut

3. **Bennett Coleman & Co. Ltd.**
Mumbai

4. **Business India Publications Ltd.**
Mumbai

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

6. **Chitralekha**
Mumbai

7. **Dainik Bhaskar**
Mumbai

8. **Discovery Comms. India**
New Delhi

9. **Divya Bhaskar**
Mumbai

10. **Eenadu**
Hyderabad

11. **Gavakari Prakashan**
Nashik

12. **Independent News Service P. Ltd.**
Noida

13. **Indian Express Newspapers (Bombay) Ltd.**
New Delhi

14. **Jai Hind-Daily**
Ahmedabad

15. **Kasturi & Sons Ltd.**
Chennai

16. **Kheti Duniyan**
Patiala

17. **Lokmat Newspapers P. Ltd.**
Mumbai

18. **Malayala Manorama Co. Ltd.**
Kottayam

19. **Mid-Day Multimedia Ltd.**
Mumbai

20. **Neutral Publishing House Ltd.**
Ranchi

21. **Outlook Publishing India P. Ltd.**
New Delhi

22. **Parsiana Publications P. Ltd.**
Mumbai

23. **Rajasthan Patrika P. Ltd.**
Jaipur

24. **Sahara One Media & Entertainment Ltd.**
Mumbai

25. **Sakal Papers Ltd.**
Pune

26. **Sankha Press P. Ltd.**
Assam

27. **Sony Entertainment Television (I) P. Ltd.**
Mumbai

28. **Star India P. Ltd.**
Mumbai

29. **Tata Sky Ltd.**
Mumbai

30. **The Hindustan Times Ltd.**
New Delhi

31. **The Mathrubhumi Printing & Publishing Co. Ltd.**
Kozhikode

32. **Television Eighteen India Ltd.**
Mumbai

33. **The Printers (Mysore) Ltd.**
Bangalore

34. **The Statesman Ltd.**
Kolkata

35. **The Walt Disney Co. (India) P. Ltd.**
Mumbai

36. **TV Today Network Ltd.**
New Delhi

37. **VJM Media P. Ltd.**
Mumbai

38. **Zee Entertainment Enterprises Ltd.**
Mumbai

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Category 'C'
ADVTG. AGENCIES

1. **Aashin Comms. P. Ltd.**
Ahmedabad

2. **Advertising Avenues**
Mumbai

3. **Adwit (India) P. Ltd.**
Bangalore

4. **Akar Advtg & Mktg P. Ltd.**
Bangalore

5. **Ambience Publicis Advtg. P. Ltd.**
Mumbai

6. **Art Advtg & Mktg. (I) P. Ltd.**
Mumbai

7. **Bates India P. Ltd.**
Mumbai

8. **Bensons Advtg. P. Ltd.**
Mumbai

9. **Brand David Comms P. Ltd.**
Mumbai

10. **Capital Advtg. P. Ltd.**
Gurgaon

11. **Carat Media Services (India) P. Ltd.**
Mumbai

12. **Carl Advertising P. Ltd.**
Mumbai

13. **Contract Advtg (India) P.Ltd.**
Mumbai

14. **Crayons Advtg. Ltd.**
New Delhi

15. **daCunha Comms. P. Ltd.**
Mumbai

16. **Dattaram Advtg. P. Ltd.**
Mumbai

17. **Equus Advtg. Co. Ltd.**
New Delhi

18. **Euro RSCG Advtg. P. Ltd.**
Mumbai

19. **Everest Brand Solutions P. Ltd.**
Mumbai

20. **FCB-Ulka Advtg. P. Ltd.**
Mumbai

21. **Graphic Arts Industries**
Bangalore

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

23. **Hira Advertising Agency**
Meerut

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

25. **Infomedia India Ltd.**
Mumbai

26. **Interface Comms. P. Ltd.**
Mumbai

27. **Jaya Advertising Agency**
Mumbai

28. **J. Walter Thompson**
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. **McCann-Erickson (I) P. Ltd.**
New Delhi

35. **Madison Comms. P. Ltd.**
Mumbai

36. **Manipal Advtg Services P. Ltd.**
Bangalore

37. **Mass Mktg. & Advtg. Services P. Ltd.**
Bangalore

38. **Mudra Comms P. Ltd.**
Mumbai

39. **Multimedia Aquarius P.Ltd.**
Mumbai

40. **Nac Advtg. Corporation**
Mumbai

41. **Naren Advtg. & Marketing**
Ahmedabad

42. **Navnitlal & Co.**
Ahmedabad

43. **Network Advtg. P. Ltd.**
Mumbai

44. **Newfields Advtg. P. Ltd.**
New Delhi

45. **Ogilvy & Mather P. Ltd.**
Mumbai

46. **Overture Comms. P. Ltd.**
Mumbai

47. **Percept H P. Ltd.**
Mumbai

48. **Publicis (I) Comms. P. Ltd.**
Mumbai

49. **Prem Associates Advtg & Marketing**
Mumbai

50. **Radeus Advertising P. Ltd.**
Mumbai

51. **R.K. Swamy BBDO P. Ltd.**
Chennai

52. **Raka Advtg. & Mktg. P. Ltd.**
Mumbai

53. **Rediffusion DY&R P. Ltd.**
Mumbai

54. **Roger Pereira Comms. P. Ltd.**
Mumbai

55. **Saatchi & Saatchi P. Ltd.**
Mumbai

56. **Sai Advertisers**
Mumbai

57. **Seasons Advtg. Associates**
Mumbai

58. **Shutters Advtg. Services**
Mumbai

59. **Snappers Advtg & Mktg P. Ltd.**
Mumbai

60. **Sobhagya Advtg. Service**
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

67. **XEBEC Comms. P. Ltd.**
Mumbai

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Category 'D'
ALLIED PROFESSIONS

1. **Aaren Advtg. P. Ltd.**
Mumbai

2. **AC Nielsen Research Services P. Ltd.**
Mumbai

3. **Caption Outdoor Advtg.**
Pune

4. **CESC Ltd.**
Kolkata

5. **Confederation of Indian Alcoholic Beverage Cos.(CIABC)**
New Delhi

6. **Future Step Advisory Services P. Ltd.**
Mumbai

7. **Highlight Films P.Ltd.**
Mumbai

8. **ICFAI Business School**
Pune

9. **Indira School of Comm**
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. **Marketgate Consulting P.Ltd.**
Mumbai

14. **Media Representation Intl.**
New Delhi

15. **Neonite Corporation**
Lucknow

16. **Paul Media Services**
New Delhi

17. **Perfect Relations Ltd.**
New Delhi

18. **R&P Management Comms. P. Ltd.**
Mumbai

19. **Sayani Radiotel Advtg.**
Mumbai

20. **S-Team**
Coimbatore

21. **SVKM's NMIMS University**
Mumbai

22. **Telesis Management P. Ltd.**
Mumbai

23. **The Tobacco Institute of India**
New Delhi

24. **Unique Blocks**
Mumbai

25. **Xavier Institute of Communications**
Mumbai

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REPORT OF THE BOARD OF GOVERNORS

We take pleasure in presenting the Twenty-first Annual Report of the Advertising Standards Council of India, together with the Statement of Accounts for the period April 2006 to March 2007.

The highlights of the year:

Government of India (GOI) accorded recognition to the effective role of the ASCI in voluntary Self-Regulation of Advertising in India, by Notification in The Gazette of India: Extraordinary {Part II – sec.3(i)}, 2nd August 2006, incorporated the ASCI Code for Self-Regulation in Advertising as part of the Code for Advertising, included in the The Cable Television Networks (Regulation) Act, 1995, which now states, "(9) No advertisement which violates the Code for Self-Regulation in Advertising, as adopted by the Advertising Standards Council of India (ASCI), Mumbai, for public exhibition in India, from time to time, shall be carried in the cable service".

In a directive dated 29th August 2006, the Drugs Controller General (India), Directorate General of Health Services (Drugs Section), has advised the Indian Soaps & Toiletries Makers Association, the Indian Drugs Manufacturers Association, and the Organization of Pharmaceutical Producers of India, to apprise their members of the Notification of 2nd August 2006, and to instruct them to strictly follow the ASCI Code for Self-Regulation in Advertising while advertising their products.

The dialogue with GOI continues: ASCI Board Team (4 members) met with Shri Priya Ranjan Dasmunshi, Hon. Minister for Information & Broadcasting, Director (BC), Jt. Secretary, and Secretary, on 12th February 2007, in Mumbai. The Minister expressed his satisfaction at the implementation of Self-Regulation in Advertising, by your Council. He appreciated the work done and was supportive of letting your Council be the self-regulatory arm even on behalf of the Government.

ASCI's Consumer Awareness TV campaign ran on 25 channels sponsored by members of your Council and non-members, during the period - August to December 2006, without charge to your Council, as a Public and Consumer interest service.

Board of Governors Members: During the year, Mr. Sam Balsara and Mr. N. Murali retired from the Board. The Board wishes to place on record its appreciation of the

valuable services rendered by them during their tenure. Mr. Srinivasan K. Swamy and Mr. I. Venkat were elected to the Board, to fill the consequential vacancies.

Consumer Complaints Council (CCC) Members: During the year, Mr. Shantanu Khosla and Dr. (Ms.) Angela Rodrigues retired from the CCC. Mr. Farokh Balsara resigned from the CCC. Mr. Bhaskar Das, Prof. K.G. Narayankhedkar, Dr. (Ms.) Shilpa Patil, and Ms. Anita Ramachandran were appointed to fill the consequential vacancies.

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 Council is pleased to report that due to active follow-up by Board members, 10 new members have enrolled during the year. However, 18 members did not renew their memberships.

Representation from the Advertisers category in your Council continues to be lower than required to extend the observance of Self-Regulation. 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 14 times and deliberated on 140 complaints against Ads of which, 78 (56%) were Upheld, whilst 62 (44%) were Not Upheld. The number of complaints received has reduced considerably during this year, despite the ASCI Awareness TV campaign.

The provisions of the ASCI Code which have been contravened the most, appear to be Chapter I.1 – claims not substantiated or false (32 Ads), Chapter I.4 – misleading (32 Ads), Chapter II – offensive to generally accepted standards of public decency (8 Ads), Chapter III.3 - show or refer to dangerous practices (10 Ads) and Chapter III.4 – breach of the law (8 Ads).

Compliance with CCC decisions: Out of the 78 complaints which were Upheld, in 56 cases the Ads have been withdrawn or modified appropriately in accordance with the CCC decisions, which involves 28 advertisers being members of ASCI, 28

ad. agencies members, and 43 media members. Assurance of compliance is awaited for 22 Ads, which involves 7 advertisers being members of ASCI, 5 ad. agencies members and 15 media members. Of these 22 complaints, 8 were from consumers, 10 were suo motu complaints, 2 were from a consumer representational organisation, and 1 was an intra-industry complaint.

It is a matter of concern that some major media members of ASCI who were advised of the CCC Upheld decisions, where the Ads were in contravention of the ASCI Code, have failed to support your Council in the observance and implementation of the CCC recommendations implicit in Self-Regulation in Advertising.

Intra-Industry Complaints: Out of the 140 complaints processed, during this year, 22 intra-industry complaints were received from advertisers and ad. agencies, in respect of misleading comparative advertising, or unfair competitive advertising. Of these, 13 were Upheld and 9 were Not Upheld; assurance of compliance has been received for 12 of these Upheld complaints. It is encouraging to observe that the rate of compliance in such complaints is much higher than the response received in respect of consumer complaints.

A summary of these complaints is mentioned in the Compilation of CCC decisions reported for the year, which is included in this Report. The involvement of ASCI members in the various complaints, identified by * in this report, is indicative of the need for greater pro-active observance of the Code, at the time of development of every Ad.

Of 26 suo motu complaints registered by your Council, 22 were Upheld; of these, in 12 cases the Ads have been withdrawn or modified appropriately in compliance with the CCC decisions, whilst assurance of compliance is awaited for 10 Ads. 4 complaints were Not Upheld.

Of the 8 complaints received from Consumer Representational Organisations, in 5 cases the Ads have been withdrawn or modified appropriately; assurance of compliance is awaited for 2 Ads. It is gratifying to observe that such bodies have come to rely on your Council to address the reluctance of the offending advertisers who failed to respond to them.

Complaints Upheld by CCC against TV Ads and Press Ads – Non-Compliance with CCC decisions (April 2006 – March 2007): Relevant extracts of case papers of the complaints Upheld by the CCC against TV Ads for which the Advertisers or Ad. Agencies have not assured compliance with CCC decisions, have been sent to the Indian Broadcasting Foundation (IBF) and to the Ministry of Information & Broadcasting (I&B), for follow up and corrective action. In case of press Ads, details of the complaints Upheld by CCC for which the Advertisers or Ad. Agencies have not assured compliance, have been sent to the Press Council of India (PCI), for follow up and corrective action.

Complaints Upheld against Surrogate Ads promoting Alcohol/ Liquor Brands (April 2006 to March 2007): A report providing details of Complaints Upheld by the CCC, in those exceptional cases where assurance of compliance was still awaited from the Advertisers or Ad. Agencies, was sent to the Director General, Confederation of Indian Alcoholic Beverage Companies (CIABC), New Delhi, for appropriate action by their members.

The Role of the Media – Awareness of Self-Regulation in Advertising as administered by the ASCI: In view of the low number of complaints being received currently, your Council launched an Audio Visual promotion campaign, for drawing viewer attention to commonly experienced misleading and objectionable advertising, which lowers the credibility of advertising viewed by the general public.

Three Industry TVCs were developed on - (1) Indecency - Chapter II of the Code, (2) Over claim – Chapter I.4, (3) Children being induced in dangerous behaviour – Chapter III.2. The airing of these TVCs commenced from 19th August 2006, and were aired on several channels – Aaj Tak, Awaaz, CNBC TV18, CNN IBN, Eenadu, ETV Gujarati, ETV Marathi, ETV Urdu, ETV Oriya, ETV UP, ETV MP, ETV Bihar, ETV Rajasthan, Sony TV, Star TV, Star Utsav, Star Plus, & Zee TV, Zee News, Zee Cinema (all ASCI members), and also on Doordarshan, Exchange4Media, India TV, U Music, and NDTV (non-members). Your Council thanks the channels for airing these Ads at no charge to the ASCI.

The Council thanks Mr. Arvind Sharma (Leo Burnett) who arranged for the production of all the TV Ads. The cost of production and supply of TV Ads – material, was met from contributions received from your Council's members (16) and non-members (1), for which the Council is grateful.

Meeting with Confederation of Indian Alcoholic Beverage Companies (CIABC): In the first week of December 2006, an Inter-active session was held for CIABC members (10 attended), IBF (1) and your Council (2).

The purpose of the meeting was the recent developments in Self-Regulation in Advertising of Liquor/Alcohol Beverages in India, and your Council's experience of voluntary Self-Regulation in Advertising, in general and specific to liquor/alcohol beverages – over the past 6 to 8 years.

The outcome of this session was that the CIABC members would consider supporting your Council through new memberships, and would study the case material on complaints decided by your Council, over these years, as provided to them. They would feel free, with no obligation, to consult with the ASCI Secretariat on issues of mutual concern. It was decided that your Council would send to CIABC, periodically, the case particulars on Complaints which were Upheld against Ads associated with Alcohol Brand Names, with details of the CCC decisions.

Consumer Education Research Centre (CERC)-EU Commission Seminar, in Mumbai, Chennai and Kolkata: In view of the adverse impact on your Council's role and functions in Self-Regulation of Advertising content, which the CERC proposed formation of Ministry of Consumer Affairs sponsored Advertisements Regulatory Authority was likely to have, your Council provided pertinent references in favour of Self-Regulation, to those concerned with presenting and supporting the essentiality and benefits of Self-Regulation in Advertising, within Industry, for Consumers as well as Advertising Practitioners.

ASCI Inter-active Session/Workshop - Advertising of Foods & Beverages: Three sessions were held at your Council's Conference Room (from January to March 2007) attended by a total of 33 participants (all representatives of 21 food sector related ASCI members). The purpose was to set up a mechanism and establish a dialogue with marketers of Foods and Beverages, for enhanced Self-Regulation of advertising of certain categories of processed Foods and Beverages, targeted at children and pre-teens. The focus was on Obesity, associated with specific chronic non-communicable diseases (cardiac, metabolic), believed to have given rise to a pandemic in the Western world, as a result of unhealthy eating patterns and dietary imbalances, which may find its way to Asia, of which India is very much a vulnerable part.

The guidelines agreed by ASCI member's participants, for Intra-corporate observance, will now be considered by the Board of your Council, for conversion into specific provisions to be included in the ASCI Code for Self-Regulation in Advertising, in a meaningful manner. Initially this would serve as guidelines for the CCC in deliberations on relevant complaints against Ads for Foods and Beverages.

Status of Legal Cases against your Council: Unfair Trade Practice Enquiry (UTPE) filed before MRTPC by Vicco Laboratories against ASCI in May 2000: Since the Complainant had filed an application for conducting the admission and denial in the said matter, ASCI had decided to file an additional affidavit to bring on record the subsequent developments recognizing ASCI's role and responsibility. This matter listed for hearing in November 2006, was adjourned for admission and denial of documents, owing to the Petitioners Application praying for allowance of submission and denial of documents. Again the matter listed for hearing in March 2007 was adjourned since the counsel for the Complainant stated that the documents filed by ASCI can be proved during trial and no admission denial of the same need to be carried out. This matter listed for hearing in April 2007 has again been adjourned to September 2007, for cross examination of ASCI.

Suit filed before Delhi High Court by J.K. Industries against ASCI in July 2004: The Court allowed the application for restoration filed by the Plaintiff subject to payment of costs. The matter was listed for hearing in July 2006 (for admission/denial of documents), in November 2006 (for framing of issues), in January 2007 (for framing of issues and arguments on the injunction application) which was again adjourned to April 2007, at which time the matter has been listed for final arguments in September 2007.

Recent Developments – April to June 2007: Recognition of your Council at Global levels: The World Federation of Advertisers (WFA) at its Global Advertising Summit held in Toronto in mid April 2007 expressed its appreciation of the 'vibrant well-established functioning of the self-regulatory role' of your Council, duly supported by the Indian Society of Advertisers (ISA) and other associations of advertising practitioners in India, and recommended your Council's voluntary self-regulatory model, as recognized by the GOI, for adoption by other Self-Regulatory Organisations (SROs) in emerging economies and developing countries.

With a similar purpose in view, the Advertising Education Forum (AEF), the Global organization concerned with advertising to Children and Literacy in advertising for the benefit of school children, has undertaken to circularize its members worldwide, on your Council's initiatives in extending voluntary Self-Regulation in Advertising to the marketing and communication of Foods and Beverages, particularly those directed at children and pre-teens.

Broadcast Content Code/Guidelines by the Ministry of Information & Broadcasting (I&B), Govt. of India, New Delhi: The release of "Self-Regulatory Guidelines for the Broadcast Services" for Radio and TV programs and Ads, is being finalized by the I&B Ministry, for which the implications on the ASCI would need to be reviewed subsequently. The draft Guidelines issued by the I&B Ministry has ASCI and its CCC being delegated the primary responsibility for regulating advertising content for TV and Radio, which is further recognition of the effective self-regulatory work the Council is doing. A delegation of Board Members met the I&B Secretary, to bring out ASCI's concerns and recommendations on the draft Guidelines and subsequently the Board's Representative to the I&B's Committee charged to revise the program and Ad codes/guidelines under the The Cable Television Networks (Regulation) Act, 1995 and its Rules, has sent your Council's response on the draft Guidelines to the I&B Secretary.

Financial Results

	This year	Previous year
	Rs.	Rs.
Income	45,80,441	38,59,372
Expenditure	22,35,953	19,69,154
Excess of Income over expenditure for the year	23,44,488	18,90,218
Balance at the beginning of the year	46,33,126	46,33,126
	69,77,614	65,23,344
Less:		
(i) Accumulation under Section 11(1)(a) of the Income tax Act 1961	6,11,406	5,07,218
(ii) Accumulation under Section 11(2) of Income tax Act 1961	17,10,000	13,83,000
	23,21,406	18,90,218
Balance carried to Balance Sheet Rs.	46,56,208	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 2007, 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 Twenty-first Annual General Meeting will be held on Thursday 13th September 2007.

The Governors retiring from the Board, and eligible for re-election, are as follows:

Category A - Advertisers
Mr. Rajiv Dube & Mr. Shantanu Khosla

Category B - Press/Media
Mr. Bhaskar Das & Mr. Vikram Kaushik

Category C- Advertising Agencies
Mr. Pranesh Misra & Mr. Arvind Sharma

Category D - Allied Professions
Mr. Dilip Cherian & Mr. Partha Rakshit

On behalf of the Board of Governors,

SHANTANU KHOSLA
CHAIRMAN
MUMBAI

NOTICE

A MEETING OF THE Board of Governors shall take place immediately after the Annual General Meeting on September 13th, 2007. 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 Twenty-first Annual General Meeting are requested to attend this meeting.

SHANTANU KHOSLA
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, 2007 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 account as required by Law have been kept by the Council so far as appears from our examination of those books;
   (iii) The Balance Sheet and the Income and Expenditure Account dealt with by this report are in agreement with the books of Account ;
   (iv) In our opinion, the Balance Sheet and the Income and Expenditure Account dealt with by this report comply with the Accounting Standards referred to in sub-section (3C) of Section 211 of the Companies Act, 1956;
   (v) On the basis of 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, 2007 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, 2007 ; 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
Membership No. 5185

Mumbai, 14th June 2007

BALANCE SHEET
AS AT 31st MARCH 2007

	Schedule	This Year Rupees	This Year Rupees	Previous Year Rupees
I. SOURCES OF FUNDS:				
1. Corpus and Reserves				
(a) Council's Corpus	**A**		32,69,367	23,45,808
(b) Reserves and Surplus	**B**		1,54,41,360	1,40,00,431
TOTAL RUPEES			1,87,10,727	1,63,46,239
II. APPLICATION OF FUNDS				
1. Fixed Assets				
(a) Gross Block	**C**	29,54,568		23,36,110
(b) Less: Depreciation		10,91,381		13,17,687
(c) Net Block			18,63,187	10,18,423
2. Investments	**D**		1,62,56,400	1,42,61,400
3. Current Assets, Loans and Advances				
(a) Accrued Interest on Investments and Bank Deposits			2,23,679	2,36,706
(b) Cash & Bank Balances	**E**		6,74,097	14,87,055
(c) Loans and Advances	**F**		27,381	10,844
			9,25,157	17,34,605
4. Less:				
Current Liabilities & Provisions				
(a) Current Liabilities	**G**		41,457	2,34,479
(b) Provisions	**H**		2,92,560	4,33,710
			3,34,017	6,68,189
Net Current Assets			5,91,140	10,66,416
TOTAL RUPEES			1,87,10,727	1,63,46,239

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

(Lalit Khanna)
Partner
Membership No. 5185

Mumbai, 14th, June 2007

For and on behalf of the Board of Governors

Bhaskar Das
Vice-Chairman

Members:

Rajiv Dube
Madhukar Kamath
Prof. Dhananjay Keskar
Partha Rakshit
I. Venkat

INCOME AND EXPENDITURE ACCOUNT

FOR THE YEAR ENDED 31ST MARCH, 2007

Sl. No.	Particulars	Schedule	This year Rupees	Previous Year Rupees
	INCOME			
1	Membership Subscription		26,16,750	26,71,250
2	Surplus arising from production of TV Commercials..		6,50,000	-
3	Interest on Investments, Bank Deposits etc		13,13,691	11,78,122
4	Other Income		-	10,000
			45,80,441	38,59,372
	EXPENDITURE			
5	Salaries, Wages and Bonus		11,65,743	10,59,345
6	Payment and Provision for Leave Encashment		96,313	95,289
7	Printing, Stationery and Xeroxing Charges		1,75,841	1,51,059
8	Electricity Charges		52,906	66,686
9	Telephone Expenses		67,376	58,675
10	Travelling & Conveyance		65,722	53,267
11	Meeting Expenses		19,013	14,298
12	Repairs & Maintenance		1,24,649	43,615
13	Legal and Professional charges		1,19,774	1,76,027
14	Website charges		62,700	9,934
15	Other Expenses	I	1,56,058	1,37,566
16	Depreciation		1,29,858	1,03,393
17	Total Expenditure		22,35,953	19,69,154
18	Excess of Income over Expenditure for the year		23,44,488	18,90,218
19	Balance at the beginning of the year		46,33,126	46,33,126
			69,77,614	65,23,344
	Less: (i) Accumulation under section 11(1)(a) of the Income tax Act, 1961		6,11,406	5,07,218
	(ii) Accumulation under section 11(2) of the Income tax Act, 1961		17,10,000	13,83,000
			23,21,406	18,90,218
	Balance carried to Balance Sheet		46,56,208	46,33,126

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

(Lalit Khanna)
Partner
Membership No. 5185

Mumbai, 14th, June 2007

For and on behalf of the Board of Governors

Bhaskar Das
Vice-Chairman

Members:

Rajiv Dube
Madhukar Kamath
Prof. Dhananjay Keskar
Partha Rakshit
I. Venkat

Schedules annexed to and forming part of the Balance Sheet as at 31st March 2007 and the Income and Expenditure Account for the year ended on that date

	This year Rupees	Rupees	Previous year Rupees
SCHEDULE A			
Council's Corpus			
Balance as at the beginning of the year ...		23,45,808	23,11,808
Add :(i) Transfer from Accumulation u/s 11(2).....		9,03,559	-
(ii) Entrance fees received during the year		20,000	34,000
		32,69,367	23,45,808
SCHEDULE B			
Reserves & Surplus			
(i) Accumulation under Section 11(1)(a) of the Income tax Act 1961			
As per last Balance Sheet	38,61,305		33,54,087
Add : Amount accumulated in the current year	6,11,406		5,07,218
		44,72,711	38,61,305
(ii) Accumulation under Section 11(2) of the Income tax Act, 1961			
As per last Balance Sheet	55,06,000		41,23,000
Less : Amount utilised in the current year transferred to Corpus	9,03,559		-
	46,02,441		41,23,000
Add : Amount accumulated in the current year	17,10,000		13,83,000
		63,12,441	55,06,000
(iii) Surplus as per Income & Expenditure Account		46,56,208	46,33,126
		1,54,41,360	1,40,00,431

SCHEDULE C

SCHEDULE OF FIXED ASSETS ANNEXED
TO AND FORMING PART OF THE BALANCE SHEET AS AT 31st MARCH 2007

Sr. No.	Description of the Assets	COST				DEPRECIATION				NET BOOK VALUE	
		As at the beginning of the year	Additions during the year	Deductions during the year	As at the end of the year	Upto the beginning of the year	For the year	Deductions	Upto the end of the year	As at 31st March 2007	As at 31st March 2006
		Rs.	Rs.	Rs.	Rs.	Rs.	Rs.	Rs.	Rs.	Rs.	Rs.
1.	Office Premises	18,45,163	10,39,370	6,71,374	22,13,159	9,47,688	68,821	3,56,164	6,60,345	15,52,814	8,97,475
2.	Computers	2,85,425	56,299	-	3,41,724	2,16,202	42,219	-	2,58,421	83,303	69,223
3.	Air Conditioners	38,000	-	-	38,000	16,711	2,961	-	19,672	18,328	21,289
4.	Office Equipments	52,164	71,063	-	1,23,227	40,872	1,571	-	42,443	80,784	11,292
5.	Furniture & Fixtures	1,15,358	1,23,100	-	2,38,458	96,214	14,286	-	1,10,500	1,27,958	19,144
	Total Rupees	23,36,110	12,89,832	6,71,374	29,54,568	13,17,687	1,29,858	3,56,164	10,91,381	18,63,187	10,18,424
	Previous Year Total Rupees	23,81,810	-	45,700	23,36,110	12,59,225	1,03,392	-	13,17,687	10,18,424	11,22,585

Schedules annexed to and forming part of the Balance Sheet as at 31st March 2007 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) 1- 14% ICICI Regular Income Bond of Rs.5000	-	5,000
(b) 40-14% IDBI Regular Income Bonds of Rs.5000 each	-	2,00,000
(c)6564 - 6.60 % Tax Free ARS Bonds of Rs.100 each of the Unit Trust of India	6,56,400	6,56,400
(d) 8% Savings (Taxable) Bonds, 2003	1,56,00,000	1,34,00,000
	1,62,56,400	1,42,61,400
SCHEDULE E		
Cash and Bank Balances		
(i) Cash in hand	2,682	4,480
(ii) In Term Deposits with a Scheduled Bank	6,71,415	14,82,575
	6,74,097	14,87,055
SCHEDULE F		
Loans and Advances		
Unsecured Considered good		
(i) Prepaid Taxes	26,338	9,819
(ii) Prepaid Insurance	1,043	1,025
	27,381	10,844

Schedules annexed to and forming part

of the Balance Sheet as at 31st March 2007 and the Income and Expenditure Account for the year ended on that date (continued)

	This Year Rupees	PreviousYear Rupees
SCHEDULE G		
Current Liabilities		
a) Subscription received in advance	-	25,000
b) Sundry Creditors and outstanding expenses	41,457	2,09,479
	41,457	2,34,479
SCHEDULE H		
Provision for Leave Encashment	2,92,560	4,33,710
SCHEDULE I		
Other Expenses		
(i) Staff Welfare	13,681	8,785
(ii) Society Outgoings	21,409	19,724
(iii) Postage and Courier charges	76,271	59,709
(iv) Computer Software	6,851	11,510
(vi) Audit Fees	20,203	20,203
(vii) Miscellaneous Expenses	17,643	17,635
	1,56,058	1,37,566

Schedules to the Balance Sheet as at 31st March, 2007 and the Income and Expenditure Account for the year ended on that date (continued)

SCHEDULE J : 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. Provision for Leave Encashment is made on the assumption that all the employees will retire at the end of the accounting year.

2 Surplus of Rs.6,50,000 (Previous year Nil) arising from production of TV Commercials is net of expenditure of Rs.10,00,000 (Previous year Nil)

3 Fees for taxation services Rs.10102/- (previous year Rs.10102) 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.

4 Staff Welfare include Insurance in respect of Staff Accident Policy amounting to Rs.1025 (Previous year Rs.1025)

5 Repairs and Maintenance comprise as under :-

	This year Rs.	Previous year Rs.
(i) Office Premises	82,563	-
(ii) Other Repairs	42,086	43,615
	1,24,649	43,615

6 Particulars as per Paras 4, 4A, 4C and 4D of Schedule VI to the Companies Act, 1956 - NIL

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

SCHEDULE K

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

BALANCE SHEET ABSTRACT AND COMPANIES GENERAL BUSINESS PROFILE

I Registration Details

Registration No. 37820 State Code 11

Balance Sheet Date ..... 31 (Date) 03 (Month) 2007 (Year)

II Capital raised during the year (Amount in Rs. Thousands)

Not Applicable

III Position of Mobilisation and Deployment of Funds

(Amount in Rs. Thousands)

Total Liabilities	Total Assets
19045	19045

Sources of Funds

Corpus	Reserves & Surplus
3269	15441
Secured Loans	**Unsecured Loans**
-	-

Application of Funds

Net Fixed Assets	Investments
1863	16256
Net Current Assets	**Misc. Expenditure**
591	-
Accumulated Losses	
-	

IV Performance of Company (Amount in Rs. Thousands)

Turnover	Total Expenditure
4580	2236
Profit before tax	Profit after tax
2344	2344
Earning per Share in Rs.	Dividend rate %
Not Applicable	Not Applicable

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

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

Signatures to Schedules A to K

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

(Lalit Khanna)
Partner
Membership No. 5185

For and on behalf of the Board of Governors

Bhaskar Das
Vice-Chairman

Members:

Rajiv Dube
Madhukar Kamath
Prof. Dhananjay Keskar
Partha Rakshit
I. Venkat

Mumbai, 14th, June 2007

REPORT OF CONSUMER COMPLAINTS COUNCIL (CCC)

COMPLAINTS THAT WERE UPHELD BY THE CCC

From April 2006 to March 2007

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. Suo motu	McDowell & Company Limited(*) (now United Spirits Ltd) (RomanoV) Rediffusion DY&R(*) Bombay Times(*) (3/2006)	Ad states - "VonamoR spanking new RomanoV". Visuals depict `admiration for a young man'. Ad states (in fine print) - `CD Rack'. Visual – "a tall tumbler bearing the brand name – RomanoV".	(Complaint registered in 3/2006) `RomanoV' appears to be a liquor brand name. `VonamoR' – spelt in reverse, is apparently suggestive of the same brand name. Ad is misleading by ambiguity and is suggestive of a liquor brand.	May 2006 Exparte (absence of comments from the Advertiser). Chapters III.6, I.4, III.4. No supporting data to establish the sustainability of the promotion, provided by the Advertiser. Ad misleading by ambiguity. Ad appeared to be a surrogate Ad for a liquor product which was considered to be in breach of the law. ***Ad campaign suspended temporarily.***
2.	State Bank of India (SBI Debit Card) Mudra Communications(*) HBO channel (3/2006)	Visuals - Bholu an ex-pickpocket, does manual labour in buildings to transport goods etc, and is harassed by kids, is shouted at in traffic jams, walks with broken slippers with considerable inconvenience, and has dry pieces of bun at the end of the day with a feeling of sadness on his face. Punch line in the TVC says, "Welcome to State Bank Debit Card, Welcome to a cashless world".	(Complaint received in 4/2006) Ad promotes pickpocketing than hard work.	May 2006 Chapters I.4 and III.1(a). Ad misleading by omission of essential conditions pertaining to the acquisition and regular use of a Debit Card. Ad by implication, tends to incite people to crime, by conveying that the advantage of being a pickpocket far outweighs the hardships of physical work. ***TVC discontinued.***

3.	Voltas Ltd(*) (Voltas Vertis Gold AC) Euro RSCG Advertising(*) Hindustan Times(*) (4/2006)	Claims - "Most ACs make your skin dry. Here's one that keeps it fresh and healthy", "It releases Vitamin C ions that protect your skin from harmful ultraviolet rays".	(Complaint received in 4/2006) Complainant questions how UV rays normally present in the atmosphere outside, can affect skin inside a room (in which ACs are usually functioning), and How Vitamin C ions, even if released in the air, can get absorbed by skin and provide any UV protection.	May 2006 Chapter I.1. Supporting technical information provided with the comments, by the Advertiser, were not convincing enough to substantiate the claims. ***Ad campaign stopped.***
4. #	Hindustan Lever Ltd(*) (Wheel Active Colours) Lowe(*) Zee(*), Star Plus(*), Star One(*), Sony TV(*), DD (2/2006)	Claims - Wheel Active is the "World's largest selling detergent" ("Wheel Active, duniya ka sabse zyada biknewala detergent"). Super in the TVC - "Based on tonnage sales of Wheel detergent".	(Complaint received in 5/2006) There is no evidence that the claim can be substantiated. As per the "Published retail share" data that is referred by the industry, total sale of P&G's Tide detergent in the U.S. is 1097 Million kgs; whereas total sale of the Wheel brand in volume terms is 960 Million kgs. As per "Retail Store Audit report" by A.C. Neilsen, annual sale for Nirma detergent in India is 312 Million kgs; whereas that for Wheel Active is only 130 Million kgs. Thus the claim is false and misleading. No qualifier/super can justify Wheel Active to claim the "World's largest selling detergent".	June 2006 Chapter I.1. Claim not substantiated. The claim, in the super, referred to Wheel brand of detergent, whilst the promotion referred to Wheel Active, a variant of the brand. ***Advertiser assured appropriate modification of the claim.***
5.	Samsung India Electronics Pvt Ltd(*) (Samsung LCD TV) Mumbai Mirror(*) (4/2006)	Ad states - "Crystal vase....Rs.2200. Samsung LCD TV with crystal clear picture ....just Rs.2166. at an EMI of just Rs. 2166".	(Complaint received in 5/2006) Ad is incomplete as it does not mention the number of EMIs. The Ad is misleading as it suggests that the cost of the Samsung LCD TV is less than the cost of a Crystal vase.	June 2006 Chapter I.4. Ad misleading by omission. ***Advertiser assured that the Ad will be modified appropriately prior to releasing it again.***

6.	Hindustan Lever Ltd(*) (Lux Body Wash) Desk Top Calendar - "**x2006"	Copy lines - "**x Appeal. If you got it, flaunt it", "Now every girl can be a **x symbol", "**x in the morning and night makes your skin glow", "Once a girl has tried **x, she wants it everyday", "It's never too early to start your **x education", "**x in the bathroom can be great fun", "**x appeal is a girl's best weapon", "A loofah is a great **x toy. Goes where no man has gone before", "There is no such thing as too much **x", "Girls are trying **x at a very young age", "Girls just can't do without **x", "More and more girls are getting addicted to**x".	(Complaint received in 5/2006) This is a cheap and vulgar promotion.	June 2006 Chapter II. Word, "**X", used repeatedly in the promotion messages appearing in the calendar, was suggestive and indecent, in the absence of any mention that the word "**X", has been registered for the brand "Lux". ***Distribution of the calendar has been stopped.***
7. Suo motu	Shaw Wallace Distilleries Ltd (White Mischief Holidays) Bombay Times(*) (5/2006)	Ad states – "I'm in the Mood for Mischief". Visuals – X-Ray Vision Sunglasses, a man wearing Sunglasses and admiring two scantily clad women on a beach.	(Complaint registered in 5/2006) Ad copy read in conjunction with the visual depicted, appears to be indecent.Ad is misleading and suggestive of a liquor brand – White Mischief. It is not apparent as to what product or service is being promoted – X-Ray Vision Sunglasses or White Mischief Holidays.	June 2006 Chapter III.6. No supporting data to establish the sustainability of the promotion, provided by the Advertiser. Ad appeared to be a surrogate Ad for a liquor brand – White Mischief. ***Ad withdrawn.***

8.	Lux Hosiery Industries Ltd (GenX Premium Briefs) Lookad (India) Ltd Mumbai Mirror(*) (5/2006)	Visuals - "a semi-nude man apparently being molested by a clothed woman".	(Complaint received in 6/2006) Ad is obscene and may hurt a man's sensibilities.	June 2006 Chapter II. Ad likely to cause grave or widespread offence. ***Ad withdrawn.***
9.	General Motors India Pvt Ltd (Tavera Car) Rediffusion DY&R(*) Sahara One(*) (4/2006)	Visuals - "Cricket players playing the game using Tavera cars".	(Complaint received in 4/2006) Ad promotes rash driving which is dangerous.	June 2006 Chapter III.3. Actions portrayed in the visuals depicted in the TVC, show dangerous practices and manifest a disregard for safety without justifiable reason. ***TVC modified.***
10.	Bajaj Auto Ltd (Bajaj Platina Bike) Lowe(*) Ten Sports (6/2006)	Visuals - "A boy riding a bike and a girl driving a car. The girl keeps flicking her car headlights at the boy who zig-zags all over the road (going into the lane for oncoming traffic). In the end, the boy gets behind the car and starts flicking his bike's headlights at it"	(Complaint received in 6/2006) Ad depicts road safety and traffic rules as something that can be broken or need not be taken seriously.	August 2006 Chapter III.3. Action sequences, depicted in the TVC, show dangerous practices and manifest a disregard for safety without justifiable reason. ***TVC discontinued.***

11.	Procter & Gamble Home Products Limited(*) (Ariel Sachet for Rs.2/-) Saatchi & Saatchi(*) Sony Max(*) (7/2006)	Visuals – "A boy spraying ink from his pen by shaking it onto the back of another boy's shirt. He then closes the door, opens it and shakes the pen again. Unfortunately it is sprayed onto the front of a teacher's shirt". Voiceover - "as long as Ariel is there for Rs.2/- the shirt can be washed white".	(Complaint received in 7/2006) It is quite objectionable and wrong to put this message across using children. As the Ad shows this act being done by a child, it may prompt and encourage other children to adopt the same antics which are harmful.	August 2006 Chapter III.2(b). TVC featured an act which was likely to encourage minors to emulate such act in a manner which could cause them harm or injury. ***TVC discontinued.***
12. $	"An Appeal to all Terrorists" Sunny Advertising Mumbai Mirror(*) (7/2006)	Ad issued in public interest. Statements - "Please do not kill absolutely innocent people" "If you have to fight, fight with those with whom you have a problem".	(Complaint received in 7/2006) Statement is abominable. This is clearly an insidious exhortation to those who believe in their misguided cause. If one considers the very existence of the Indian state a problem, this line suggests that you fight the Indian state.Message conveyed is erroneous and misleading.	August 2006 Chapter III.1(a). Ad tends to incite people to crime, promotes disorder, violence and intolerance. ***Ad. Agency informed that Ad, a one-time insertion, and no further Ads scheduled.***

13. #	Triumphant Institute of Management Education Pvt Ltd (CAT 2005 Results) Tiara Advertising The Times of India(*) Delhi edition (7/2006)	Ad shows a bar chart. First bar depicts the number of final selections of students of T.I.M.E. appearing for the Common Admission Test 2005, into the IIMs – 1682 (figure purported to be validated by KPMG). Second bar depicts a similar figure for IMS - 828 (not validated by any claimed source). Third bar shows the corresponding figure for PT Education – 521 (source of the information is not mentioned). Finally, the chart mentions CL (Career Launcher India Ltd). There is no figure mentioned for final selections into the IIMs, but shows a question mark (?) above the name 'CL', without any validation.	(Complaint received in 8/2006) Any commercialization of this is incorrect and grossly unfair to the student community.Ad by the very nature of its ambiguity, unjustifiable use of a competitor's name, attempts to confer an unfair advantage upon itself and attempts to mislead the consumer as a result of the comparison.	September 2006 Chapters I.4 and IV.1(d). Data mentioned in Advertiser's comments, was incomplete and not comparable with the other Institutions mentioned in the Ad. Specific source from which the data was quoted, was not validated. Ad was considered ambivalent. Ad was misleading by ambiguity and was unfair to competition. ***Advertiser informed that, Ad appeared in T.O.I., Delhi, of 7/2006, withdrawn, and . Ad campaign suspended temporarily.***
14. #	Assotech Supertech (JV) (The Metropolis – Residential address for corporate citizens of Rudrapur) Percept H Private Limited(*) The Economic Times(*), Lucknow edition (8/2006) The Economic Times(*), Mumbai edition (8/2006)	Ad carries the image of a letter addressed to "Mr. Bajaj" signed by "Ratan", and the letterhead carries the half-erased name of "R. Ta.." on the right hand top corner.	(Complaint received in 8/2006) From the content of the letter it is quite clear that it is a letter of recommendation eulogising The Metropolis at Rudrapur, an apartment/serviced apartments complex. The name "Ratan" has been mischievously used in the letter (as is the use of Mr. Bajaj's name – another well regarded industrialist), very clearly alluding to Tata Group's Chairman, Mr. Ratan Tata. The half erased name "R Ta..", is only a further allusion to Mr. Ratan Tata.	September 2006 Chapter I.4. Ad misleading by implication. ***Advertiser informed that Ad had already been withdrawn on receipt of a Notice received from the Complainant's Counsel.***

15. #	Quantum Asset Management Co Pvt Ltd (Quantum Mutual Fund) Maxigen Communications India Today (7/2006 issue)	Visual – "picture of a Pizaxx product"	(Complaint received in 9/2006) Quantum Asset Management Co, for their financial Ad, have copied the visual of "Pizaxx – Har Snack ka Big Baap", that Smokin' Joe's are advertising in mass media (since March 2006), as part of the campaign for their new product – Pizaxx, which is a pizza snack. The advertiser/agency should not use this picture in any form of communication.	September 2006 Chapter IV.3. Advertiser's Ad was similar to the Complainant's earlier run Ad in visual presentation, so as to suggest plagiarism. ***Ad. Agency informed that they had already stopped using this visual in all their media campaigns after August 06, on receipt of the Complainant's letter to the Advertiser. Ad. Agency also assured that this visual will not be used in any form of communication, in future.***

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16. Suo motu	Cadbury India Ltd(*) (Cadbury Bournvita) Ogilvy & Mather(*) The Times of India(*) (8/2006)	Headline - "Real Achievers grow up on Bournvita". Claim - "With Super Chargers".	(Complaint registered in 9/2006) This needs to be substantiated with certificates or testimonials from the persons mentioned in the Ad. Claim on the label of the product pack depicted in the Ad, needs clarification as to the nature of ingredients supporting such a claim.	October 2006 Chapter I.4. Ad headline was misleading by gross exaggeration, in the absence of authentic evidence of the prolonged consumption over the growing years, of the individuals cited in the Ad. ***Ad discontinued.***

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17. Suo motu	McDowell & Company Ltd(*) (now United Spirits Ltd) (DSP Black) Mudra Comms(*) Bombay Times(*) (9/2006)	Ad states - "Night is Young. Night is Black", "Come Alive","DSP Black – Black Nights CDs" (in fine print).	(Complaint registered in 9/2006) Ad is misleading by its ambiguity, and is suggestive of a liquor brand (appears to be a replica of the label of a branded liquor product).	October 2006 Chapters I.4, III.4 and III.6(a). Mention of "CDs" in an inconspicuous and unreadable manner delinked from any of the pertinent claims or visuals, misleading by its ambiguity. Replica of label of a branded liquor product, considered as promoting the sale or consumption of liquor, Ad having appeared in Bombay Times, published in Maharashtra. Scale of advertising does not appear to be sustainable in respect of the quantity quoted in the agreement provided in support of the business contracted. ***Ad modified.***
18. Suo motu	Shree Baidyanath Ayurved Bhawan P. Ltd. (Baidyanath Sugarfree Chyawanprash Granules, Baidyanath Kesari Kalp) Hindustan Times(*) (9/2006)	Claims - "Sugarfree Chyawanprash Granules, which for the first time in the world addresses the need of diabetic patients", "anti-diabetic properties", "combat physical fatigue and weakness in diabetic patients". "Kesari Kalp has proved useful in addressing untimely weakness and fatigue", "an energy extending that sustains active and agile life".	(Complaint registered in 9/2006) Claims need to be substantiated with proof, supporting technical information with details of tests/ trials reports from an independent recognised testing institution.	November 2006 Chapter I.1. Claims not substantiated. ***Advertiser informed that Ad has been modified.***

19.	Godrej Consumer Products P. Ltd(*) (Godrej Fair Glow Soap) Quadrant Comm Zee Marathi(*) (9/2006)	Visuals - "Parents of the girl are shown as dark skinned, with their names as `Mr. Kale and Mrs. Kale' and the daughter is shown as fair because she has used the Godrej Fair Glow soap".	(Complaint received in 9/2006) Ad is offensive.	November 2006 Chapter II. Visual depicted, was discriminatory in its implication. Ad considered to be repulsive and likely to give rise to widespread offence, particularly amongst women. ***Ad campaign concluded. Advertiser informed that TVC will not be repeated.***
20.	Syndicate Bank ETV Kannada (*) (Sept-Oct 2006)	Visual - "a fortune teller using a Parakeet to predict the future of a person".	(Complaint received in 9/2006) The Parakeet used in the Ad is protected under the Wildlife (Protection) Act (WPA) 1972. The trade and trafficking of these birds is banned. Any person who has an animal that is protected under the act should have the permission from the Chief Wildlife Warden of the state. Any Ad that uses any kind of animals must have a No Objection Certificate from the prescribed authority i.e. Animal Welfare Board of India, certifying that the Ad has been made in compliance with the Performing Animals (Registration) Rules, 2001, framed under the Prevention of Cruelty to Animals Act, 1960. The Ad is in contravention of the Wildlife Protection Act and as well as the Performing Animals (Registration) Rules, 2001. **(One similar complaint received against the same TVC)**	November 2006 Chapter III.4. Visual depicted of a parakeet (bird), emerging from a cage box and performing an act, requires a No Objection Certificate from the prescribed authority. Since the Advertiser has not submitted proof of such certification, the Ad was in breach of the law. ***TVC withdrawn.***

21. Suo motu	DKT India (XXX Flavoured Dotted Condoms) M:Ideas Sony Max(*) (10/2006)	Visuals - "a woman sensually and orally enjoying the flavours of fruits".	(Complaint registered in 10/2006) Ads are obscene and vulgar because they imply promotion of `XXX Flavoured Dotted Condoms' for oral sex. Running these Ads during cricket matches, which has large proportion of minors and children watching, violates prevailing standards of decency. **(Three similar complaints received against the same TVC)**	November 2006 Chapter II. Implications of these acts, when viewed by minors, watching TV commentary on One Day Cricket match, is obscene and is likely to give rise to widespread offence to parents of such minors and to young children not fully aware of the sensuous undertones of this depiction. Ads violate prevailing standards of decency as relevant to this vulnerable age group. The time of airing and the programme during which the Ads were shown, were not suitable for viewing by children and minors. ***TVCs discontinued. Advertiser assured that TVCs will be appropriately modified if they are to be aired during non-adult time bands.***

B.V. Patel

C. 2935

C

Obscenity

22. Suo motu	Vanity Gold (Zodiac Power Rings) Mumbai Mirror(*) (10/2006)	Claims - "Zodiac Power Rings, made out of Pacnhadhatu, are creating waves the world over with their Unique ability to change the course of people's destiny by making them extra confident, focused, self-willed & more in Touch with themselves". Testimonials - "My Zodiac Power Ring makes me a winner everytime", "My Zodiac Power Ring is behind my new found confidence".	(Complaint registered in 10/2006) Claims need to be substantiated. These statements need to be supported with proof.	November 2006 Chapter I.5. Claims were so exaggerated as to lead to grave or widespread disappointment in the minds of consumers. ***Advertiser expressed intention to withdraw the Ad.***
23.	Heinz India P. Ltd(*) (Complan) Star Plus(*) (10/2006)	"Complan has 100% milk protein & 23 vital nutrients, which helps children grow by..." Claim of height increase – "this much" (visually depicted)	(Complaint received in 10/2006) Complainant has been regularly giving his child `Complan' for the last one year, but his height has not increased, to an extent as shown in the commercial. Claim needs to be substantiated.	November 2006 Chapters I.1 and I.4. Claim, "this much", as visually depicted, which implied 'twice as much increase in height', as a result of daily consumption of Complan in prescribed quantities, was misleading by gross exaggeration. In the absence of valid substantiating data, supported by tests/ trials conducted amongst related subject groups in India, wherein height increase (not general growth) was the focus of such studies, claim not substantiated.

				Complaint related to the observed lack of perceptible increase in height of an individual boy, in relation to the visually depicted height increase in support of the claim, was Not Upheld, in the absence of valid supporting data in the complaint. ***TVC modified.***
24.	WWW Sky Shop (Roop Amrit Ayurvedic Cream) Naveen Advtg. Zee TV(*) (8/2006)	Claims - "100% Ayurvedic", "Makes face fairer", "No side effects", "Natural fairness", "100% safe product". TVC shows various questions being asked to the three experts (referred to as Specialists).Girl working in Call Centre says, "Due to the shifts at her work place, she has less hours of sleep, because of which she has started getting dark circles below her eyes", Woman asking "whether `Roop Amrit Ayurvedic cream' can also be used by children", Young girl wanting to know the remedy for her dark skin, - each of the experts advises to use "Roop Amrit Ayurvedic Cream". Testimonial of a girl who says, "she had dark circles below her eyes, her skin was dark with lot of pimples on her face. After the use of this product, her face has become fair and the dark circles as well as the pimples have disappeared."	(Complaint received in 8/2006, from individual consumer, but referred by GOI department). Claims need to be substantiated with proof, supporting technical/medical information with details of tests/trials reports from an independent recognised testing institution.	<u>November 2006</u> Exparte (absence of comments from the Advertiser). Chapters I.1 and II. Claims not substantiated. Ad, discriminatory in its implication. Ad considered to be repulsive and likely to give rise to widespread offence, particularly amongst women. ***TVC discontinued.***

Pawit Sikka
I&B
C.2943

Cosmetics

Ch I & II

25. Suo motu	Goodcare Pharma (Livgood Natural Liver Protector) R.K. Swamy BBDO P. Ltd(*) Mumbai Mirror(*) (10/2006)	Claims - "Natural Liver Protector", "Partying Frequently? Better be on Livgood".	(Complaint registered in 10/2006) Claims suggestive of remedy for over-indulgence in food and drink, need to be substantiated with supporting technical/ medical information.	December 2006 Chapters I.1 and I.4. Claim, "Natural Liver Protector", not substantiated. Claim, "Partying Frequently? Better be on Livgood", ambiguous and could be misleading. ***Advertiser informed that Ad is being withdrawn temporarily and will be released after suitable modifications.***

S-G

C-2940

Drugs/Medicine

Ch 1

26. Suo motu	Goodcare Pharma (EziSlim Natural Slimming Capsules) R.K. Swamy BBDO P. Ltd(*) Mumbai Mirror(*) (10/2006)	Claims - "An Ezi way to Slim", "Natural Slimming Capsules".	(Complaint registered in 10/2006) Claims need to be substantiated with proof, supporting technical information with details of tests/trials reports from an independent recognized testing institution.	December 2006 Chapters I.1 and I.4. Claim, "An Ezi way to Slim", not substantiated adequately. Claim, "Natural Slimming Capsules", ambiguous and could be misleading. ***Advertiser informed that Ad is being withdrawn temporarily and will be released after suitable modifications.***

S-G

C-2941

Drugs/Medicine

Ch 1

27. #	Kyndal India P. Ltd. (Absolut Win) Mid-Day(*) (8/2006)	Claims - "Absolut with its enriching and delectable flavour brings the Absolut Win offer for the people in Mumbai and Pune", "This August Absolut Bottles will carry a scratch card with irresistible prizes listed on them". Visual: "a bottle labeled Absolut Vodka".	(Complaint received in 9/2006) Claims appear to refer to a liquor product (Absolut). Ad is misleading and suggestive of a liquor brand – Absolut, the Ad having appeared in Mid-Day, published in Maharashtra.	December 2006 Chapter III.4. Advertorial was a promotion for Absolut Vodka, which being a Liquor product, is prohibited from being advertised, in the State of Maharashtra, under the Bombay Prohibition Act, 1949. ***Advertiser assured that such similar Advertorial/ Promotions will not be repeated.***

Diageo

C.2947

Surrogate

28.	Anchor Electricals P. Ltd. (Ave Weather Proof Switches) Network Advtg P. Ltd(*) CNN-IBN(*),Times Now channel(*) (Sept-Oct 2006)	Visuals - "people throwing and splashing water on their electric sockets to show it is water proof".	(Complaint received in 10/2006) Children may try the same actions on non-water proof sockets in their homes and get killed due to shock. Ad is dangerous.	December 2006 Chapter III.2(b). Visual depiction of, "touching the Switchbox after it has been sprayed with water", accidentally, in a sequel featuring young children, was a hazardous act, likely to be emulated by minors, in a manner which could cause injury. ***TVC modified.***

Children

Thejendra B.S.

C.2952

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29. $	Bhawani Textiles Ltd. (Dollar Wintercare Undergarments) Satellite Channel Star Plus(*) (10/2006)	Claim (in Hindi) - "Fridge si thandi mein garmahat laye". Visual - "two young adults entering and remaining for a while however brief, in a large Deep Freezer".	(Complaint received in 10/2006) Claim needs to be substantiated. This may influence youngsters to try sitting in a deep freezer, which may prove dangerous.	December 2006 Chapter III.3. Visual depiction, shows a dangerous practice, which may be emulated by vulnerable youngsters. ***TVC discontinued. Advertiser assured appropriate modification of the TVC.***

CERC

C.2959

Dangerous

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30. Suo motu	Hindustan Lever Ltd(*) (Surf Excel Automatic Win Whirlpool Washing Machine offer) Lowe (*) Times of India (*) (10/2006)	Visual - "A young boy standing inside a washing machine open at the top end".	(Complaint registered in 11/2006) Ad shows a dangerous act which may influence youngsters to try the same, which may prove dangerous.	December 2006 Chapter III.3. Visual depiction shows a dangerous act, which manifests a disregard for safety and may encourage negligence on the part of vulnerable youngsters. ***Ad withdrawn.***

children

S.G.

C. 2960

31.	Eureka Forbes Ltd(*) (E-Boiling Aquaguard) Triton Comms(*) CNBC(*)Star TV(*) (11/2006)	Visual - "Eureka Forbes sales person telling a young boy – "Safe water will make him strong and smart."	(Complaint received in 11/2006) Claim needs to be substantiated.	December 2006 Chapter I.1. Claim not substantiated. ***TVC suspended. Advertiser assured appropriate modification of the claim.***

Ms. Ravi Chawla

C. 2967

32.	Dr. Batra's Positive Health Clinic P. Ltd. Dattaram Advtg. P. Ltd (*) NDTV (11/2006)	Visuals show testimonials of persons – A man says that his hair grew better (implies he came out of baldness) by going to Dr. Batra's Clinic. A Lady and a girl (implied mother & daughter) says that the girl's health improved after going to Dr. Batra's Clinic.	(Complaint received in 11/2006) As per accepted health ethics, it is wrong that a company in this field or a Doctor in particular, claiming success, using patients as a medium. Claims are unsubstantiated. This misleading Ad can highly influence a vulnerable person.	December 2006 Chapters I.1 and I.4. The implied claim conveyed by the personal testimonial referring to 'relief, immunity improvements and well-being in health', of a young boy, previously suffering from sinus ailment, who was treated at Dr. Batra's Clinic, not substantiated with clinical evidence.Testimonial conveyed by the young man implies "feeling good, experiencing definite improvement, and quite satisfied with the treatment taken at Dr. Batra's Clinic", not specific and misleading by its ambiguity. ***TVC withdrawn.***
33. #	Marico Ltd(*) (Sparsh Baby Bathing Bar) McCann-Erickson(*) Zee TV(*), Star Plus(*), DD Sahyadri (8/2006) Promotion message on the pack	Pack claim - "India's first baby bar for No Tears Bath". TVC claim - "India's first No Tears Bath".	(Complaint received in 9/2006) After conducting the analysis as per the standard methodology, on `Sparsh Baby Bathing Bar', the pH value of the said product was found to be 9.77. With this high pH value this product cannot be claimed to be a product which would not cause irritation and watering of eyes. Such a product cannot be described as a "No Tears" product moreso for babies. This claim is false, deceptive and misleading.	December 2006 Chapters I.1 and I.4. Claim not substantiated. Ad misleading by exaggeration. ***Advertiser assured that the claim in the TVC, and on the product pack, is being modified.***

34.	Marico Ltd(*) (Hair & Care Hair Oil) DD1 (11/2006)	Claim (in Hindi) – "Baalon ka tootna fifty percent tak kam kare". Super: "Upto 50% less breakage"	(Complaint received in 11/2006) Claim amounts to misleading unwary customers into believing that the product has a comparative advantage in preventing hair loss, and that the usage of this product might have the partial advantage as claimed in the TVC. Claim needs to be substantiated.	December 2006 Chapters I.1 and I.4. Claim not substantiated adequately.Ad misleading by ambiguity, in respect of perceptible differentiation between hair breakage and hair fall. ***Advertiser assured that the claim in the TVC is being modified.***

Mr. Rajesh Singh
C. 2970
Hair Products

35.	Go Air P. Ltd. (Distribution of 1,00,000 Free Tickets) Rediffusion DY&R(*) The Times of India(*) (11/2006)	Ad states - "On the occasion of our 1st Anniversary, we are giving away 1,00,000 free tickets. Across all sectors. Offer valid till 15th November 06. Offer valid for travel till 31st March 07"	(Complaint received in 11/2006) Complainant started to surf the advertiser's site hoping for 4 free tickets, but their server was jammed. He sent an SMS on 13/11/06, which was acknowledged by them on the same day. Advertiser's response (telecon on 14/11/06) - "all free tickets have been sold out and the ticket for Bangalore available then was costing Rs.3400 plus taxes i.e. about Rs.4500 – 5000 per ticket." Such Ads are only just to fool the innocent people.	December 2006 Exparte (absence of comments from the Advertiser). Chapter I.5. Considering the Complainant's narration of the individual experience within the stipulated period, and delayed response from the Advertiser, it was concluded that the Advertiser abused the trust of consumers, by mentioning a claim so exaggerated as to lead to widespread disappointment in the minds of consumers. ***Advertiser assured that they will take adequate care in ensuring that all commitments being communicated in their promotions are implemented satisfactorily and no incorrect information is being sent out to consumers.***

Mr - Aroon Sen
C. 2973

36. #	L'Oreal India P. Ltd(*) (Garnier Light Fairness + dark spots prevention daily moisturizer and Garnier Light Anti-marks + fairness concentrate) Publicis(*) Femina(*) (June 06 issue) Hindustan Times(*) (May 06) Sony TV(*), Zee TV(*), Star TV(*) Promotion messages on the product packs	Packs claims – "Proven Results in 4 weeks: Skin is softer, naturally lighter, more even, with reduced spots and illuminated with a healthy fair glow","Proven Results in 4 weeks: Spots are less visible. Complexion is fairer, finer & more luminous". Print Ad claims – "91% of Indian Women discovered Flawless Fairness in just 4 weeks*", "Proven results in just 4 weeks: Skin is visibly fairer: 94%*", "Dark spots reduced: 93%*". TVC claims - "fair Skin in just 4 weeks – 94%", "Dark spots reduced - 93%".	(Complaint received in 10/2006) Claims implying this level of efficacy are both misleading and highly exaggerated. Dermatologist conducted clinical studies carried out on Indian panelists, fail to show any significant efficacy with either product including a variant sold in Thailand.Independent clinical studies conducted by reputed external dermatologists using Garnier's own skin-scale, show that the results obtained post use of Garnier Light products 2x/day for 4 weeks are significantly inferior compared to the claims made by Garnier.The use of the word "Dark Spots" is misleading in the absence of any further classification.There is thus a deliberate attempt to mislead consumers through the misuse of words like "Proven Results" and "Dermatologically tested" on the back of pack and a lack of clear information on the kind of data being used to substantiate these claims.	December 2006 Chapters I.1 and I.4. Claims made in print Ads, TVC, and on the product packs, not substantiated. Claims misleading by gross exaggeration, in the absence of demonstrable evidence of the efficacy of the products in use. ***TVC and Print Ads modified. Subsequently, the Advertiser provided excerpts of the relevant clinical study reports in support of the claims made on the product packs.***

37. #	L'Oreal India P. Ltd(*) (Garnier Pure Pimple Control Pen) Publicis(*) Hindustan Times(*), Femina (*) (4/2006) Sony TV(*), Zee TV(*), Star TV(*) Promotion messages on the pack	Pack claims – "Anti-bacterial", "Pimple control effectiveness: 92%* (*Percentage of respondents agreeing to the statement "Reduces Pimples". "Tested on 181 respondents for 3 weeks"), "Works from the 1st application", "Dermatologically tested" Print Ad claims - "Sudden Pimples? Zap them in just 24 hours", "India's first quick-fix Pimple Control Pen", "Proven in Efficacy: Reduces pimples in 24 hours: 79%* (*Percentage of Indian women claiming effectiveness in a consumer test, tested on 100 women)." TVC claim - "reduces pimples in 24 hours". Pack claims – "Pure" "Garnier Skin Naturals products"	(Complaint received in 10/2006) Claims of this level of efficacy in 24 hrs are misleading and highly exaggerated. The word "pimple" over-simplifies the actual aetiological issue. Based on extensive studies carried out globally, clinical and dermatological experts have noted that the average duration of inflammatory papules in young women 17-25 years (based on the model shown in the Ad) is 11.4 days. The process of healing and generation of new skin cells to replace the damaged ones at the site of inflammation takes anywhere from 14-28 days according to all standard dermatological references. Needs clarification, without which it appears to be ambiguous without a related context. Ingredients listed on the pack include a significant number of chemical derived components.	December 2006 Chapters I.1 and I.4. Claims made in print Ad, TVC, and on the product pack, not substantiated. Claims misleading by gross exaggeration, in the absence of demonstrable evidence of the efficacy of the product in use. ***Press Ad, TVC, and promotion messages on the pack, modified.***
38. $	Godrej & Boyce Mfg. Co. Ltd(*) (Godrej Air Conditioners) India Today	Claim - "i-TREC technology for 50% faster cooling".	(Complaint received in 11/2006) 'i-TREC technology' is not a common terminology and is an incomplete information intended to mislead the consumers. Claim needs to be substantiated.	December 2006 Chapter I.1. Claim not substantiated with quantified data or proven performance tests reports. ***Advertiser assured appropriate modification of the claim.***

39. #	Business Today (India's No.1 Business Magazine) CNBC TV18(*)	Claim - "India's No.1 Business Magazine".	(Complaint received in 10/2006) This is a completely untrue claim and actually misleads viewers, to believe that Business Today is the No. 1 Business magazine. The fact is that `Businessworld' is India's No.1 Business magazine, as per NRS 2006. `Businessworld' is also the only ABC certified business magazine for circulation numbers.	December 2006 Exparte (absence of comments from the Advertiser). Chapter I.1. Claim not substantiated. ***Claim modified.***
40. #	Dabur India Ltd(*) (Promise Toothpaste) ETV(*), Zee TV(*) (Oct-Nov 06)	Claims – "New Promise has clove that fights twice as hard and not only removes germs that cause cavities, but also prevents them from coming again".	(Complaint received in 11/2006) Claims are grossly misleading. Even a lifetime use of a fluoridated toothpaste cannot guarantee a cavity-free mouth. The results of various clinical trials show that continuous and sustained use of fluoridated toothpaste with either 1000ppm or 1500ppm fluoride can cause a clinically significant caries reduction of around 25-40%, but never 100% reduction.	January 2007 Chapters I.1 and I.4. Claim, "New Promise fights the germs that cause cavities and prevents them from coming back", not substantiated adequately. Claim, "prevents cavities", was an exaggeration which could mislead consumers. ***TVC suspended.***
41.	Hero Honda Motors Ltd(*) (CBZ X-treme Motorbike) Star Sports(*) (12/2006)	Visuals – "a motorcyclist crossing an unmanned railway crossing just ahead of an on-rushing train while the engine driver of the train waives at him not to do so".	(Complaint received in 12/2006) TVC shows an extremely dangerous and hazardous stunt by the motorcyclist.	January 2007 Chapter III.3. Visual depictions and the action sequences portrayed, were so vivid as to create the impression that the motorbike is geared to such manoeuvres which can be executed with ease, thereby encouraging a dangerous practice, the emulation of which may be attempted by young persons with lesser skills. ***TVC modified.***

42. #	Cadila Health-Care Ltd(*) (Nutralite Premium Table Margarine) Mudra Comm(*) The Times of India(*) (12/2006)	Claims - "Butter is made from Animal Fat" "Butter contains high Cholesterol which increases the risk of Heart Diseases" "Butter increases the risk of Obesity" "Butter contains high Trans-fats and Saturated Fats, which increase the risk of Heart Diseases". "Nutralite is rich in PUFA, which helps to reduce cholesterol". "Cholesterol Free"	(Complaint received in 12/2006) Claim is misleading and categorizes Butter as non-vegetarian, which is not true. Butter is made from Milk Fat. There is no conclusive scientific evidence that proves that Cholesterol intake is linked to heart diseases. Claim is misleading. Nutralite Table Margarine contains the same amount of Fat and Calories as in Butter. Nutralite does not reduce the total calorie intake and thus cannot directly help in reducing Obesity. Nutralite does not declare the amount of trans-fat content on pack label. The actual PUFA content in Nutralite is neither mentioned on the pack label nor in the Ad. This claim is ambiguous and unsubstantiated. All table Margarines are made from vegetable oils, which do not contain Cholesterol. This is only stating the obvious and misleading the consumers.	January 2007 Chapters I.4 and IV.1(e). Claims were ambiguous and in the absence of relevant quantification as proof, were misleading and unfairly denigratory of a category of products, without justification. ***Advertiser assured appropriate modification of the Ad.***
43. Suo motu	Kellogg India Private Ltd(*) (Kellogg Real Banana Corn Flakes) J. Walter Thompson(*) Free Press Journal (12/2006)	Visual - "a young boy hanging upside down by holding the upper handle, inside a bus"	(Complaint registered in 1/2007) Ad shows a dangerous act which is likely to encourage minors to emulate it, in a manner which could cause injury.	February 2007 Chapter III.2(b). Visual depiction shows a dangerous act which is likely to encourage minors to emulate it, in a manner which could cause injury. ***Ad discontinued.***

44.	Hero Honda Motors Ltd(*) (Hero Honda CBZ X-treme) J. Walter Thompson(*) Star Sports(*) (1/2007) Zee TV(*) (1/2007)	Visuals – "a biker going near the cliff and performing stunts on a single wheel of the motorbike".	(Complaint received in 1/2007) Ad shows a dangerous act which if emulated by inexperienced riders, may cause injury. **(1 similar complaint received against the same TVC)**	February 2007 Chapter III.3. Action as depicted in the TVC, showed a dangerous act which if emulated by inexperienced riders, could cause injury. Such actions show dangerous practices and manifest a disregard for safety without justifiable reason. ***TVC modified.***

45.	Pan India Network Infravest Pvt Ltd (Playwin Lottery) Ambience Advertising Agency(*) DNA (12/2006)	Visual - "an Indian Currency Note shown as a toilet paper roll in a toilet."	(Complaint received in 1/2007) This is a blatant disgrace and disrespect to the Indian Currency Note.	February 2007 Chapter III.4. Ad was in breach of the law. ***Ad discontinued.***

46.	Cadbury India Ltd(*) (Cadbury Fruity Gems) Nick channel (1/2007)	Visuals - "a child eating fruits and another child eating Gems of the same flavours. In the end, the child eating fruits is shown eating `Cadbury Fruity Gems' instead of fruits (because it has many more flavours)".	(Complaint received in 1/2007) Ad has influenced the Complainant's 6 year old daughter so much that she doesn't want to eat "fruits" and wants to eat only "Cadbury Fruity Gems". This Ad is likely to corrupt young minds. (Advertiser confirmed that fruit extracts present in the product conform with FDA requirements.)	February 2007 Chapter III.2. Ad exploits the vulnerability of minors. ***Advertiser assured appropriate modification of the TVC.*** Suo motu complaint on the pack Visual depiction of fruits could be misleading young children. (Not Upheld – March 2007 CCC)

Mr A. Rebello

C. 2998

1) Children

2) Foods/Beverages

47.	Inox Leisure Ltd (Inox – Live the Movie) The Metro (a supplement of The Telegraph, Kolkata) (1/2007)	Claim - "Rs.50/- only. Not valid on weekends and holidays".	(Complaint received in 1/2007) As per the complaint, the Cinema Theatre is charging Rs.80/- for these tickets on Fridays. When reported to the duty Manager of the Theatre, the Complainant was told that they consider Fridays to be a "weekend" and not a "weekday". Advertiser is cheating the consumers by this Ad.	February 2007 Chapter I.4. Claim being interpreted by the Advertiser as inclusive of `Fridays', could be misleading to an average cinema-goer. Ad misleading by omission of a pertinent clarification. ***Advertiser assured appropriate modification of the claim in their similar Ads, in future.***

Pallavi Lodha

C. 2999

48.	Neo Sports Broadcast Pvt Ltd(*) (Neo Sports) Ogilvy & Mather(*) Neo Sports channel (1/2007)	Visuals - "West-Indian people in a variety of situations in India being mis-treated by Indian people. The West-Indians are shown miserable and upset because of the treatment they have received from the Indians".	(Complaint received in 1/2007) Ad is absolutely and undoubtedly racist. It suggests that Indians have a negative prejudice against the black people and that they mistreat black people.	February 2007 **Not Upheld.** TVC showing "a West Indian couple in a boat", was not so offensive as to give rise to widespread offence. **Upheld.**Chapter II. TVC showing "a West Indian eating chilly chutney and many Indians not giving him water to drink", was likely to give rise to widespread offence. The display of 'Intolerance' as portrayed in this TVC was indecent, repulsive and offensive to generally accepted standards of Public Decency. April 2007 **Decision on Review** **Complaint stands Upheld.** Chapter II. CCC members felt that their collective decision to Uphold the complaint, was carefully deliberated and unanimous. The survey (Quantitative research conducted by a recognised independent market research agency) provided by the advertiser, did not change anything and the earlier decision to Uphold the complaint stands. ***TVC withdrawn.***

Gyril Gupta
C.3001

Obscenity

49.	Neo Sports Broadcast Pvt Ltd(*) (Neo Sports) Ogilvy & Mather(*) Neo Sports channel (1/2007)	Visuals – "a West Indian cricketer eating chilly chutney and many Indians not giving him water to drink".	(Complaint received in 1/2007) Ad is absolutely inhuman and insulting the West Indians. **(4 similar complaints received against the same TVC)**	February 2007 Chapter II. TVC was likely to give rise to widespread offence. The display of `Intolerance' as portrayed in the TVC was indecent, repulsive and offensive to generally accepted standards of Public Decency. April 2007 **Decision on Review** **Complaint stands Upheld.** Chapter II. CCC members felt that their collective decision to Uphold the complaint, was carefully deliberated and unanimous. The survey (Quantitative research conducted by a recognised independent market research agency) provided by the advertiser, did not change anything and the earlier decision to Uphold the complaint stands. ***TVC withdrawn.***
50. $	L.G. Electronics India P. Ltd (LG Intellocool Refrigerators) Lowe(*) Gujarat Samachar (12/2006)	Claims - "India's No.1 Refrigerator", "...door cooling that re-energise your food and retain its nutrition longer", "Green ion Door Cooling", "Green catechin and ion coated filter removes bacteria, odour", and "...vita plus recharges food".	(Complaint received in 1/2007) Advertiser needs to substantiate these claims with proof, supporting technical information, independent data, with details of tests/trials reports from an independent recognised testing institution.	February 2007 Chapter I.1. Claims not substantiated. ***Ad withdrawn.***

51.	General Motors India P. Ltd (Chevrolet Aveo) McCann-Erickson India(*) CNBC Awaaz(*) (1/2007)	Visuals - "a well-known celebrity driving the Aveo dangerously, in wrong lane and on wrong side of the road".	(Complaint received in 1/2007) Even if the actions shown in the TVC are performed by professionals, it is illegal to drive dangerously.Ad shows a dangerous act which if emulated by inexperienced riders, may cause injury.	February 2007 Chapter III.3. Actions as depicted in the TVC, showed a dangerous act which if emulated by inexperienced riders, could cause injury. Such actions manifest a disregard for safety without justifiable reason. ***TVC modified.***

Mr. Ramesh Iyer

C. 3003

Dangerous

52.	Neo Sports Broadcast P. Ltd(*) Neo Sports channel (1/2007)	Visuals - "a young boy aspiring to be a big cricketer wears the cricket gear and taking a shot in the air, later comes back to his original state with a bucket and broom in his hand".	(Complaint received in 1/2007) Ad encourages child labour, which is banned in our country.	February 2007 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 withdrawn.***

M.M. Nair

C 3006

Children

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53. #	Gujarat Co-operative Milk Marketing Federation Ltd(*) (Amul Lite Bread Spread – Better than Margarine) FCB-Ulka Advertising(*) Sunday Times of India(*) (1/2007)	Ad states - fat content in Amul Lite is 59g, whereas the product pack states - fat content is 65g. On the pack, the AGMARK classifies the product as Grade – Medium Fat, and the Ad claims the product to be "Low Fat". Ad claims - Amul Lite is a "blend of pure milk fat and vegetable oils", and the pack states - proportion of milk fat is only 10%. Ad claims - "Low Cholesterol"	(Complaint received in 2/2007) This means that the calorie count is 585 kcal in Amul Lite and not 531 kcal. This should be clarified. Appropriate clarification needs to be given by the advertiser. If the proportion of milk is lower than vegetable oils, the product should be called as vegetable oil-based product. Margarine across the world is a vegetable oil based product. Hence Amul Lite is nothing but a form of margarine. Ad does not mention the percentage of Cholesterol that Amul Lite contains. Cholesterol content in Amul Lite is 24 mg per 100 gm whereas in margarine it is nil. And when the Ad claims "Low Cholesterol", with what product is it being compared to?Claims appear to be misleading.	March 2007 Chapter I.4. Ad claim, "Low Cholesterol", was misleading in a comparison with Margarine which contains no Cholesterol. ***Ad modified.***
54.	Lux Hosiery Industries Ltd (GenX Undergarments) Ogilvy & Mather(*) Star News(*) (2/2007)	Visuals - "a man in underwear with a towel overwrap answering the door bell. A girl dressed in a mini skirt and low cut blouse says that she is the Dhobi (laundry person), and very suggestively looks at the lower body of the man. Just then the towel drops down revealing the man in his underwear. She says, "Nikaliye Na". He looks down towards himself and asks "What!", to which she replies "Kapde".	(Complaint received in 2/2007) The commercial has statements of double meaning. It projects the girl in a demeaning manner and is not suitable for a medium of television watched by families together with their children and minors. **(2 similar complaints received against the same TVC).**	March 2007 Chapter II. Visuals depicted and the voice over (in Hindi), "nikaaliye na...kapde", were suggestive and indecent, and could give rise to widespread offence. ***TVC modified.***

55.	Anchor Electricals Pvt Ltd (Anchor Gel Neo Natural Toothpaste) Quadrant Comm NDTV (Jan/Feb 07)	Claim - "Three times better naturally" Claims - "Make teeth stronger", "Make gums healthy", "Removes stains from teeth".	(Complaint received in 2/2007, from a member of dental profession). Claim is not only false but also misleading and the same does not have any clinical support. This will also amount to disparaging other Gel toothpastes available in the country. Commercial directly attributes specific benefits to Vitamin C, Citric Acid and Calcium. Complainant has not come across any scientific or clinical evidence which attributes the said benefits to these ingredients in the toothpaste.	March 2007 Chapter I.1. Claims not substantiated with supporting technical/ clinical information or proven results, with details of tests/trials reports from an independent recognised testing institution. Subsequently, the Advertiser has provided technical information which however does not substantiate the claims. ***TVC withdrawn.***
56. Suo motu	United Spirits Ltd(*) (Royal Mist) Rediffusion DY&R(*) The Times of India(*) (2/2007)	Ad states - "Royal Mist – 100% Premium Grain", "Enchantingly Smooth", "Misty nights" (in fine print).	(Complaint registered in 2/2007) This could mislead consumers regarding the product advertised for sale. Visual depiction of brand name is suggestive of a well-known brand of liquor product – Royal Mist.In the absence of specific information, the Ad appears to be a surrogate Ad for a liquor brand – Royal Mist.	March 2007 Chapter III.6. Visuals depicted and the copy mentioned, did not refer specifically to a product or service being promoted. Ad appeared to be a surrogate Ad for a liquor brand – Royal Mist. Slogan, "Cast a Spell", and the bylines, "100% premium grain", "Enchantingly smooth", refers to features generally associated with a liquor product. ***Ad withdrawn. Advertiser assured that Ad will be modified appropriately before it is released again.***

COMPLAINTS THAT WERE UPHELD BY THE CCC

From April 2006 to March 2007

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
57.	Spaceage Multiproducts (P) Ltd (Morning Walker) The Times of India(*) (4/2006)	Claims - "Morning Walker delivers the same benefits as we get from a 30-minute brisk walk without putting any stress on your heart", "Morning Walker is a useful substitute to morning walk", says Indian Medical Association".	(Complaint received in 4/2006) Morning Walker is a gadget which seems to provide some sort of rubbing massage to the feet. This cannot be comparable to walking, which is a proven aerobic exercise. These claims could put users of Morning Walker to health risk, as they would use this gadget instead of walking.	May 2006 Chapter I.1. Supporting technical information provided with the comments, by the Advertiser, were not convincing enough to substantiate the claims. Subsequently, the Advertiser gave a demonstration of the product and a range of testimonials, but not the tests/trials reports from an independent recognised testing institution, as required.

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

B. V. Patel

C. 2884

63. Suo motu	Trader's Inn (Aava Packaged Natural Mineral Water) Flier	Claims - "Light & Non-acidic which leaves you Fresh, Healthy & prevents stomach ulcers", "Full of Minerals which helps avoid Intravascular & Cardiac diseases", "Good for your Skin, Teeth, Muscles, Bones & Nervous System", "Helps you in Bowel system & in Detoxification", "Highly recommended for Pregnant women & children", "Good for heart and high Blood Pressure patients", "Aava certainly has positive health implications for osteoporosis, arthritis as well as cataract", "Aava is the most certified water", "Aava goes through 77 different tests before being bottled to ensure that it is free from harmful chemicals or microbiological organisms".	(Complaint registered in 8/2006) Claims appear to be false. Advertiser should provide proof, supporting technical information, in substantiation of these claims, with details of tests/trials reports from an independent recognized testing institution.	November 2006 Chapters I.1 and I.4. Claims not substantiated. Claims appeared to be gross exaggerations and the Ad - Flier was likely to mislead the consumers.
64.	Jaipan Tele Shoppee (Shani Rakshak Kavach) Local channel - 'Movie Channel' (9/2006)	Claims - Use of Shani Rakshak Kavach "will improve the person's business" (business mein hoga faida), "will protect from accidents" (doorghatna se door rakega), "will provide happiness and wealth" (sookh samruddhi pahonchanewala).	(Complaint received in 9/2006) Ad is making claims which the product cannot deliver.Claims need to be substantiated.	November 2006 Exparte (absence of comments from the Advertiser). Chapters I.1 and I.5. Claims not substantiated. Claims appeared to be gross exaggerations and inferred that the product advertised, inclusive of its ingredients, possesses such special property which is difficult of being proved. This is likely to lead to grave or widespread disappointment in the minds of consumers.

65. Suo motu	Teleshop (Panch Mukhi Rudrakash Mala) Aaryan International Sahara Samay Channel(*) (8/2006)	TVC shows a testimonial of a person who says, "He is a Government officer who used to face various problems at his work place, because of which he sometimes used to lose his temper, which affected his health and his family. After wearing `Panch Mukhi Rudrakash Mala', his family life as well as his business is back on tracks". Claims - Panch Mukhi Rudrakash – "sabi manokamna, abhilashaon ko puri karta hai" (fulfills all the wishes), "sabi dukhon se mukti milti hai" (gives freedom from all worries), "sabi paapon ka naash karta hai" (destroys all the evils/sins), "sabi booth preto ko bagatha hai" (drives away all ghostly and deadly bodies).	(Complaint registered in 10/2006) Ad is false, misleading and is aimed at cheating the common man.	November 2006 Exparte (absence of comments from the Advertiser). Chapters I.1 and I.5. Claims not substantiated. Claims appeared to be gross exaggerations and inferred that the product advertised inclusive of its ingredients possesses such special property which is difficult of being proved. This is likely to lead to grave or widespread disappointment in the minds of consumers.
66. Suo motu	McDowell & Company Ltd(*) (now United Spirits Ltd) (McDowell Signature) Mudra Comm(*) The Times of India(*) (9/2006)	Ad states - "Success keeps you on your Toes", "Success is Good Fun", "Successories" (in fine print) in unreadable manner delinked from any of the pertinent claims mentioned in the Ad.	(Complaint registered in 10/2006) Ad is misleading by its ambiguity, and is suggestive of a liquor brand (appears to be a replica of the label of a branded liquor product - McDowell Signature).	November 2006 Chapter III.4. In the absence of any specific product or service being promoted apparently, against the prominent displaying of the Brand name and logo of a branded liquor product – McDowell's Signature, it appears to be an Ad for an alcoholic beverage. Since the Ad appeared in the Times of India, published in Maharashtra, Ad was in breach of the law. Advertiser informed that fresh releases have been suspended till matter is sorted out.

67.	WWW.LowTobacLife.com Archive Comm The Times of India(*) (6/2006) Hoardings in Mumbai (on bus-shelters) (6/2006)	Press Ad claims - an exclusive website on "Health, Haute Couture, Gadgets and Gizmos, Basic Instincts, Books, Bon Voyage, Leisure, Bon Vivant, News". Visuals on Hoardings - an athlete, mountaineer, race jockey and bike racer. Hoardings claims - "High on Life", "Low on Risk", "High on Excitement", "High on Taste".	(Complaint received in 9/2006, from a member of legal profession). There is no product shown, in the outdoor and print media, it is merely the Ad of the website (which is a disguised form of advertising for the cigarette brand). Ads are not truthful and they distort facts and mislead the consumer by creating a false and erroneous impression that the characteristics and health effects of a particular tobacco product are less harmful than other tobacco products. Ads create a false impression that the product is a tasty brand and it is very low on risk.	November 2006 Chapters I.4, III.3 and III.6(b). Claim, 'High on Life', to the name of the website 'LowTabacLife', which resembled the brand name of a tobacco product (cigarette), was misleading by its ambiguity. Claims, "High on life", "Low on risk", read in conjunction with the name LowTabacLife, when by implication it could refer to a brand of cigarettes, could encourage negligence and lead to a harmful practice, moreso in the absence of the requisite Statutory Warning. The prominent display of the name LowTabacLife suggests it is an indirect promotion of a tobacco product, which requires the mention of a Statutory warning.

Mr. A. R. Joshi

C. 3032

Cigarette/Tobacco

68. Suo motu	Seagram India. P. Ltd(*) (Seagram's Blenders Pride) Ogilvy & Mather(*) Bombay Times(*) (10/2006)	Ad states - "Seagram's Fuel", `CDs' (in fine print and in unreadable manner), "Powered by indiatimes.com", "Entry by invitation only", "Fashion Tour 2006", "Seagram's Blenders Pride Magical Nights", "Taste that speaks for itself" (in fine print).	(Complaint registered in 10/2006) It is not apparent as to what product or service is being promoted. Ad is misleading and suggestive of a liquor brand – Seagram's Blenders Pride, the Ad having appeared in Bombay Times, published in Maharashtra.	November 2006 Chapter III.6(b). Prominent display of the Brand name 'Seagram's Blenders Pride', visually similar to the display on the label of a liquor product, could suggest to consumers that it is a promotion of a product whose advertising is restricted or prohibited by law.

S.G.

C. 2938

Surrogate

69.	Jyothy Laboratories Ltd. (Maxo Cyclothrin Coil) Situations Advtg & Mktg. Aaj Tak(*) (10/2006)	Claim (in Hindi) - "Coil ka laser action chun chun kar machhar mare".	(Complaint received in 10/2006) There is no connection of the coil to a Laser whatsoever. A hi-tech sounding word has been used to mislead the consumers.	November 2006 Chapters I.1 & I.4. Claim, and the visual depiction of specific observeable 'laser action', in support of this claim, was not true and was misleading.

Mr. Anil Bansal

C. 2950

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70. $	LG Electronics India P. Ltd. (LG Intelloair Air Conditioners) Press Ad	Claims - "Global No.1 Air Conditioner", "No. 1 in customer satisfaction", "Aero DNA. The DNA of air conditioning", "Engineered to transform indoor air quality", "Aero DNA takes care of five critical constituents that ensure superior air quality – purity, odour, humidity, temperature, and flow".	(Complaint received in 11/2006) Claims need to be substantiated with proof, supporting technical information, independent data, with details of tests/trials reports from an independent recognised testing institution.Also, the Advertiser should provide accurate statistical data representing the qualitative and quantitative extent to which air purification is effected by LG Aero DNA.	December 2006 Exparte (absence of comments from the Advertiser). Chapter I.1. Claims which were performance specific, were not substantiated.
71. Suo motu	McDowell & Co Ltd(*) (now United Spirits Ltd) (Black Dog) The Times of India(*) (11/2006)	Claims - "Our quality checks are exactly like great granddad's were", "We personally test our products for perfection every evening", "Black Dog proudly old-fashioned since 1883".	(Complaint registered in 11/ 2006) Apparently an Ad for a well known liquor brand - Black Dog. (appears to be a replica of the label of a branded liquor product).	December 2006 Chapter III.4. Prominent display of the brand name Black Dog, since 1883, visually similar to the display on the label of a liquor product, could suggest to consumers that it is a promotion of a product whose advertising is restricted or prohibited by law.
72. $	Misty Abacus Academy P. Ltd. (Rewarding Franchisee Opportunity, World's No.1 Brain Development Programme) Outlook(*) (4/2006) The Times of India(*) (5/2006)	Claims - "Unique opportunity from the pioneers in India", "The world's only method which makes your child calculate device free calculation, faster than a computer", "After successfully creating waves and achieving success in the states of Delhi, Haryana, U.P., Uttaranchal, Punjab, West Bengal and all over India with 160 plus Learning Centres, Misty Abacus is venturing into your state". "World's No.1 Brain Development Program", "Classes conducted by experts".	(Complaint received in 11/2006) Advertiser needs to provide proof, additional supporting information with independent data, in substantiation of these claims. Also, whether it has been proven by an independent agency that the Brain can be developed by this program. Advertiser needs to support the claim by mentioning the eligibility criteria for their faculty.	December 2006 Exparte (absence of comments from the Advertiser). Chapter I.4. Claims were misleading by gross exaggeration.

73. Suo motu	McDowell & Co. Ltd(*) (now United Spirits Ltd) (Romanov) The Times of India(*) (11/2006)	Ad states - "Mirror Nights 2", "Party Real Hard ! Mumbai Mirror urges you to enjoy responsibly. If you drink, don't drive".	(Complaint registered in 11/2006) Suggestive of a promotion of a liquor product brand in association with Romanov. Detailed copy in the Ad, suggestive of a promotion of liquor consumption (appears to be a replica of the label of a branded liquor product).	December 2006 Chapter III.6(b). Ad was suggestive of a promotion of liquor consumption. Mention of the logo of Romanov, a liquor product brand, in conjunction with the copy, could suggest to consumers that it is a promotion of a product whose advertising is restricted or prohibited by law.

S.G.

C. 2978

Surrogate

74.	(Dakshinavarty Shankh) Sahara One(*) (11/2006)	Claims – "Possessor of Dakshinavarty Shankh will make money in business, his financial problems will be over". TVC shows - testimonials enacted by actors (and not real people) who talk of facing business and economic problems which vanished after the `Shankh' was ordered by them.	(Complaint received in 11/2006) TVC is exploiting the gullibility of individuals using religious symbols to make absolutely false claims for commercial gain of the advertiser. There is no ascertainable objective reason why the possessor of the `Shankh' will have prosperity and economic well-being.	January 2007 Exparte (absence of comments from the advertiser). Chapter I.5. Claims cited in the complaint, and endorsed in the form of testimonials by characters portrayed in the sequels presented, were so exaggerated as to lead to grave and widespread disappointment in the minds of numerous consumers.

B. V. Patel

C. 2974

Others

✓75. Suo motu	Seagram India P. Ltd(*) (Royal Stag) Ogilvy & Mather(*) Bombay Times(*) (11/2006)	Ad states –"Play to rule. Make it large". Ad shows photograph of a Sports personality.	(Complaint registered in 11/2006) Featuring icons, Heros of the young, well-known sports champions, is not permissible for Ads associated with liquor brands. Ad appears to be a replica of the label of a branded liquor product.	<u>January 2007</u> Chapter III.6(b). Ad makes an indirect reference to a liquor product by name, logo, and by use of colour scheme and presentation associated with a liquor product, which would suggest to consumers that it is a promotion of a product whose advertising is prohibited by law. Ad appeared in Bombay Times, published in Mumbai, Maharashtra, in which state the Bombay Prohibition Act 1949 may be invoked. Subsequently, the Advertiser submitted evidence of label, slogan, and photograph, being indicative of the product promoted.

S.G.

C.2976

Surrogate

76. #	Su-Kam Power Systems Ltd (Su-Kam Power System Battery) Filmfare(*) (Aug 06) India Today (12/2006)	Ad headline – "Ordinary inverter batteries expect you to have an extra pair of lungs". Claims - "Lead is a heavy metal and the lead fumes from conventional batteries are toxic and hazardous to health", "Breathe easy without worrying about your lungs".	(Complaint received in 12/2006) The 'conventional batteries' as mentioned, are purported to be the flooded batteries in traditional use. However, under no circumstances, "lead fumes" are emitted from conventional flooded batteries, which is in fact also true for "Sealed maintenance Free Batteries". Claims are false, misleading and unfair.	January 2007 Chapters IV.1(d) and IV.1(e). Allegations, were an exaggeration which could mislead the consumers about the products with which it is compared and also was an unfair denigration of a category of products, without justification.

Exide Inds. Ltd.
C. 2980

77.	Ajanta India Ltd (Ajanta Dento White Toothpaste) Promotion message on the product pack	Claim - Ajanta toothpaste is "India's first toothpaste".	(Complaint received in 1/2007) Claim is false and misleading. Complainant provided copy of the relevant text of the packaging which claims, "India's first toothpaste", but did not provide an empty carton, nor specimen of packaging, despite reminders. As per the Advertiser, Ajanta pack states – "India's first ISI toothpaste", and not "India's first toothpaste". Two empty sample original packs provided by the Advertiser.(old pack of 100 gm and a new pack of 200 gm).	March 2007 Chapters I.1 and I.4. Claim mentioned on the 100 gm old pack (under complaint) of Ajanta Dento White Toothpaste – "India's First ISI Toothpaste", not substantiated with proof of ISI certification or of being `first ISI certified toothpaste'. Also, the display of logo or stamp of `ISI' in an inconspicuous manner on the pack, could be misleading to consumers.

Dr. Chetana Srivastav
C. 2985

78.	Air Deccan (Give 2007 a flying start) The Times of India(*), Hyderabad (1/2007)	Ad (in fine print) mentions – "Passenger service fee / Transaction fee / Fuel surcharge / Congestion surcharge extra".	(Complaint received in 1/2007) This is deliberately underlighted as against the basic fares, which are highlighted very boldly and conspicuously.According to the Complainant, the separately mentioned particulars of 'extras' mostly appearing in fine print, is substantial amount of around Rs.1100/- currently as against boldly flaunted basic fares of Rs.74/-, as mentioned in the Ad.	<u>March 2007</u> Exparte (absence of comments from the Advertiser). Chapter I.4. Mention of, "passenger service fee/ transaction fee/ fuel surcharge/ congestion surcharge extra", in fine print, delinked from the main claim of `low basic prices', was misleading.

P. Bhansali

c. 3007

COMPLAINTS THAT WERE NOT UPHELD BY THE CCC

From April 2006 to March 2007

Sr. No.	Advertiser / Agency / Media	Claim / Description of Ad/ TVC	Complaint	Comment / CCC Decision
1.	Dabur India Ltd(*) (Dabur Red Tooth Powder) Bates India(*) DD1 (2/2006)	Claims - "Daant hai ya juice ki machine", "Daant hai ya rampuri", "Daant hai ya hathoda", "Daant ab solid mazboot, Dabur Lal Dantmanjan ke naye pack se".	(Complaint received in 3/2006, from a member of Dental Profession). The consumer perception is that Dabur Red Toothpowder makes teeth stronger or strengthens teeth. The claims are exaggerated, false and misleading. The ingredients used in Dabur Red Toothpowder may have certain anti-bacterial properties which can protect teeth to a certain extent, but certainly cannot make teeth as strong as hammer, etc, as claimed. These claims need to be substantiated with clinical data.	May 2006 Claims were considered to be advertising expressions to gain the attention of the viewers through apparent exaggeration. Claim, "Daant ab solid mazboot", was substantiated with supporting technical information and with tests/trials reports.
2.	Info Edge (India) Pvt Ltd (Naukri.com) FCB-Ulka Advertising(*) DD National, Sahara One channel(*) (3/2006)	Visuals - "An employee distorts his boss name "Hari Sadu" by spelling it as H for Hitler, A for arrogant, R for rascal, I for idiot"	(Complaint received in 3/2006) 'Hari' is one of the sacred and pious names of Lord Vishnu. The Ad is highly sacrilegious and should be withdrawn. (Four similar complaints received against the same TVC).	May 2006 Portrayal of a fictitious character in the TVC, in a humorous situation, was not likely to give rise to grave or widespread offence.

3. #	Hindustan Lever Ltd(*) (Sunsilk thick & strong shampoo) Zee TV(*), Star Plus(*), Sony TV(*), DD (1/2006)	Visuals show 'several bald heads'. Claim (in Hindi) as translated in English – "Weak hair becomes so strong that there is no fear of breakage".	(Complaint received in 3/2006) It is a well-known scientific fact that baldness cannot be cured or prevented. A cosmetic shampoo as Sunsilk thick & strong TVC claims, at the most, may only reduce hair fall caused due to hair breakage, which by itself cannot result into baldness. This is unmistakably leading consumers to believe that Sunsilk thick & strong can prevent balding, which is grossly misleading.	May 2006 Visual depiction in the TVC, was considered to be an apparent exaggeration with a humorous tone, exercising advertising licence. Claim not false.

P&G
C.2877
Hair product

Obscenity

4.	Marc Sanitation Pvt Ltd (Sanitary Shapes Series) Times Life, T.O.I.(*), Hyderabad (1/2006)	Ad states - "Shape up your life" Visual - "rear picture of a naked woman"	(Complaint received in 3/2006) Visual depicted has no relevance to the product promoted – Sanitary Shapes Series.The Ad is indecent. (One similar complaint received against the same Ad)	May 2006 Ad was not so indecent, as to give rise to grave or widespread offence.

Mr. M.A. Ghaffar
C 2880

Obscenity

5.	Triumph International (India) Pvt Ltd (Maximizer) The Hindu(*) (3/2006)	Ad states - "Dangerous! Curves, Minimum Coverage, Maximum Exposure" Visual - "scantily clad woman".	(Complaint received in 4/2006) Ad copy, read in conjunction with the visual depiction, appears to be indecent, and would be considered objectionable to women. The Ad is vulgar. (One similar complaint received against the same Ad)	May 2006 Ad was not so indecent or vulgar, as to give rise to grave or widespread offence, having regard to the product promoted in the Ad.

Mr. R. Natarajan
C.2885

6.	Tata Motors Ltd(*) (Tata 207 DI EX) Rediffusion DY&R(*) On various channels (3/2006)	Visuals - "a youngster driving the car recklessly on and off the road risking the lives of other road users, while his father is sleeping alongside in the passenger seat".	(Complaint received in 4/2006) This commercial is poisoning the minds of small children of impressionable age by showing that it is very adventurous to drive recklessly without any regard to the traffic rules and the safety of self and others on the road.	May 2006 Actions portrayed in the visuals depicted in the TVC, were not dangerous, having regard to the settings shown. However, the Advertiser has been advised that the `disclaimer' shown in the TVC, should be readable to the average viewers of the TVC, whilst being aired under normal circumstances.
7.	Hindustan Lever Ltd(*) (Kwality Walls Pleasure Up Ice cream) McCann-Erickson(*) NDTV (4/2006)	Visuals - "a boy getting tempted and licking his lips as he sees a girl licking the Walls ice cream, and another woman taking it as his sexual advances, and pulls him inside her cabin".	(Complaint received in 5/2006) The commercial has sexual overtones and has suggestive gestures.	May 2006 Ad was not so sensuous or explicit, as to give rise to grave or widespread offence.
8. #	Nirulas Corner House Private Limited ("Nirula's Maha Treat @ Rs.60 per head") Jabro Advertising & Marketing Delhi Times, T.O.I.(*) (4/2006)	Similarity in the Ads of the Complainant (Nirulas) and the Advertiser (Pizza Hut)	(Complaint received in 4/2006) Areas of similarity are – Pizza Hut logo unit reads, "Treat @ Rs.75 per head. Unbelievable!". Nirula's logo unit reads, "Maha Treat @ Rs.60 per head. Believe it!" The fonts used in the Logo unit are similar. The treatment of the meal bundles is also similar. The entire look and feel of the "Nirula's Maha Treat" Ad resembles the "Pizza Hut Treat" Ad.	June 2006 Advertiser's Ad was not so similar to that of the Complainant's Ad, as to suggest plagiarism.

Rajesh Deulkarni
C.2887

9.	Coca-Cola India Inc(*) (Cricket Jiyo Thanda Piyo) McCann Erickson India(*) Sahara channel(*) (3/2006)	Animated Ad Visuals - "due to some event in the cricket field, a man comes out of a closet in the bedroom of a couple. The apparent husband and this man are first shown uneasy to be present in the same bedroom, but then are shown hugging each other".	(Complaint received in 3/2006) This is highly offending and seen as glorification of extramarital relations.	June 2006 Sequel under complaint, as depicted in the TVC in a humorous manner, was not considered to be offensive.

Ms. P. Naitheni
C.2889

10.	Pepsi Foods Private Limited(*) (Mirinda) J. Walter Thompson(*) Sahara One(*) (4/2006)	Visuals - "a film personality blowing the skirt of a model walking on the ramp, using his lips and the voice over saying, "mouth ka karo good use".	(Complaint received in 5/2006) The commercial is in bad taste. **(2 similar complaints received against the same TVC).**	June 2006 Visual under complaint, as depicted in the TVC, not considered, to be indecent or in bad taste.

Obscenity

Ms. P. Naitheni
C.2890

11.	Coca Cola India Inc(*) (Coca Cola – Thande ka Tadka) McCann Erickson(*) On various channels (4/2006)	Visuals - "some boys passing comments on Aishwarya Rai and other girls, saying, "Kamar hai ya Coca Cola ki bottle", and whistling at the girls".	(Complaint received in 5/2006) This commercial is in bad taste. It is also encouraging eve teasing which is a serious social problem. **(1 similar complaint received against the same TVC).**	June 2006 Ad not derogatory of women nor provocative.

Malayala Manorama
C. 2892

12. #	The Mathrubhumi Printing & Publishing Co Ltd(*) (The Mathrubhumi – 10 Lakh Celebration) Maitri Advertising The Hindu(*) (4/2006)	Ad states- "Mathrubhumi Daily is celebrating the victory of credibility by crossing the 1 million mark. With a growth of 58,134 new copies, Mathrubhumi now has a total circulation of 10,40,183 copies and a readership of 80.42 lakhs". Source: ABC July-Dec'05, Jan-June'05. IRS'05 R2	(Complaint received in 5/2006) This is a deliberate attempt to mislead the readers by omitting facts. The latest round of IRS, i.e., IRS 2006 round I is available and according to that, Mathrubhumi had a drop of 3.95 lakhs readers, and their current readership is 76.47 lakhs.	June 2006 Ad not misleading by omission. Advertiser assured that `IRS 2005 R2 readership' will not be mentioned in their future Ads.

Others

Felix Aptor

13.	Sara Lee Apparel India Pvt Ltd(*) (Hanes Innerwear) McCann Erickson(*) ESPN (3/2006)	Visual - "a bridegroom cuts the 'itchy' label of his innerwear".	(Complaint received in 5/2006) Visual is portrayed in a vulgar manner. This indecent Ad is being aired during sports event which most families watch with their younger ones.	June 2006 Ad not indecent.

2896

Obscenity

V. Aravind
C. 2897

14.	Hindustan Lever Ltd(*) (Liril Soap) Lowe(*) NDTV 24x7 (5/2006)	Visuals - "a lady coming out of bathroom with water dripping from her body. A man, presumably her husband, sips dripping water from her body".	(Complaint received in 5/2006) Ad is not in good taste. (One similar complaint received against the same TVC).	June 2006 Ad not indecent.

Obscenity

15.	GlaxoSmithKline Consumer Healthcare Ltd(*) (Chocolate Horlicks) J. Walter Thompson(*) TV Network channels (5/2006)	Visuals - "Kids robbing milk from the temple and then using it to have Horlicks".	(Complaint received in 6/2006) Visual depicted, is a heinous act violating the sanctity of the temple and its deity. This depiction is highly objectionable and can form wrong impression regarding robbery or stealing in young and impressionable minds.	August 2006 Depiction of a humorous situation in the TVC, not objectionable. ***TVC discontinued.***

Jibu Cherian
C. 2904

1) Children
2) Health/Nutritional

16.	Jet Airways (India) Pvt Ltd(*) (Superfare Returns) Network Advertising(*) The Times of India(*), Mumbai (7/2006)	Ad headline states – "Superfare Returns". Ad (in fine print) states - "*Special fares are applicable for a one-way journey. PSF (Rs.225) will be additional to the above fares. Fuel surcharge extra. Taxes as applicable. Conditions apply".	(Complaint received in 7/2006) The use of the word "Returns" as a pun is misleading, making the consumer believe that these are return fares. Actually, the offer at most of the sectors is for single journey with an asterix saying, these are basic fares, and there are PSF, fuel charges (not quantified) which will be additional (in small print). Ad is misleading.	<u>August 2006</u> Mention of "conditions apply" refers to a table which clarifies the fares applicable. Ad not misleading.
17.	HDFC Bank Ltd Hoarding in Kolhapur (observed in 6/2006)	Message on the Hoarding - "Loans for (1) Son's Education (2) Daughter's Marriage".	(Complaint received in 6/2006) Ad makes discrimination among the girls and boys, and is objectionable.	<u>September 2006</u> Message on the Hoarding, as mentioned in the complaint, not considered to be discriminatory. *Advertiser confirmed that Hoarding is no longer on display, and also assured of appropriate modification of the Ad in future, to avoid any discrimination.*
18.	Motorola India Private Limited (Motorazr V3i Mobile) Ogilvy & Mather(*) CNBC Awaaz(*) (4/2006)	Visual - "A girl wearing her jeans in full view of the camera".	(Complaint received in 4/2006) Complainant objects to this visual depicted, which according to him, is offensive.	<u>September 2006</u> Ad not offensive.

19.	Kitchen Appliances India Limited (Sansui Television – 1500 Watts Hardrock) Ambience Publicis(*) ETV(*), C channel, and other national channels (probably in 7/2006)	Visuals - "A boy listening to a TV in the background of `Statue of Liberty', enjoying the music, and suddenly a glass tumbler breaks". Claim - Sansui Hardrock - "1500 Watts PMPO".	(Complaint received in 7/2006) Complainant has seen other products of the same brand with lower sound specifications which are emitting more sound, and hence doubts the claim that this Hardrock model is emitting 1500 Watts PMPO. Claim needs to be substantiated with proof, supporting technical information, with details of tests/trials reports from an independent recognised testing institution.	September 2006 Complaint not specific to enable any valid comparison of "PMPO" (Peak Measure Power Output).
20.	Cadbury India Limited(*) (Cadbury Chocolates) Various channels (8/2006)	Visuals - "A sister is sulking because her brother has come to her on the `Rakhi Day' without any gift. The sister ties the Rakhi tightly on her brother's wrist in rage. Then the brother gives the Cadbury chocolates as a gift to his sister which makes her happy."	(Complaint received in 8/2006, through a Government department) Visual depiction of the "sister tying a `Rakhi' while she is full of rage", militates against the basic root of this very sacred Raksha Bandhan Parva. The commercial makes a mockery of this Parva by conveying the message that sisters only look out for gifts on this day.	September 2006 TVC depicted a humorous situation which was not offensive.
21.	TTK-LIG Ltd (Durex Sensation Condoms) McCann Erickson India(*) Radio City, Bangalore (8/2006)	Voice over - "More the dots more the love. Touch her where she has not been touched before".	(Complaint received in 8/2006) Ad sounds vulgar. The Ad does not convey the right message as why one should use condoms.	September 2006 Claims conveyed in the Ad were not vulgar, having regard to the product promoted.

22.	Wrigley India Private Limited (Orbit Chewing Gum) Grey Worldwide(*) ESPN (8/2006)	Visuals - "A girl wearing a low neck dress. Some boys are seated nearby eyeing her through a camera phone".	(Complaint received in 8/2006) TVC is degrading women, and shows eve teasing. It also shows anti-social behaviour of boys with camera phone. This would encourage young boys to indulge in such activities in public. (3 similar complaints received against the same TVC).	September 2006 Ad not offensive.
23.	Tata Sky Limited(*) (Tata Sky Satellite Services) Star Plus(*) (9/2006)	Visuals - "A sweeper on an empty street, sweeping up hordes of spectacles and TV equipment that Tata Sky TV has (presumably) rendered obsolete. Even as he sweeps, things thrown out of windows keep dropping by. The only thing that hits the sweeper is a light pair of spectacles". Then it shows "people from buildings throwing out similar equipment from their windows in a lackadaisical manner".	(Complaint received in 9/2006) Throwing things out of the window is one of the most dangerous of civic faults. This habit is highly dangerous and despicable. (One similar complaint received against the same TVC)	September 2006 TVC used gross exaggeration and humour, and was considered as creative licence to convey the idea of obsolescence. *Advertiser informed that this Ad campaign was replaced in outdoor media with a new creative, and a new campaign was being launched on Television.*
24.	Viva Infomedia (Bangalore IT Companies Directory) Website (7/2006)	Ad states - "Database of 3,400 Bangalore based IT companies", "Database contains: Company Name, Type, Address, Phone, Fax, Email, Website, Entity, Segment, Estd. Quality Certificate, Products, Total Employees, Membership, Speclization, Contact Person, Designation, etc".	(Complaint received in 8/2006) On viewing the contents of the CD, the Complainant was shocked to find that the list of Companies contained IT and Non-IT as well. Also, the contact persons specified against the Companies names were wrong. The list was not updated. Ad is misleading.	October 2006 Ad not misleading.

25.	The Institute of Computer Accountants (Industrial Accountant Plus) DNA, Mumbai (8/2006)	Ad states - "Now I can marry off my sister".	(Complaint received in 8/2006) According to the Complainant, in these days of women attaining education, social status and financial independence, the last thing we need is Ads that are 18th century.	October 2006 Ad not discriminatory or derogatory of women.
26. Suo motu	Wipro Ltd. (Sanjeevani Lemon Honey and Sanjeevani Ginger Honey) FCB-Ulka Advtg(*) Zee Marathi(*) (8/2006)	Visuals – Bottles of Sanjeevani Honey claiming that they are with a new taste viz. Lemon and Ginger. The labels show that they are Lemon Honey and Ginger Honey.	(Complaint registered in 8/2006) In reality, they are with added flavours of lemon and ginger respectively. As per the PFA Act 1954 and Rules 1955 PART VIII – Prohibition And Regulations of Sales 45, the label and the Ad should clearly mention that it is a 'flavoured honey only'. Ad is misleading the consumers.	October 2006 Visual depiction of the "spread of 'Lemon Honey' or 'Ginger Honey' on slices of bread, and the implied taste appeal", was not misleading, since it represented natural Honey with natural extracts of lemon or ginger. The label declaration - 'Lemon Honey' or 'Ginger Honey', 'Proprietary Ayurvedic Medicine' and carrying a manufacturing license number, places it outside the consideration of the PFA Act.
27.	Castrol India Ltd(*) (Castrol Engine Oils) Ogilvy & Mather(*) Headline News (9/2006)	Claim - "Castrol Engine Oil - not just an oil but liquid engineering".	(Complaint received in 9/2006) Major auto manufacturers evaluate oils from various oil majors and approve the products. Ad misleads users who do not know the technical aspects of oils, and they will be misled by such words as "liquid engineering".	October 2006 Sign off line, "Castrol - It's liquid engineering", was globally trademarked, and was not misleading.

28. Suo motu	Hindustan Lever Ltd(*) (Pepsodent Complete Germicheck) Lowe(*) Times of India(*) (9/2006)	Claims - "Fights Germs upto 12 Hours after brushing", "Removes Stains", "Maintains Healthy Gums", "Fights Tooth Decay", "Maintains Natural White Teeth", "Helps prevent Gum problems caused by Germs", "Gives Fresh Breath", "Removes Yellow Film (Plaque)", "Gives Stronger Teeth", "Helps protect teeth from acids formed by sweet food and germs". Visual - Entire cakes in complete presentation	(Complaint registered in 9/2006) Claims need to be substantiated with proof, supporting technical information with details of tests/ trials reports from an independent recognised testing institution. Appear to be an inducement to a young child to consume high fat sugar calorie foods which due to over-indulgence could result in obesity, diabetes and related conditions	October 2006 Claims substantiated. Visual was not considered to be an inducement to over-indulgence, but seemed to present an appealing choice, as displayed in the shop window.
29. #	Johnson & Johnson Ltd(*) (Stayfree Dry Max Ultra Thins) McCann-Erickson(*) Sale Material (POSM) Zee TV(*)ETV Marathi(*) Sony(*) DD National (9/2006)	Claims - "It's the best", "tumhare best Ultra se much drier" (much drier than your best Ultra), "Aaj ke leading Ultra se teen guna zyada dryness" (gives 3 times dryness than today's leading Ultra) with supers – *In the center of the pad. *Under Standard Rewet Test Conditions. *Creative representation of the re-wet test. Visual - "One Stayfree Dry Max pad miraculously absorbs all the fluid that spills from a half filled glass."	(Complaint received in 9/2006) The leading Ultra napkin being implied here is `Whisper Ultra' as it is an undisputed category leader in this segment.As per "Product performance tests" carried out by an independent laboratory in September 2006, Whisper Ultra is significantly better than Stayfree Dry Max on dryness aspect.This exaggerated visual is bound to mislead consumers about absorbent capacity of the product. This, followed by further elaboration of pad surface being three times drier than the leading ultra product is a clear distortion of facts.	November 2006 Claims substantiated.

30. #	Rajasthan Patrika P. Ltd.(*) (Promotion Contest) Rajasthan Patrika(*) (10/2006)	Use of the ABC Certificate, and use of competition figures of 'Dainik Bhaskar', as a contest point of reference.	(Complaint received in 10/2006) Advertiser is not authorized to use the ABC Certificate as that is a copyright of Dainik Bhaskar. The Ad makes unjust use of another firm's name and reference. It is an unfair practice as the figures are not to be used for any comparison or reference.	November 2006 Complaint not valid, since the Media are well aware that the Code of the ABC permits of audit certified circulation figures to be quoted.
31.	Perfetti Van Melle India P. Ltd. (Big Babol) McCann-Erickson(*) Pogo channel,Cartoon Network (9/2006)	Visuals - "a mother sparrow accidentally hatching a tortoise's egg along with her own eggs. She rears the tortoise kid along with her own siblings. Seeing the bird's kids flying around, the tortoise kid takes a plunge into a deep gorge/valley thinking that perhaps he can fly too. When he starts falling in the gorge headlong that he pops a Big Babol bubble that surprisingly acts as a parachute and saves his life."	(Complaint received in 9/2006) Ad is dangerous and misleading and can prompt some innocent kids to jump from a hill or building thinking that Big Babol's big bubble would save their life as it did in the case of baby tortoise. (One similar complaint received against the same TVC)	November 2006 Visual depictions cited in the complaint were considered as advertising licence for gaining the attention and interest of the target group of children, and were not likely to lead to acts endangering lives.
32.	Colgate Palmolive (India) Ltd(*) (Colgate Dental Cream) Promotion messages on the pack	Claims - "Calcium + Minerals", "Colgate has the power of Calcium enriched with Minerals", "Its advanced Super Shakti formula is clinically proven to make your teeth stronger than ever before". Visual - stream of calcium and minerals going into the tooth.	(Complaint received in 10/2006) There is no evidence to prove that calcium or minerals can be absorbed by the teeth making them stronger. The visual shown is not true and intended to deceive the consumer. Calcium Carbonate here only acts as a filler and gentle abrasive. There is no way the tooth can fix the calcium carbonate. The other minerals referred to, are not specified explicitly nor implicitly in the list of key ingredients. Probably no other minerals are added and if they are, they would not be absorbed/fixed by the tooth with the exception of Sodium Flouride. The claims are misleading.	November 2006 Claims were not false or misleading. Advertiser has provided adequate technical information in support of these claims.

33.	Hindustan Lever Ltd(*) (Close Up Toothpaste) Promotion message on the pack	Claim - "Vitamin Flouride System gives Stronger Teeth".	(Complaint received in 10/2006) There is no evidence to prove that Vitamin E can be absorbed by the teeth making them stronger. Vitamin E has no role in brushing, only the Fluoride in the toothpaste reacts with the enamel strengthening it. Claim is misleading.	November 2006 Claim was in reference to the total action of the product, Vitamin Fluoride System, and not specific to any individual ingredient. Claim not false or misleading.
34.	Bank of India Ogilvy & Mather(*) Various channels (Sept-Oct 2006)	Visuals - a child going a long distance across open fields, all by himself, to the Bank without adult supervision. He crosses a railway track and a train passes by after a while. He then gets into a boat all by himself.	(Complaint received in 10/2006) A trend that could be adopted by other little children. This is a dangerous portrayal, sending wrong signals to small children telling them that crossing tracks by themselves is acceptable by adults. This could encourage children to take lifts and rides with strangers, which is dangerous. (One similar complaint received against the same TVC)	November 2006 Visuals were not indicative of risk taking actions by children in the related age group, whereas the follow through observance by the grand father of the boy and the friendliness of the adults known to the boy in the local settings, were indicative of care and concern rather than exposure to dangerous situations.
35.	Tata Tea Ltd(*) (Tata Tea Gold) Lowe(*) National channels (Sept-Oct 2006)	Visuals - "a senior Army officer has called his junior officers home to hand out postings. One of the officer refuses to have tea and is supposedly caught looking at the senior officer's wife. He is given a posting to Ladakh while others are given posting to Goa."	(Complaint received in 10/2006) Postings are not given at the whims and fancy of senior officers. Ad shows the Indian army in a very bad light.	December 2006 Ad did not show the Indian Army (as mentioned in the disclaimer in the TVC) or any private security personnel, in poor light. The situation portrayed was a light –hearted humorous one.

36.	Wrigley India P. Ltd. (Orbit Chewing Gum) Grey Worldwide India(*) On various channels	Claims - "Helps keep teeth white", "Helps prevent tooth decay" Visuals - a Veterinarian feeding chewing gum to a cow and justifying the same in broken English, resulting in shiny white teeth of the cow.	(Complaint received in 10/2006) Ad appears to be derogatory to Veterinarians and portraying them in very poor light. Advertiser has not carried out any scientific study on the effects of chewing gum on animals, and portraying such crude activities, can misguide the illiterate animal owners which can cause harm to their animals.	December 2006 Claims are with reference to human subjects, for which substantiation has been provided by the Advertiser. Portrayal of a "self-proclaimed animal specialist", offering the product to a cow, was considered as an apparent instance of exaggerated humour, to generate viewer interest.
37.	Kinetic Engineering Ltd. (Kinetic Blaze) Grey Worldwide India(*) Zee TV(*), AXN(*), Sony(*), CNBC(*) (10/2006)	Visuals - "a young boy driving and jumping along with `Kinetic Blaze' from the top of a building just to impress the young girls".	(Complaint received in 10/2006) Such stunts encourage young teenagers to go beyond the realistic point.	December 2006 Ad showed a disclaimer and cautionary message which appeared on screen during the sequel depicting the pre-arranged stunt performance as part of an event conducted before a gathering of sports-minded young persons. Actions shown were not likely to manifest a disregard for safety or to encourage negligence.
38. $	Wrigley India P. Ltd. (Orbit Chewing Gum) Grey Worldwide India(*) Star Plus(*) (10/2006)	Claims - Orbit Chewing Gum "helps keep your teeth white, prevents tooth decay".	(Complaint received in 11/2006) Claims need to be substantiated with proof, supporting technical information, with details of tests/trials reports from an independent recognised testing institution.	December 2006 Claims substantiated.

39.	Hidesign (Bags) Buzz magazine, Mumbai Mirror(*) (11/2006)	Visual – "a couple in intimacy, with a `Hidesign bag' covering the upper part of the body".	(Complaint received in 11/2006) Visual has no relation to the product advertised – Hidesign bag, and is simply erotic.	December 2006 Visual depicted was not so objectionable as to give rise to grave or widespread offence.
40.	Entertainment Network India Ltd. (Mirchi Hotties) McCann-Erickson(*) The Hindu(*) (11/2006)	Visual - a part of the woman's body Copy - "Mirchi Hotties. Catch the hottest actresses only on Radio Mirchi".	(Complaint received in 11/2006) Copy read in conjunction with the visual depicted, appears to be obscene and vulgar, and has no relation to the product/ service advertised.	December 2006 Exparte (absence of comments from the Advertiser). Ad not objectionable.
41.	Heinz India P. Ltd(*) (Complan) Leo Burnett(*) Hindustan Times(*) (10/2006)	Claim - "2 spoons of Complan ~ a glass of milk with 23 vital nutrients".	(Complaint received in 11/2006) In the absence of a notation in the Ad on the source supporting this claim, the advertiser is required to substantiate this claim, which appears to be gross exaggeration of facts.	December 2006 Claim was factual and not an exaggeration.
42. Suo motu	Infomedia (Yellow Pages) Ambience Publicis Advtg(*) Hindustan Times(*) (11/2006)	Ad states - "Book your Ad before November 30th and save 15%". Visual resembles currency note with alteration.	(Complaint registered in 11/2006) Ad could be misleading to readers. Apparent defacing or disfiguring currency, may be considered violation of the Law, 'Disrespect to National Emblems' Etc.	December 2006 Comments provided in support of the visual depiction, has provided a justification for the depiction of 'mock currency' in the Ad, which takes the complaint outside the provision in the referred law.

43	Coca-Cola India(*) ("Coca-Cola is absolutely safe") Hoarding (put up at Noida Link Road, New Delhi)	Visual – "A well-known celebrity displaying a Coca-Cola bottle and assuring that it is 100% safe".	(Complaint received in 11/2006) Complaint refers to several other factors related to Coca Cola, such as source material process, and end product marketed to consumers. "Coca-Cola follows very hygienic production process and material", "Coca–Cola never says that the pesticide contents are within the permissible limit", "It is according to international standards". A verification of the copy appearing on the hoarding, confirms that none of the above factors as mentioned in the complaint, is featured on the Hoarding. The Hoarding under complaint carries only one claim, "I have 100% confidence that Coca-Cola is absolutely safe".	January 2007 Upheld. Chapter I.1. Claims, "100% safe", "it is according to International standards", and "all the ingredients meet regulations in India", not substantiated. April 2007 **Decision on Review** Not Upheld. CCC considered that Advertiser's recent submission that the Hoarding under complaint carries only one claim, "I have 100% confidence that Coca-Cola is absolutely safe", the other claims cited in the complaint being apparently the subjective allegations of the Complainant. Claim of "Coca Cola is absolutely safe", was substantiated. Earlier CCC decision Upholding the original complaint stands reversed.

Vaibhav Dange

c. 2961

Foods

44.	Sony Ericsson Mobile Communications (Sony Ericsson Z 550i Mobile) Sony Max(*), Sab TV(10/2006)	Visuals – "a young couple who meet multiple partners"	(Complaint received in 11/2006) Ad is unethical and glamorises / glorifies partners.	January 2007 Exparte (absence of comments from the Advertiser). Ad not objectionable.
45.	Hindustan Lever Ltd(*) (Pure-it) Lowe(*) Sun TV (11/2006)	Visuals - "two young boys discussing on drinking boiled/unboiled water. The boy drinks unboiled water (supposedly processed by Pure-it) conveying that it is safe and healthy".	(Complaint received in 12/2006) Prevalence of water borne diseases is high. In a country where majority of the population lacks access to safe, potable water, this Ad can be misinterpreted.	January 2007 Ad was not likely to be misinterpreted, nor was it considered to be misleading.
46.	Citibank N.A.(*) (Citigold) Rediffusion DY&R(*) On English News channels (probably 12/2006)	TVC talks about the "Citigold Relationship Manager and how he/she is passionate about the success of their respective clients."	(Complaint received in 12/2006) According to the Complainant's personal experience, this claim is misleading. He, being a Citigold customer, has had number of problems and has yet to see the face of a "Relationship Manager", to help sort out his problems.Since his problems were not attended to, he has e-mailed the Country Manager of Citibank, and has received no response.	January 2007 The lapse, if any, on the part of the Advertiser in fulfilling the expectations of the Complainant in respect of the Customer service quality as promised in the Ad, could be an one-off case, which they are prepared to resolve provided the Complainant contacts their customer relations unit and specifies the issues which have not received the anticipated attention, in keeping with the promise set out in the Ad.

47. #	Reckitt Benckiser (I) Ltd(*) (Harpic Toilet Cleaner) J. Walter Thompson(*) Sahara One(*), Sony TV(*), Star Plus(*) (9/2006)	Claims - "Harpic cleaner completely cleans toilet by removing both stains and germs" ("Puri safai daag aur kitanu ki"). "Harpic cleans deep inside and every corner of toilet, by killing all the germs" ("Andar tak jakar sare kitanu ko mare, kare kona kona saaf"). TVC shows a visual of "a clean toilet".	(Complaint received in 12/2006) Comparison of TVC and Harpic pack claims are contradictory. TVC claims, "Kills all germs", whereas on the pack "99.9% germ kill" is declared. The super in the TVC says, "apply Harpic on the toilet bowl and leave it for 60 minutes". This message is not reflected on the back of pack of any Harpic product, which only mentions "Leave for 20 minutes, brush and then flush". These claims are misleading, false and unsubstantiated.	February 2007 Claims made in the TVC, and cited in the complaint, were substantiated, and were not misleading.
48.	GlaxoSmithKline Consumer Healthcare Ltd(*) (Boost) Cartoon Network (12/2006)	Visuals – "Kid's lip movements clearly suggest him using 'swearing' words".	(Complaint received in 12/2006) Ad gives the message to Kids that in order to win in life, they should be aggressive by pushing, hitting and expressing their anger/aggression against their competitors. Such Ads should be clearly prohibited.	February 2007 TVC not offensive.
49.	Kopran Pharmaceuticals Ltd (Smyle Cough Syrup) Zee Marathi(*) (12/2006)	Visuals – "Lakshman has severe cough so Hanuman flies and brings Smyle Cough Syrup from some mountain and gives it to Ram who makes Lakshman well again".	(Complaint received in 1/2007) Ad is showing Hindu Gods to sell its product, which is not acceptable. It is highly degrading and hurting the religious feelings of Hindus. (One similar complaint received against the same TVC)	February 2007 TVC not offensive.
50.	Hutchison Essar Ltd(*) (Hutch) Ogilvy & Mather(*) NDTV News, Star TV(*) (12/2006)	Visuals - "a Chinese Bulldog following a child everywhere, running behind him". (identified by the Advertiser as Indian Pug)	(Complaint received in 1/2007) Ads that use animals must take permission from the Animal Welfare Board of India. Hutch has not taken any such permission.	February 2007 Advertiser had obtained permission from the Animal Welfare Board of India, prior to shooting the said TVC. Complaint was not valid.

51.	Zapak Digital Entertainment Ltd (Zapak.com) Marching Ants Pvt Ltd Nickelodeon channel (12/2006)	Visual - "two men touching themselves" (As per Advertiser's comments and on verification of TVC, no such action was portrayed.)	(Complaint received in 1/2007) Ad is disgusting as it is telecast in the middle of a children's show.	February 2007 TVC not offensive.
52.	India Today (India Today Grand Prize Draw) Ad – promotional mailer	Ad - Promotion mailer is a letter addressed by Prize Draw Manager of India Today, which states, "This is your chance to win Rs. 15,00,000/-.", "You have just reached the final stage of winning Rs. 15 lakh!", "I am pleased to inform you that you are one of the privileged few who have been chosen to participate in India Today's Grand Prize Draw and win Rs. 15,00,000 in cash."	(Complaint received in 1/2007) This Promotion mailer was sent to the Complainant in December 06 (vide India Today's e-mail). Ad-promotion mailer trumpets about the grand prize suppressing the fact till last 6th stage that one has to subscribe to be eligible to participate in the draw. **(One similar complaint received against the same Ad – Promotion mailer)**	February 2007 Offer of choice to participate in the prize draw, and to subscribe for the magazine, was referred to in the Ad (Rules & Regulations of the prize draw).
53.	Amrutanjan Ltd (Amrutanjan Pain Balm) Denstu Comm P. Ltd Maa TV (1/2007)	Visuals - "children playing very noisy tunes which creates headache in their tutors, which is cured by Amrutanjan Pain Balm". (As per Advertiser's comments and on verification of the TVC, no such unusually loud sound was evident)	(Complaint received in 1/2007) The audio of the violins playing is very disturbing and since the volume level of the Ads is not regulated by the channel, it is very discomforting to watch the Ad.	February 2007 TVC not objectionable.

54.	Neo Sports Broadcast Pvt Ltd(*) (Neo Sports) Ogilvy & Mather(*) MTV (1/2007)	Visuals - "a person is racist enough towards the West Indian couple to jump out of the boat. The person removes all his clothes and makes gestures, as if about to sexually assault the lady sitting in the boat".	(Complaint received in 1/2007) Racism towards the West Indians with indication of sexual assault is highly objectionable. TVC is highly offensive. **(One similar complaint received against the same TVC)**	February 2007 Ad not so offensive as to give rise to widespread offence.

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55. #	Dr. Shah's Jai Vimal Health Clinic (Hair Loss – Dr. Shah's Advance Speciality Treatment) Sandhyanand (10/2006)	Visuals – Logo, pilman on the logo, colour and the pattern of the Ad Claims - "Gives us total restoration of new hair growth by using naturally prepared homeopathic medicine preserved in advance blister packing".	(Complaint received in 1/2007) Is misleading to the consumer, since it appears similar to the Ad of "Dr. Batra's Positive Health Clinic". Such a claim cannot be made as per The Drugs And Magic Remedies (Objectionable Advertisements) Act, 1954.	February 2007 Complaint was not valid since the Complainant's legal Suit filed against the Advertiser, on the same complaint, in the Court of V Additional District Judge, Pune, was disposed off in favour of the Advertiser. Complainant's Ad was not so similar to the Advertiser's Ad as to mislead the consumers. Complaint was not valid, since the complaint did not mention specific provisions of the said Act which the Ad has contravened.

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56. #	Tata Sky Ltd(*) (Tata Sky Satellite Television) Rediffusion DY&R(*) Hindustan Times(*) (12/2006) Dainik Jagran (1/2007) DNA (1/2007) and The Telegraph (1/2007)	Claims – "Full suite of 6 new-age interactive services", "7-day listing of all programmes on TV", "Watch cricket matches through multiple camera angles", "Control what your children watch", "Daily astrology predictions by Bejan Daruwalla's team", "Order latest ad-free movies on your TV", "Take your set-top-box anywhere in the country", "Professional installation directly by company engineers", "Replacement box in case of any problem", "24x7 help available in 11 languages"	(Complaint received in 1/2007) Claims and comparisons made in the Ad are blatantly wrong and incorrect and the potential consumers/general public is being misled by Tata Sky by presenting distorted facts and deliberately portraying the CAS service and cable STBs in poor light so as to wrongfully lure the customers to opt for DTH services of Tata Sky.	February 2007 Claims made in the Ad and cited in the complaint, were not false or misleading or denigratory of a group of other products.
57.	Anand Rathi Securities Ltd (Stock Broking and Financial Services) Meridian Comm NDTV (1/2007)	Tag line/slogan - "Behind every successful investor"	(Complaint received in 1/2007) Advertiser needs to provide documentary evidence that all their investors and traders are successful, also a certified data from any credit rating agency to prove that none of the investor has lost his money. The tag line/slogan is misleading.	February 2007 Tag line/slogan was considerec to be an advertising licence and was not misleading.
58.	Parle Products P. Ltd(*) (Milano Biscuits) Everest Brand Solutions(*) Cartoon Network, Pogo channel (Dec 06 / Jan 07)	Visuals – "a woman enters the bakery at night, blindfolding a man (a well-known celebrity), and suggestively proposing to teach him how to bake, which begins with the sexual gameplay of grazing their bodies, hands, face in the introduction of the ingredients like flour, butter and chocolate which gets rubbed off onto the girls lips".	(Complaint received in 2/2007) Ad bombards images of sexual nature on to the innocent young, impressionable minds of the children.	February 2007 Ad was not so offensive as to give rise to grave offence, or to give rise to moral harm to children.

Foods/Beverages

59. Suo motu	Cadbury India Ltd(*) (Cadbury Fruity Gems) Promotion message on the product pack	Visual depiction of 'fruits' on the product pack	(Complaint registered in 2/2007) This could be misleading young children to believe that the Gems contain fruit portions or extracts, which may lead to their preference for 'Fruity Gems' over 'real fruits'.	March 2007 Visual depiction of 'fruits' on the pack, was not misleading.
60.	Perfetti Van Melle India Pvt Ltd (Center Fresh Chewing gum) Ogilvy & Mather(*) Neo Sports channel(*), Doordarshan (2/2007)	Visuals - "4 goons offloading a sack from a car and throwing it from a bridge. A shepherd catches them red handed; but when they are ready to dump him in another sack, he pretends to be dumb".	(Complaint received in 3/2007) Ad clearly shows criminal intents.	March 2007 TVC portrayed a humorous situation and was not indicative of criminal intents.
61. #	Henkel India Ltd(*) (Pril – Challenge Campaign) National TV channels	Visuals - "a model apparently carries a pack in her hands denoting representing company, enters the house of a consumer and asserts that `Pril' completely cleans plate by removing both grease burn marks and smelling great, a close to freshness".	(Complaint received in 2/2007) TVC is using general layout, slogan, sound effect based on the goodwill of original prior published TVC of `Vim'.	March 2007 No advertising property was established in respect of features claimed or depicted in the Advertiser's TVC under complaint as compared with the Complainant's TVC. Suo motu complaint The Advertiser in each case should substantiate their claim, of "one drop" of the dishwash liquid could produce the cleaning effect as visually depicted and claimed in the voice over of each TVC under reference.
62.	Ford India Private Ltd(*) (Ford Fiesta) NDTV Profit channel (2/2007)	Visuals - "a boy driving the car rashly through normal traffic roads, and looses control of the car and stops just before a flowing river".	(Complaint received in 3/2007) Such Ads should not be shown as immature young people get a wrong idea and then they tend to drive rashly.	March 2007 Actions shown in the TVC were not likely to induce rash driving under normal circumstances.

PERTINENT EXTRACTS OF MEMORANDUM AND ARTICLES OF ASSOCIATION OF THE ADVERTISING STANDARDS COUNCIL OF INDIA

(Registered in Oct. 1985, u/s 25, as a Not-For-Profit Co., under the Companies Act 1956)

The main objects to be pursued by the Company on its incorporation are - ...

To monitor administer and promote standards of advertising practices in India with a view to ...

ensuring the truthfulness and honesty of representations and claims made through advertising and safeguarding against misleading advertising....

ensuring that Advertising is not offensive to generally accepted norms and standards of public decency....

safeguarding against the indiscriminate use of advertising for the promotion of products or services which are generally regarded as hazardous to society or to individuals or which are unacceptable to society as a whole....

ensuring that advertisements observe fairness in competition and the canons of generally accepted competitive behaviour....

To codify adopt and from time to time modify the code of advertising practices in India and implement, administer and promote and publicize such a code....

To provide facilities and machinery in the form of one or more Consumer Complaints Councils having such composition and with such powers as may be prescribed from time to time to examine complaints against advertisements in terms of the Code of Advertising practices and report thereon....

To give wide publicity to the Code and seek adherence to it of as many as possible of those engaged in advertising....

To print and publish pamphlets, leaflets, circulars or other literature or material, that may be considered desirable for the promotion of or carrying out of the objects of the Company and disseminate it through any medium of communication.

CONSUMER COMPLAINTS COUNCIL

The Board of Governors shall appoint Consumer Complaints Council (CCC), the number of members of which shall not be more than twenty one....

The Consumer Complaints Council shall examine and investigate the complaints received from the consumers and the general public, including the members of the Company, regarding any breach of the Code of Conduct and/or advertising ethics and recommend the action to be taken in that regards.

POWER OF THE CONSUMER COMPLAINTS COUNCIL

Each Council shall be entitled to receive complaints from the Board of Governors, the Consumers, the general public and members of the Company....

Each Council shall enquire, investigate and decide upon the complaints received by it within the frame work of the Code of Conduct adopted by the Company....

All the decisions of each Council shall be by simple majority, in writing and may specify the action to be taken in respect of the offending advertisement....

No.X-11023/7/06-D
Directorate General of Health Services
(Drugs Section)

Nirman Bhawan, New Delhi
Dated: 29 AUG 2006

To
1) Shri. R. Hariharan,
Secretary General,
Indian Soaps & Toiletries Makers Association (ISTMA),
614, Raheja Centre,
6th Floor, Free Press Journal Marg,
Nariman Point
Mumbai – 400 021

07 SEP 2006

2) The Secretary General
Indian Drugs Manufacturers Association,
102-B, Poonam Chambers,
'A' Wing, Dr. Annie Besant Road,
Worli, Mumbai – 400 018

3) The Secretary General
Organization of Pharmaceutical
Producers of India
Peninsula Corporate – Park
Peninsula Chambers,
Ground Floor,
Ganpatrao Kadam Marg,
Lower Parel, Mumbai – 400 013

Sir,

This Directorate may like to inform you that the Govt of India has recognized the code for Self Regulation in Advertising adopted by the Advertising Standards Council of India, vide Gazette Notification No GSR 459(E) dated the 2nd of August 2006, copy enclosed.

The amendment made in cable Networks (Amendment) Rules 2006, now states "(9) No advertisement which violates the code for Self Regulation in Advertising, as adopted by the Advertising Standards Council of India (ASCI), Mumbai for public exhibition in India, from time to time, shall be carried in the cable service".

The purpose of this code is to control the content of advertisements. You are therefore requested to apprise your members of the same and instruct them to strictly follow this code for Self Regulation in Advertising while advertising their products.

Action taken by you may please be communicated to this Directorate.

Yours Faithfully

(Ashwini Kumar)
Drugs Controller General (I)

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 , 219, Bombay Market, 78 Tardeo Road, Mumbai 400 034
Tel: (022) 23521066/23516863, Fax: 23516863, e-mail: asci@vsnl.com Website: www.ascionline.org
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.