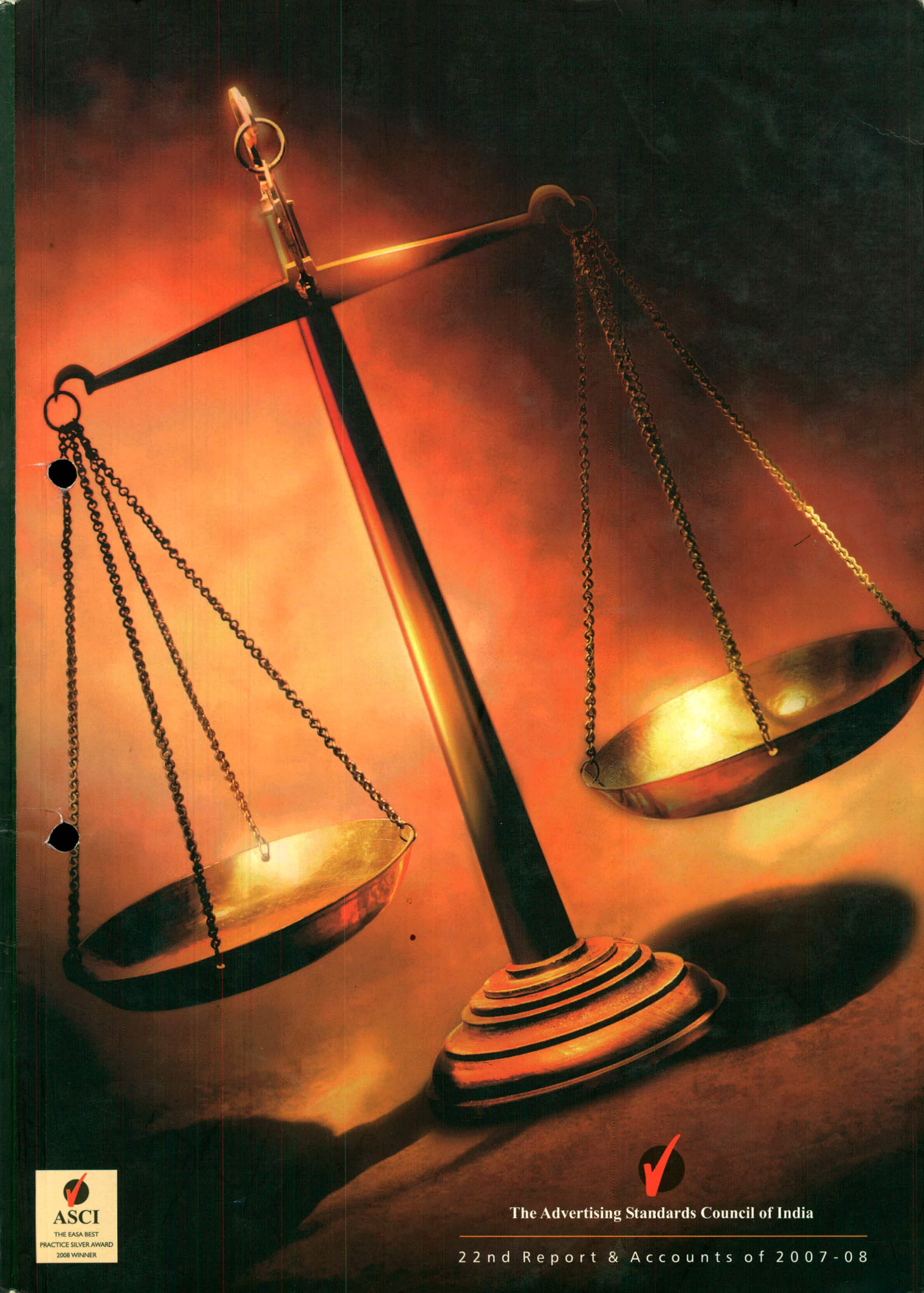


ASCI
THE EASA BEST PRACTICE SILVER AWARD 2008 WINNER

The Advertising Standards Council of India

22nd Report & Accounts of 2007-08



Mr. Bhaskar Das (Chairman) | Mr. Madhukar Kamath (Vice Chairman) | Mr. Rajiv Dube (Hon. Treasurer) | Mr. Narendra Ambwani | Mr. Dilip Cherian | Mr. Vikram Kaushik



Prof. Dhananjay Keskar | Mr. Shantanu Khosla | Mr. G Krishnan | Mr. Pranesh Misra | Mr. Nitin Paranjpe | Mr. Ram Poddar



Mr. Partha Rakshit | Mr. Arvind Sharma | Mr. Srinivasan Swamy | Mr. I. Venkat

BOARD OF GOVERNORS



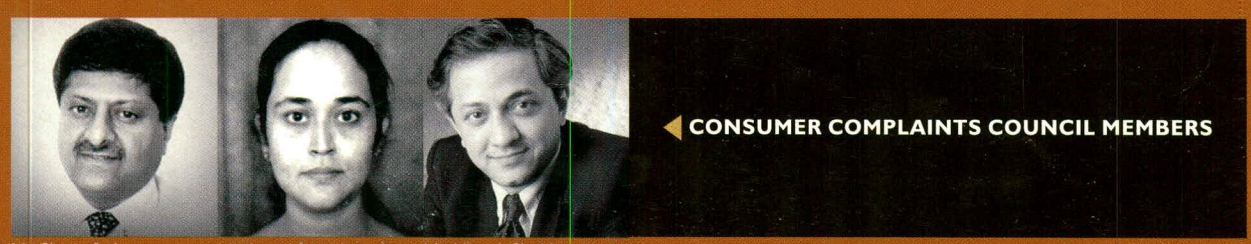
Mr. Madhukar Kamath | Mr. Pramesh Arya | Dr. (Mrs) Suma Chitnis | Ms. Anuradha Deshpande | Mr. Darryl D'Monte | Mr. Paritosh Joshi



Mr. Sanjay Kher | Mr. R Krishnan | Prof. K. G. Narayankhedkar | Mr. S. K. Palekar | Dr. (Ms.) Shilpa Patil | 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

CONSUMER COMPLAINTS COUNCIL MEMBERS

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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
T 23513982
F 23516863
E asci@vsnl.com
W www.ascionline.org

Attendance

of the Members of **the Board of Governors** of The Advertising Standards Council of India at Board Meetings from 237th meeting held on April 12th, 2007 to the 249th meeting held on March 13th, 2008. (13 Meetings held)

Name of Member		Meetings Applicable	Meetings Attended
Mr. Bhaskar Das		13	9
Mr. Madhukar Kamath		13	8
Mr. Rajiv Dube		13	6
Mr. Narendra Ambwani	(a)	10	7
Ms. Vinita Bali	(b)	2	0
Mr. Dilip Cherian		13	2
Mr. Vikram Kaushik		13	4
Prof. Dhananjay Keskar		13	10
Mr. Shantanu Khosla		13	10
Mr. G. Krishnan		13	1
Mr. Pranesh Misra		13	5
Mr. Nitin Paranjpe		13	6
Mr. Ram Poddar		13	6
Mr. Partha Rakshit		13	6
Mr. Arvind Sharma		13	7
Mr. Srinivasan K. Swamy		13	6
Mr. I. Venkat		13	7

(a) w.e.f. 7/07

(b) Resigned 6/07

Attendance

of the Members of **the Consumer Complaints Council (CCC)** from 245th meeting held on April 10th, 2007 to the 257th meeting held on March 25th, 2008. (13 Meetings held)

Name of Member		Meetings Applicable	Meetings Attended
Board Representative		13	10
Mr. Pramesh Arya	(a)	10	6
Dr. (Ms.) Suma Chitnis		13	7
Ms. Anuradha Deshpande		13	8
Mr. Darryl D'Monte		13	7
Mr. Paritosh Joshi		13	4
Mr. Sanjay Kher		13	7
Mr. R. Krishnan	(b)	13	4
Prof. K.G. Narayankhedkar		13	1
Mr. S.K. Palekar		13	8
Dr.(Ms.) Shilpa Patil		13	2
Ms. Sangeeta Pendurkar	(c)	1	0
Dr. R.D. Potdar		13	6
Ms. Anita Ramachandran	(d)	13	1
Mr. R. Ramakrishnan		13	3
Mr. Madhukar Sabnavis		13	8
Ms. Nandini Sardesai		13	8
Mr. Sumedh Shah		13	7
Dr. A.R. Shenoy		13	8
Mr. Shashi Sinha		13	9
Ms. Ingrid Srinath	(e)	13	2
Mr. Umesh Shrikhande		13	2

(a) w.e.f. 6/07
(b) Resigned 3/08
(c) Resigned 5/07
(d) Resigned 3/08
(e) Resigned 3/08

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
Ambwani Narendra	7/07	-	
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
Cadell Charles	6/08	-	
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	-	6/2008
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	-	6/08
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	-	
Vittal Gopal	7/08	-	

July 1st, 2008

Consumer Complaints Council

-Tenure Since Inception of ASCI (1985)

ASCI ARTICLES OF ASSOCIATION - 55 (a) & (b)

CONSUMER COMPLAINTS COUNCIL

a) The Board of Governors shall appoint a 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

Agarwal Rajiv	9/90	-	7/95	Kamath Prem	6/08	-	
	7/99	-	12/01	Kant Ravi	5/02	-	8/02
	& 2/02	-	12/02	Kapadia Bharat	9/98	-	8/99
Agarwal Sharda	7/04	-	2/05	Kapila Sangeeta	4/08	-	
Ansari Tarique	10/94	-	3/95	Karkaria Bachi	12/99	-	4/2000
Arya Pramesh	6/07	-		Khanna M.K.	7/88	-	8/90
Athavankar U.A.	7/86	-	9/04	Kher Sanjay	2/03	-	
Ayer S.R.	7/88	-	9/90	Khorakiwala F.T.	10/93	-	9/94
Balsara Farokh	4/05	-	10/06	Khosla Shantanu	12/05	-	9/06
Balsara Sam	9/99	-	8/2000	Kohli Swarn	7/88	-	9/04
Bhandari L.	10/85	-	4/88	Krishnan R.	5/04	-	4/08
Bijapurkar Ashoke	9/04	-	5/05	Kulkarni Ravi	7/88	-	6/95
Bilimoria Pheroza	9/90	-	10/91	Kshirsagar E.A.	10/94	-	10/04
Bose Amol Kumar	10/91	-	9/92	Kurian K.	12/89	-	12/03
Chinai Jaimini	8/99	-	5/01	Lentin Bakhtawar	12/89	-	7/95
Chitnis Suma	2/03	-		Mahajan Arvind	6/08	-	
Das Bhaskar	9/06	-	8/07	Marfatia Akhil	12/89	-	11/93
Deshpande Anuradha	10/04	-		Mathew Jacob	6/96	-	8/97
D'Monte Darryl	12/99	-		Mehra Asit	12/95	-	5/99
Das Gurcharan	10/85	-	4/88	Mehta Bansi	10/85	-	9/94
Dasgupta A.	12/93	-	7/95	Memon Ayaz	4/02	-	3/04
Ghosal Subash	10/85	-	4/88	Mody Zia	6/95	-	7/99
Gonsalves Camille	12/02	-	5/05	Motwani Pushpa	10/85	-	9/92
Halve Anand	9/96	-	12/97	Murali N.	9/02	-	10/03
Jain Harish	5/87	-	4/88	Mukherjea Peter	9/96	-	4/97
Jain Urmila	9/2000	-	8/01	Mundkur Bal	9/90	-	11/91
Jayaraman N.	1/92	-	4/99	Murthy N.V.K.	10/85	-	9/89
Jhawer P.K.	7/86	-	8/96	Nair M.K.B.	12/95	-	11/99
Joshi Paritosh	1/06	-		Narayankhedkar K.G.	8/06	-	7/08
Kamath Madhukar	9/07	-		Narayanan V.	10/85	-	4/88
Kamath M.V.	10/85	-	9/95	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	-	4/08
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	1/02	-	3/08
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

July 1st, 2008

List of Members

As on March 31st, 2008

Category A
- Advertisers

ACC Ltd.

AFL P. Ltd.

Agro Tech Foods Ltd.

Air India

Akbarallys

Amara Raja Batteries Ltd.

Ambuja Cements Ltd.

Aptech Ltd.

Asian Paints Ltd.

Ayurved Sumshodhanalaya (Pune)

Bacardi Martini (I) Ltd.

Bajaj Electricals Ltd.

Bharat Petroleum Corp Ltd.

Bombay Chemicals P. Ltd.

Bosch Ltd

Britannia Industries Ltd.

Cadbury India Ltd.

Cadila Health-Care Ltd.

Camlin Ltd.

Castrol India Ltd.

Ceat Ltd.

Citibank N.A.

Coca-Cola India

Colgate Palmolive (I) Ltd.

Dabur India Ltd.

Datamatics Ltd.

Diageo India P. Ltd.

Dorcas Market Makers Ltd.

Eureka Forbes Ltd.

Eveready Industries (I) Ltd.

Ford India Ltd.

General Mills India P. Ltd.

General Motors India P.Ltd.

GSK Consumer Healthcare Ltd.

GSK Pharmaceuticals Ltd.

Godfrey Phillips (I) Ltd.

Godrej & Boyce Mfg. Co. Ltd.

Godrej Consumer Products Ltd.

Godrej Sara Lee Ltd.

Gujarat Co-op Milk Mktg Fed. Ltd.

Gujarat Tea Processors & Packers Ltd.

GTM Teleshopping P. Ltd.

Hawkins Cookers Ltd.

Hardcastle Restaurants P. Ltd.

Heinz India P. Ltd.

Henkel India Ltd.

Hero Honda Motors Ltd.

Hindustan Unilever Ltd.

Hindustan Petroleum Corp Ltd.

H.D.F.C. Ltd.

Honda Siel Power Products Ltd.

Hutchison Max Telecom Ltd.

ICICI Bank Ltd.

ICICI Prudential Life Insurance Co.

Indian Oil Corporation Ltd.

Indofil Chemicals Co.

I.T.C. Ltd.

ION Exchange (I) Ltd.

Jet Airways (India) Ltd.

J.G. Hosiery P. Ltd.

J.K. Tyre & Industries Ltd.

Johnson & Johnson Ltd.

Kellogg India P. Ltd.

Kimberly-Clark Lever P. Ltd.

Kodak India Ltd.

L'OREAL India P. Ltd.

Madras Cements Ltd.

Marico Ltd.

McNroe Chemicals P. Ltd.

MRF Ltd.

Nachiketa Publications Ltd.

Narangs Hospitality Services P. Ltd.

Nestle India Ltd.

NIIT Ltd.

Nirma Ltd.

Novartis (I) Ltd.

N Ranga Rao & Sons

Ozone Ayurvedics

Paras Pharmaceuticals Ltd.

Parle Products P. Ltd.

PepsiCo India Holdings P. Ltd.

Pepsi Foods P. Ltd.

Pernod Ricard India P. Ltd.

Perfetti Van Melle India P. Ltd.

Pfizer Ltd.

Philips Electronics India Ltd.

Procter & Gamble Hygiene & Health Care Ltd.

Ray-Ban Sun Optics (I) Ltd.

Reckitt Benckiser India Ltd.

Reliance Industries Ltd.

Shriram Chits (Karnataka) P. Ltd.

S. Kumar Nationwide Ltd.

Standard Chartered Bank

Tata Chemicals Ltd.

Tata Coffee Ltd.

Tata Motors Ltd.

Tata Services Ltd.

Tata Tea Ltd.

Telebrands (India) P. Ltd.

The Bombay Dyeing & Mfg. Co. Ltd.

The Hnkg & Shanghai Banking Corp Ltd.

The Ravalgaon Sugar Farm Ltd.

The Tata Iron & Steel Co. Ltd.

Titan Industries Ltd.

Total Fina Elf India Ltd.

TTK Prestige Ltd.

United Spirits Ltd.

Voltas Ltd.

VST Industries Ltd.

Whirlpool of India Ltd.

Wyeth Ltd.

WWW Skyshop P. Ltd.

Xerox Modi Corp Ltd.

Category B
- Press/Media

Amar Ujala Publications Ltd.,

Bennett Coleman & Co. Ltd

Business India Publications Ltd.

Bright Group of Publications

Chitralekha

D B Corp Ltd.

Deccan Chronicle Holdings Ltd.

Discovery Comms. India

Eenadu

Gavakari Prakashan

Independent News Service P. Ltd.

Indian Express Newspapers (Bombay) Ltd.

Jai Hind-Daily

Kasturi & Sons Ltd.

Kheti Duniyan

Lokmat Newspapers P. Ltd.

Malayala Manorama Co.Ltd

Mid-Day Multimedia Ltd.

NDTV Imagine Ltd.

Neo Sports Broadcast P.Ltd.

Neutral Publishing House Ltd.

Outlook Publishing India P. Ltd.,

Parsiana Publications P. Ltd.

Rajasthan Patrika P. Ltd.

Sahara One Media & Entertainment Ltd.

Sakal Papers Ltd.

Sankha Press P. Ltd.

Sony Entertainment Television (I) P. Ltd.

Star India P. Ltd.

Tata Sky Ltd.

Television Eighteen India Ltd

The Hindustan Times Ltd.

The Hind Samachar Ltd.

The Mathrubhumi Printing & Publishing Co. Ltd.

The Printers (Mysore) Ltd.

The Statesman Ltd.

The Walt Disney Co. (India) P. Ltd.

TV Today Network Ltd.

Vast Media Network P. Ltd.

VJM Media P. Ltd.

Zee Entertainment Enterprises Ltd.

Category C

- Advertising Agencies

Advertising Avenues

Adwit (India) P. Ltd.

Airads Ltd.

Akar Advertising & Mktg P. Ltd.

Art Advertising & Mktg. (I) P. Ltd.

Bates India P. Ltd.

Bensons Advertising P. Ltd.

Brand David Comms P. Ltd.

Capital Advertising P. Ltd.

Carat Media Services (India) P. Ltd.

Carl Advertising P. Ltd.

Contract Advertising India

Crayons Advertising Ltd.

daCunha Comms. P. Ltd.

Dattaram Advertising P. Ltd.

Draft FCB-Ulka Advertising P. Ltd.

Equus Advertising Co. Ltd.

Euro RSCG Advertising P. Ltd.

Everest Brand Solutions P. Ltd.

Goldmine Advertising Ltd.

Graphic Arts Industries

Grey Worldwide (I) P. Ltd.

Hanmer Advertising P. Ltd.

Hira Advertising Agency

iB&W Comms. P. Ltd.

Interads Advertising P. Ltd.

Interface Comms. P. Ltd.

Internet e-Business Club

Inter Publicity P. Ltd.

Jaya Advertising Agency

J. Walter Thompson

Karishma Advertising P. Ltd.

Leo Burnett

Lintas India P. Ltd.

L.A. Advertisers

Maa Comms. Bozell Ltd.

Madison Comms. P. Ltd.

Manipal Advertising Services P. Ltd.,

Mass Mktg. & Advtg. Services P. Ltd.

McCann-Erickson (I) P. Ltd.

Mudra Comms P. Ltd.

Multimedia Aquarius P. Ltd.

Nac Advertising P. Ltd.

Naren Advertising & Marketing

Navnitlal & Co.

Network Advertising P. Ltd.

Newfields Advertising P. Ltd.

Ogilvy & Mather P. Ltd.

Overture Comms. P. Ltd.

Percept H P. Ltd.

Publicis Ambience Advertising P. Ltd.

Publicis (I) Comms. P. Ltd.

Prem Associates Advtg. & Mktg.

Radeus Advertising P. Ltd.

Raka Advertising & Mktg. P. Ltd.

Ratan Batra P. Ltd.

R.K. Swamy BBDO P. Ltd.

Rediffusion DY&R P. Ltd.

Roger Pereira Comms. P. Ltd.

Saatchi & Saatchi P. Ltd.

Sai Advertisers

Seasons Advertising Associates

Shutters Advertising Services

Snappers Advertising & Mktg P. Ltd.

Sobhagya Advertising Service

Sunflower Mktg. & Advertising

Surya Adsystems P. Ltd.

Swift Intermedia Convergence Ltd.

The Communication Council

The Flagship Advertising P. Ltd.

Touchstone Advtg. & Mktg. Services

Triton Comms. P. Ltd.

XEBEC Comms. P. Ltd.

Category D
- Allied Professions

Aaren Advertising P. Ltd.

Buchanan Group

Caption Outdoor Advertising

CESC Ltd.

Confederation of Indian Alcoholic Beverage Co.

Dorab R. Sopariwala

Highlight Films P. Ltd.

ICFAI Business School

Indira School of Comms

Institute of Hotel Cargo & Tourism Mgt.

Jamnalal Bajaj Institute of Management Studies

Marketgate Consulting P.Ltd.

Media Representation Intl.

Neonite Corporation

Paul Media Services

Perfect Relations Ltd.

R&P Management Comms. P. Ltd.

Sayani Radiotel Advertising

S-Team

SVKM's NMIMS University

The Nielsen Company

The Tobacco Institute of India

Unique Blocks

Xavier Institute of Communication

Report
of the Board of Governors

We take pleasure in presenting the Twenty-second Annual Report of the Advertising Standards Council of India, together with the Statement of Accounts for the period April 2007 to March 2008.

The highlights of the year:

Category Specific Guidelines on Advertising Code

In line with global advertising self regulation best practice, ASCI has started providing Guidelines on its Code for specific categories which are considered to be sensitive. ASCI working closely with its Foods & Beverages (F&B) industry members developed guidelines on the Advertising of Foods & Beverages directed at children which were made effective from January 1st, 2008, Your Council notified effective April 1st, 2008, specific Guidelines on Advertisements for Automotive Vehicles, which have been concurred by the Society of Indian Automobile Manufacturers (SIAM). These category specific guidelines will help the Advertisers and ASCI's Consumer Complaints Council (CCC) to avoid making unacceptable Ads and better evaluate the Ads respectively.

ASCI Becomes EASA Member

With the objective of making ASCI part of the global advertising self regulation movement and also to learn and adopt the best global practices, your Council has become a member of the European Advertising Standards Alliance (EASA), as part of their non-European Self-Regulatory Organisation (SRO) group, effective July 1st, 2007.

ASCI Wins EASA Global Best Practice Silver Award

In the 5th edition, 2007 of EASA, Best Practice Silver Award was presented to ASCI. The prestigious prize was awarded "for its outstanding campaign in collaborating with the Indian government to spread self-regulation and provide sufficient legal backstop. The campaign was supported by a strong awareness campaign for the self regulatory organisation (SRO)". This award was in recognition of the Indian Government amending the Cable TV Act's rules which recognized the ASCI Code as part of Cable TV Act's Ad code.

ASCI Membership Certificate

Your Council has sent to it members, a framed 'ASCI Membership Certificate', mentioning the key aspects of the ASCI Code, and also stating each to be an ASCI member. Also, a pocket version, in Booklet form, of the ASCI Code, including the Guidelines on the Advertising of Foods & Beverages, and on Advertisements for Automotive Vehicles, prepared by your Council, has been sent to its members.

ASCI Presentations

To strengthen the cause of ASCI by increasing awareness of the role, Code, process and functions of ASCI among its members, a Power Point Presentation which includes case studies on various CCC decisions has been prepared, which is now being rolled out by the members of your Council's Board of Governors, and industry members of the CCC, with

the Secretariat's assistance, to relevant employees in their own and associate organisations. ASCI Secretariat has made this presentation to other associations eg Ad Club Calcutta, ISA. Interested ASCI members can contact the ASCI Secretary General who will be pleased to come and make this presentation to their organizations at mutual convenience.

Board of Governors Members

During the year, Ms. Vinita Bali resigned from the Board. The Board wishes to place on record its appreciation of the valuable services rendered by her during her tenure. Mr. Narendra Ambwani was co-opted to the Board, to fill the consequential vacancy.

Consumer Complaints Council (CCC) Members:

During the year, Mr. Bhaskar Das retired from the CCC. Mr. R. Krishnan, Ms. Sangeeta Pendurkar, Ms. Anita Ramachandran and Ms. Ingrid Srinath also resigned from the CCC. Mr. Madhukar Kamath and Mr. Pramesh Arya 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 the 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 the Board members, 22 new members have enrolled during the year. However, 5 members have not renewed 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. ASCI has requested the Indian Society of Advertisers (ISA) and the Advertising Agencies Association of India (AAA of I) support to help enroll new members.

CCC - Analysis of Decisions on Complaints

The CCC met 13 times and deliberated on 122 complaints against Ads of which, 69 were Upheld, whilst 53 were Not Upheld. The number of complaints received has reduced considerably during this year, despite the ASCI Awareness press campaign. Major priority for your Council decided by the ASCI's Board, is to increase the awareness of role of ASCI, its Code and redressal procedure to the public. A specific plan to increase awareness among students and opinion leaders is being worked out.

The provisions of the ASCI Code which have been contravened the most, appear to be Chapter I.1 – claims not substantiated or false (29 Ads), Chapter I.4 – misleading (18 Ads), Chapter II – offensive to generally accepted standards of public decency (4 Ads), Chapter III.3 - show or refer to dangerous practices (6 Ads), and Chapter III.4 – breach of the law (14 Ads).

Compliance with CCC decisions

Out of the 69 complaints which were Upheld, in 52 cases the Ads have been withdrawn or modified appropriately in line with the CCC decisions, Of the 69 complaints, 22 cases were associated with advertisers, 25 ad. agencies, and 35 media members of ASCI. Written assurance of compliance for 17 complaints is still awaited, which involves 6 advertisers being members of ASCI, 6 ad. agencies members and 11 media members. Of these, 17 non-complied complaints, 7 were received from consumers, 7 were registered as suo motu complaints, 2 were from consumer representational organisations, and 1 was an intra-industry complaint.

Intra-Industry Complaints

Out of the 122 complaints processed during this year, 18 were received from advertisers and ad. agencies, in respect of misleading comparative advertising, or unfair competitive advertising. Of these, 9 were Upheld and 9 were Not Upheld; assurance of compliance has been received for 8 of these Upheld complaints. It is encouraging to observe that the rate of compliance of Upheld decisions is much higher in intra industry complaints than 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. Your Council's offer of Copy Advice is a step in this direction.

Of 23 suo motu complaints registered by your Council, 19 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 still awaited for 7 complaints. 4 complaints were Not Upheld.

Of the 16 complaints received from Consumer Representational Organisations, in 9 cases the Ads have been withdrawn or modified appropriately; assurance of compliance is still awaited for 2 complaints. It is gratifying to observe that consumer bodies have come to rely on your Council to address the reluctance of the offending advertisers who failed to respond to them directly.

Complaints Upheld by CCC against TV Ads and Press Ads – Non-Compliance with CCC decisions (April 2007 – March 2008):

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. Also, every Quarter the details of complaints Upheld where the Ads have been withdrawn or modified appropriately and where the Advertisers have not complied with the CCC decisions, is released to all members, to the media and to relevant Government organizations.

Complaints Upheld against Surrogate Ads promoting Alcohol/ Liquor Brands

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

With the objective of increasing awareness of ASCI so that the number of complaints being received increases, your Council launched a Press 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 Press Ads were released on (1) Overclaim – Chapter I.4 of the ASCI Code (2) Obscenity – Chapter II, (3) Dangerous Stunts which would create awareness in the public – Chapter III.3. The publications which carried these Ads were Business India, Outlook, Statesman, and Mid-Day (all ASCI members). Your Council thanks these publications for releasing these Ads at no charge to the ASCI.

The Council thanks Mr. Arvind Sharma (Leo Burnett), Mr. Nitin Paranjpe (Hindustan Unilever), and Mr. Pranesh Misra (Lowe) for helping to produce and to release these Ads, without any cost to your Council.

ASCI – EASA - I&B Ministry Meet

Your Council joined the EASA as a member, to enable ASCI to be part of the Global Self-Regulation in Advertising movement. Mr. Jean Pierre Teyssier, President of EASA, visited India on 4th January 2008, for which your Council organized a meeting with EASA and the Ministry of Information & Broadcasting (I&B), Govt. of India, to share their views and experiences on Self-Regulation of Advertising content.

ASCI Chairman spoke of the key role that advertising plays in a growing economy like India and need for Self Regulatory Organisation (SRO) like ASCI to safeguard the interests of consumers and businesses, by guiding and monitoring the commercial communication, and the role that ASCI plays in self regulating advertising content in India and the challenges it faces.

President of EASA spoke of the role EASA is playing in promoting self and co-regulation in the European Union. His advice for increasing your Council's membership was to introduce 'free copy advice' i.e. precheck of Ads which is

practiced by virtually all SRO members of EASA.

Mr. Uday Kumar Verma, Addl. Secretary, I&B Ministry, said that Self-Regulation is a strong symbol of maturity of an industry and is superior to any form of regulation. He praised ASCI for doing an excellent job and mentioned that his Ministry has already incorporated the ASCI Code in the Cable TV Act. ASCI is also represented on relevant committees of the Ministry. He hoped that a time would soon come when institutions like the Judiciary and the Executive would refer advertising disputes to ASCI for resolution.

Steering Committee Meeting Convened by the Ministry of Health & Family Welfare

ASCI was represented on the Steering Committee convened by the Ministry of Health and Family Welfare. Indirect Advertising and Promotion of Tobacco Products was discussed. The Secretary was very clear that he would set up state level committees to look at issues to do with tobacco advertising. State Govt. panels would have to take up some of that burden along with civil society supporters. The Secretary suggested that many of the issues of what constitutes surrogate advertising will be dealt by the Trade Marks authority and that their ruling alone would provide resolution to many of these points.

Disability Rights Communications Workshop

India Centre for Human Rights and Law (ICHRL) organized a half day workshop on 18th March 2008 on the role of content creators, in films, television and the written media. The aim of the workshop was to sensitize media persons on portraying the disabled without resorting to cheap gimmicks that would offend the sensibilities of the disabled community. The Secretary General, representing your Council spoke on Self-Regulation and the experience ASCI had in dealing with complaints against Ads portraying vulnerable sections of Society, especially the disabled.

I&B Ministry – Committee for Programme & Advtg Codes prescribed under the Cable Television Networks (Regulation) Act 1995 held a Meeting on June 1st, 2007:

ASCI Board's representative to the I&B's Committee recommended that membership of ASCI should be made mandatory for all advertisers, ad. agencies and media so that self regulation in Advertising becomes more widespread. The Information & Broadcasting Ministry has put the draft Ad code on its website for comments over a year ago. In this draft code ASCI's CCC has been assigned primary responsibility to adjudicate complaints against TV Ads. Your Council now awaits notification of this draft code.

Status of Legal Cases against your Council

Unfair Trade Practice Enquiry (UTPE) filed before MRTPC by Vicco Laboratories against ASCI in May 2000: An additional Affidavit of evidence was filed on behalf of ASCI. On the basis of this, the Board's representative was cross examined as to how ASCI can bind persons who are not members and require them to agree to CCC's decisions and

regarding the legal fees chargeable for a review of the CCC decision. The matter has been listed for final arguments in November 2008.

Emami Ltd – Suit filed in Kolkata High Court by Emami Ltd against ASCI in April 2000: A member of the CCC has been authorised to depose on behalf of ASCI, before the Kolkata High Court. Pending hearing and final disposal.

Bharti Cellular Ltd – Suit filed in Mumbai High Court by Bharti Cellular against ASCI in January 2005: The Hon'ble Mumbai High Court denied grant of a temporary injunction requested by Bharti Cellular Limited, stating that ASCI is a body for Self-Regulation in Advertising and the opinion it has formed about the Plaintiff's Ad can be intimated in good faith and in the interest of trade to its members and this cannot amount to defamation. Your Council has filed a written statement before the Court praying dismissal of Suit with costs.

Recent Developments – April to June 2008: ASCI Copy Advice:

Your Council launched a Copy Advice Service for its members from 1st May 2008. Copy Advice is a provision by ASCI of an opinion as to whether or not an Ad complies with ASCI Code and Government Rules. It is provided on a confidential basis and usually accompanied by advice on the amendments necessary to bring a non-complying Ad into line with the Code. Copy Advice is provided on request to advertisers, ad. agencies and the media members of ASCI.

The main purpose of ASCI's Copy Advice is to prevent problems before they happen; this benefits not only the advertiser, ad. agency and media concerned, but also the wider advertising industry, by avoiding complaints and promoting social and consumer responsibility. Consequently, advertisers, ad. agencies and media are encouraged to seek Copy Advice, which will be provided free of cost to its members.

Copy Advice reduces the risk of infringements of the ASCI Code and Government Rules, and consequently of an Ad giving rise to complaints of substance, although it cannot completely eliminate the risk.

In the event of deliberation of a complaint, the ASCI's CCC is not bound by pre-publication/release Copy Advice previously offered by ASCI's Copy Advice Panel.

Surrogate Advertisements:

The I&B Ministry reversed its earlier Notification of 9th August 2006 which had a proviso for the Ads of products having brand names of banned Ad products by specifying certain guidelines with requirement of pre clearance from the Central Board of Film Certification (CBFC). The Govt. has informed your Council that there is a resentment to the reversal of the Ministry's position by the industry and had sought your Council's opinion. The response of the ASCI's Board to the Government on this was that:

ASCI's position as prevalent in the earlier Code guidelines has been and is that mere use of a brand name for another product that may be of a product whose advertising is banned cannot be found automatically objectionable. In other words, ASCI does not consider a legitimate brand extension of e.g., a liquor brand name objectionable if it meets the criteria of being a legitimate commercial product or service and not misleading to the consumers. ASCI also recommends that all Ads bearing brand name of banned Ad categories should be pre cleared by a Government appointed body as is also provided in the Notification of 9th August 2006. ASCI cannot get involved in pre clearance mechanism as this would be a statutory role so as to be played by a statutory body.

National Commission For Women (NCW):

The NCW organized a Seminar on 'Indecent Representation of Women', on 24th May 2008, at the Hyatt Regency. Your Council was represented by the Secretary General. ASCI made a presentation of its Code, CCC Composition and Process. It included Ads pertaining to indecency. The Chairperson of NCW assured that ASCI would be invited as part of a Committee before any further action is taken.

ASCI In the News

Your Council has been in the news throughout the year. ASCI has received extensive coverage from The Times of India, The Hindustan Times, Business Standard, Loksatta, Campaign India, Business India, Exchange4Media, Agencyfaqs, DNA, Indian Media Observer, NDTV Profit, and Advertising Express.

The items of coverage include:

- Surrogate Ads Face Blackout
- Bhaskar Das is the New ASCI Chairman.
- Watch how you target Your Kids
- Out of the Closet: ASCI's decisions on Innerwear Brands
- ASCI Frames Norms For Automotive Advertising
- ASCI Applies Brakes on Bike Zipping Ad Stunts
- Mumbai Escorts Under Scrutiny
- Admen: Thou shalt not take Kids for a Ride
- ASCI's Role in Self Regulation
- ASCI Wins EASA Best Practice Silver Award
- ASCI Launches Copy Advice
- Uniform Code For All Media Sought
- Companies Should Self Regulate Ads: EASA.
- ASCI Brings 35 Ads under its Scanner
- The Advertising Standards Council of India Gets Teeth

ASCI is grateful to Madison PR and Eikona PR for their de bono services of ASCI Tracking.

Financial Results

	This year Rs.	Previous year Rs.
Income	49,61,931	45,80,441
Expenditure	26,12,178	22,35,953
Excess of Income over expenditure for the year	23,49,753	23,44,488
Balance at the beginning of the year	46,56,208	46,33,126
	70,05,961	69,77,614
Less:		
(i) Accumulation under Section 11(1)(a) of the Income tax Act 1961	6,44,646	6,11,406
(ii) Accumulation under Section 11(2) of Income tax Act 1961	18,00,000	17,10,000
	24,44,646	23,21,406
Balance carried to Balance Sheet Rs.	45,61,315	46,56,208

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 2008, 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 in respect of foreign exchange. There was an outgo of Rs. 34,331/- on EASA Membership fees.

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-second Annual General Meeting will be held on Thursday 18th September 2008.

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

Category A - Advertisers

Mr. Narendra Ambwani & Mr. Gopal Vittal

Category B - Press/Media

Mr. G. Krishnan & Mr. I. Venkat

Category C- Advertising Agencies

Mr. Madhukar Kamath & Mr. Srinivasan Swamy

Category D - Allied Professions

Prof. Dhananjay Keskar & Mr. Ram Poddar

On behalf of the Board of Governors,

BHASKAR DAS
CHAIRMAN
MUMBAI

Notice

A Meeting of The Board of Governors shall take place immediately after the Annual General Meeting on September 18th 2008. 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-second Annual General Meeting are requested to attend this meeting.

BHASKAR DAS
CHAIRMAN

Auditor's 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, 2008 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, 2008 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, 2008; 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

10 July 2008
Mumbai

Balance
Sheet as at 31st March 2008

	Schedule	This Year Rupees	This Year Rupees	Previous Year Rupees
I SOURCES OF FUNDS:				
1. Corpus and Reserves				
(a) Council's Corpus	A		33,90,180	32,69,367
(b) Reserves and Surplus	B		1,77,14,300	1,54,41,360
TOTAL RUPEES			**2,11,04,480**	**1,87,10,727**
II APPLICATION OF FUNDS				
1. Fixed Assets				
(a) Gross Block	C	30,31,381		29,54,568
(b) Less: Depreciation		12,52,193		10,91,381
(c) Net Block			17,79,188	18,63,187
2. Investments	D		1,72,56,400	1,62,56,400
3. Current Assets, Loans and Advances				
(a) Accrued Interest on Investments and Bank Deposits			3,13,235	2,23,679
(b) Cash & Bank Balances	E		18,88,746	6,74,097
(c) Sundry Debtors			10,000	—
(d) Loans and Advances	F		90,633	27,381
			23,02,614	9,25,157
4. Less:				
Current Liabilities & Provisions				
(a) Current Liabilities	G		96,660	41457
(b) Provisions	H		1,37,063	2,92,560
			2,33,723	3,34,017
Net Current Assets			20,68,892	5,91,140
TOTAL RUPEES			**2,11,04,480**	**1,87,10,727**

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

(Lalit Khanna)
Partner
Membership No. 5185

Mumbai, 10th, July 2008

For and on behalf of the Board of Governors

Bhaskar Das
Chairman

Members:

Rajiv Dube
Madhukar Kamath
Dhananjay Keskar
Ram Poddar
Partha Rakshit
Arvind Sharma
Gopal Vittal

Income and Expenditur

Account for the Year ended 31st March, 2008

SL No.	Particular	This year Rupees	Previous Year Rupees
INCOME			
1	Membership Subscription	34,48,750	26,16,750
2	Income from production of TV Commercial (Net)	—	6,50,000
3	Interest on Investments, Bank Deposits etc	14,80,938	13,13,691
4	Other Income	32,243	—
		49,61,931	45,80,441
EXPENDITURE			
5	Salaries, Wages and Bonus	11,40,740	1,262,056
6	Printing, Stationery and Xeroxing Charges	1,86,624	175,841
7	Electricity Charges	62,781	52,906
8	Telephone Expenses	65,892	67,376
9	Travelling & Conveyance	54,212	65,722
10	Subscriptions and Fees	33,626	—
11	Meeting Expenses	1,28,078	19,013
12	Repairs & Maintenance	43,123	1,24,649
13	Legal and Professional charges	4,72,511	1,19,774
14	Website charges	52,179	62,700
15	Staff Welfare	28,524	13,681
16	Society Outgoings	21,514	21,409
17	Postage and Courier charges	82,568	76,271
18	Computer Software	35,352	6,851
19	Audit Fees	24,000	20,203
20	Miscellaneous Expenses	19,641	17,643
21	Depreciation	1,60,813	1,29,858
22	Total Expenditure	26,12,178	22,35,953
23	Excess of Income over Expenditure for the year	23,49,753	23,44,488
24	Balance at the beginning of the year	46,56,208	46,33,126
		70,05,961	69,77,614
Less :	(i) Accumulation under section 11(1)(a) of the Income tax Act, 1961	6,44,646	6,11,406
	(ii) Accumulation under section 11(2) of the Income tax Act, 1961	18,00,000	17,10,000
		24,44,646	23,21,406
	Balance carried to Balance Sheet	45,61,315	46,56,208

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

(Lalit Khanna)
Partner
Membership No. 5185

Mumbai, 10th, July 2008

For and on behalf of the Board of Governors

Bhaskar Das
Chairman

Members:

Rajiv Dube
Madhukar Kamath
Dhananjay Keskar
Ram Poddar
Partha Rakshit
Arvind Sharma
Gopal Vittal

Schedules

annexed to and forming part of the Balance Sheet as at 31st March 2008 and the Income and Expenditure Account for the year ended on that date

	Rupees	This Year Rupees	Previous Year Rupees
SCHEDULE A			
Council's Corpus			
Balance as at the beginning of the year		32,69,367	23,45,808
Add :(i) Transfer from Accumulation u/s 11(2)		76,813	9,03,559
(ii) Entrance fees received during the year		44,000	20,000
		33,90,180	32,69,367
SCHEDULE B			
Reserves & Surplus			
(i) Accumulation under Section 11(1)(a) of the Income tax Act 1961			
As per last Balance Sheet	44,72,711		38,61,305
Add : Amount accumulated in the current year	6,44,646		6,11,406
		51,17,357	44,72,711
(ii) Accumulation under Section 11(2) of the Income tax Act, 1961			
As per last Balance Sheet	63,12,441		55,06,000
Less : Amount utilised in the current year transferred to Corpus	76,813		9,03,559
	62,35,628		46,02,441
Add : Amount accumulated in the current year	18,00,000		17,10,000
		80,35,628	63,12,441
(iii) Surplus as per Income & Expenditure Account		45,61,315	46,56,208
		1,77,14,300	1,54,41,360

Schedule C

Schedule Of Fixed Assets Annexed To And Forming Part Of The Balance Sheet
As At 31st March 2008

Sr. No.	Description fo the Assets	Cost				Depeciation				Net Book Value	
		As at the beginning of the year Rs.	Additions during the year Rs.	Deductions during the year Rs.	As at the end of the year Rs.	Upto the beginning of the year Rs.	For the year Rs.	Deduction Rs.	Upto the end of the year Rs.	As at 31st March 2008 Rs.	As at 31st March 2007 Rs.
1.	Office Premises	22,13,159	0	0	22,13,159	6,60,345	77,644	0	7,37,989	14,75,170	15,52,814
2.	Computers	3,41,724	35,100	0	3,76,824	258,421	42,908	0	3,01,329	75,495	83,303
3.	Air Conditioners	38,000	0	0	38,000	19,672	2,549	0	22,221	15,779	18,328
4.	Office Equipments	1,23,227	38,463	0	1,61,690	42,443	14,102	0	56,545	1,05,145	80,784
5.	Furniture & Fixtures	2,38,458	3,250	0	2,41,708	1,10,499	23,610	0	1,34,109	1,07,599	1,27,958
	Total Rupees	29,54,568	76,813	0	30,31,381	10,91,380	1,60,813	0	12,52,193	17,79,188	18,63,188
	Previous Year 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

Schedules

annexed to and forming part of the Balance Sheet as at 31st March 2008 and the Income and Expenditure Account for the year ended on that date (continued)

	This Year Rupees	PreviousYear Rupees
SCHEDULE D		
Investments (at cost) - Unquoted		
Long term Investments		
1. Bonds		
(a 6564 - 6.60 % Tax Free ARS Bonds of Rs.100 each of the Unit Trust of India	6,56,400	6,56,400
(b) 8% Savings (Taxable) Bonds, 2003	1,56,00,000	1,56,00,000
	1,62,56,400	1,62,56,400
2. Fixed Deposits		
9.55 % Premium Deposit Annual Income Plan with Housing Development Finance Corporation Ltd.	10,00,000	0
	1,72,56,400	1,62,56,400
SCHEDULE E		
Cash and Bank Balances		
(i) Cash in hand	3,653	2,682
(ii) Savings Accounts With Scheduled Bank	24,033	0
(iii) In Term Deposits with a Scheduled Bank	18,61,060	6,71,415
	18,88,746	6,74,097
SCHEDULE F		
Loans and Advances		
Unsecured Considered good		
(i) Deposits	8,000	0
(ii) Prepaid Taxes	81,588	26,338
(iii) Prepaid Insurance	1,045	1,043
	90,633	27,381

	This Year Rupees	PreviousYear Rupees
SCHEDULE G		
Current Liabilities		
a) Subscription received in advance	50,000	0
b) Sundry Creditors & Outstanding Expenses	46,660	41,457
	96,660	41,457
SCHEDULE H		
Provision for Leave Encashment	1,37,062	2,92,560

SCHEDULE I : 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 Sundry Debtors of Rs.10,000/- (Previous year - NIL) are unsecured considered good and are outstanding for a period exceeding six months

3 Fees for taxation services Rs.12,000/- (previous year Rs.10,102) 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.1,045/- (Previous year Rs.1,043)

5 Repairs and Maintenance comprise as under :-

	This year Rs.	Previous year Rs.
(i) Office Premises	19,748	82,563
(ii) Other Repairs	23,375	42,086
	43,123	1,24,649

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 J

Information pursuant to Part IV of Schedule VI to the Companies Act, 1956 Schedule Annexed to the Balance Sheet as on 31.03.2008 and the income/Expenditure Account for the Year ended on that date

Balance Sheet Abstract And Companies General Business Profile

I Registration Details

Registration No. **37820** State Code **11**

Balance Sheet Date **31 03 2008**
Date Month Year

II Capital raised during the year (Amount in Rs. Thousands)
Not Applicable

III Position of Mobilisation and Deployment of Funds
(Amount in Rs. Thousands)

Total Liabilities	Total Assets
21,338	**21,338**

Sources of Funds

Corpus	Reserves & Surplus
3,390	**17,714**
Secured Loans	Unsecured Loans
-	-

Application of Funds

Fixed Assets	Investments
1,779	**1,7256**
Net Current Assets	Misc. Expenditure
2,069	-
Accumulated Losses	
-	

IV Performance of Company (Amount in Rs. Thousands)

Turnover **4,962**	Total Expenditure **2,612**
Profit before tax **2,350**	Profit after tax **2,350**
Earning per Share in Rs. Not Applicable	Dividend rate % Not Applicable

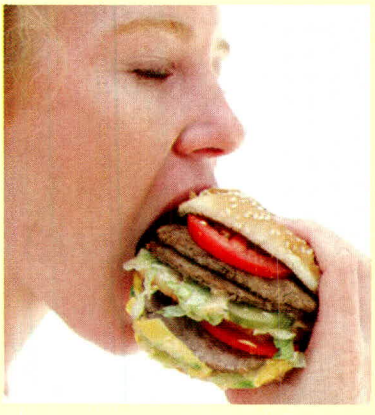
V Generic Names of Three Principal Products/Services of Company (as per monetary terms)

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

Signatures to Schedules A to J

For Lalit Khanna & Co. Chartered Accountants **(Lalit Khanna)** Partner Membership No. 5185 Mumbai, 10th, July 2008	For and on behalf of the Board of Governors **Bhaskar Das** Chairman	Members: Rajiv Dube Madhukar Kamath Dhananjay Keskar Ram Poddar Partha Rakshit Arvind Sharma Gopal Vittal

Guidelines



Self - Regulation Guidelines
on Advertising of
Foods & Beverages
directed at Children under 13 years of age

Guidelines

1) Advertisements should not mislead consumers to believe that consumption of product advertised will result directly in personal changes in intelligence, physical ability or exceptional recognition. Such claims if made in advertisements should be supported with adequate scientific substantiation. All nutritional and health benefit claims in foods & beverage advertisements are required to be substantiated, scientifically.
2) Unless a food product has been nutritionally designed as a meal replacement, it should not be portrayed as such.
3) Messages in advertising to children will portray accurately the products, in a way that is in keeping with their ability to understand.
4) Advertisements should not show over consumption of Foods & Beverages. It should reflect moderation in consumption and portion sizes appropriate to occasion or situation. Advertising of promotional offers on Food & Beverage products should also not show excessive consumption.
5) Advertisements should not undermine the role of parental care and guidance in ensuring proper food choices are made by Children.
6) Visual presentation of foods and beverages in advertisement should not mislead the consumers of the material characteristics of the products advertised.

Self - Regulation Guidelines
on Advertisements for
Automotive vehicles
Preamble

Advertisements have a significant influence on people's behaviour. As such, Advertisers are encouraged to depict advertisements, in a manner which promotes safe practices, eg wearing of helmets and fastening of seatbelts, not using mobiles/cell phones when driving, etc.
Specifically, Advertisements should not

a) portray violation of the Traffic Rules,
b) show speed maneuverability in a manner which encourages unsafe or reckless driving, which could harm the driver, passengers and/or general public.,
c) show Stunts or actions ,which require professional driving skills ,in normal traffic conditions which in any case should carry a readable cautionary message drawing viewer attention to the depiction of stunts.



Award


EUROPEAN ADVERTISING STANDARDS
ALLIANCE
The EASA Best Practice Silver Award
2008
is presented to
ASCIndia
The Advertising Standards Council of India
Oliver Gray, EASA Director General
Jean-Pierre Teyssier, EASA Chairman
The EASA 2008 Best Practice Award is given to the SRO that has demonstrated best practice in regulating advertising on behalf of the industry in their national market in 2007.

Report

of Consumer Complaints Council (CCC) Complaints that were **Upheld** by the CCC from April 2007 to March 2008

Sr. No.	Advertiser/Agency/ Media	Claim / Description of Ad/TVC	Complaint	ASCI Code/ CCC Decision
# Intra- ndustry Complaints * ASCI Member $ Complaint received from Consumer Representational Organisation				
Advertisements Modified Appropriately / Withdrawn / Concluded				
1 #	Nestle India Ltd(*) (Maggie Healthy Soups – Soup powder) Publicis India(*) Femina(*), Zee Studio(*), HBO (1/2007) Promotion messages on the pack	Claims – "Happy Heart", "Healthy Soups"	(Complaint received in 3/2007) This creates an impression that consumption of Maggi soups lead to better heart health. On an independent testing, the product has been found to contain high levels of salt which releases sodium into the body. Sodium is well known for direct link to hypertension / high blood pressure which is not desirable for a healthy heart.	April 2007 Chapter I.4. Claim, "Happy Heard", misleading by implication. Claim misleading by ambiguity.
		"REAL (Centre for Right Eating & Active Lifestyle, A Unit of DFI) recognizes that soups which are low in Fat & Cholesterol help heart stay healthy"	The pack/communication does not give any details of DFI or REAL to substantiate its credibility. It is neither an International Body nor any Centre recognized by the Government of India as a competent authority to take a stand on heart health.	***Press Ad, TVC, and promotion messages on the pack, modified.***
2	Suzuki Motorcycle India Pvt Ltd (Suzuki Zeus Motorcycle) Grey Worldwide (I) Pvt Ltd(*) Aaj Tak(*) (3/2007)	Visuals - "a biker driving the motorcycle on the lane dividing the white line, then overtaking dangerously between 2 trucks and rashly cutting the lane".	(Complaint received in 1/2007) Ad does not communicate good traffic sense. Ad shows dangerous acts which if emulated by inexperienced riders, may cause injury. **(Two similar complaints received against the same TVC).**	April 2007 Chapter III.3. Action sequences as depicted in the TVC, shows dangerous practices and manifest a disregard for safety without justifiable reason. ***TVC modified.***

Mrs. S. Singh
C. 3015

Ramesh Iyer
C. 3029

3 #	Gujarat Co-operative Milk Marketing Federation Ltd(*) (Amul Sugar Free Probiotic Frozen Dessert) Draft FCB-Ulka Advertising(*) Times Life(*) supplement (1/2007), Economic Times(*) – Brand Equity (2/2007)	Words – "Sugar Free"	(Complaint received in 3/2007) The branding unit has been designed in such a way that `Sugar Free' appears to be a brand of `Amul' rather than a qualifier/descriptor to the product being advertised. There appears to be a clear effort in anchoring the branding exercise on `Sugar Free' and leveraging its goodwill.	CCC considered the prevailing situation of a Suit filed in the Delhi High Court between the two parties (Advertiser and the Complainant), on a similar complaint of the "advertiser's Ad with the branding `Amul Sugar Free' taking unfair advantage of the goodwill of the complainant's product Sugar Free". It was concluded that this issue may be considered sub-judice, by the concerned High Court. CCC decided that the complaint on this claim, would not be adjudicated on, under the prevailing circumstances.
		Ad headline – "Sugar Free. Guilt Free. Worry Free"	These phrases are similar to the line, "Indulge Guilt Free", that the Complainant uses in all the collaterals of `Sugar Free' in case of exhibitions and promotions.	
		Claim - "Now, eat all you want, and don't worry about the fluctuations in sugar level"	Claim is misleading. Sugar level in the body is not only associated with "sugar" but also with the consumption of milk/milk derivatives, and other ingredients like Figs which is a rich source of calories, dried figs being 50% sugar could enhance the blood glucose levels. Neither the product – Amul Sugar Free nor any of the communication about the product, mentions the basic requirements – "Contains artificial sweetener and for calorie conscious. Contains Sucralose. Not recommended for children", as laid out by PFA Act 1954.	*April 2007* Upheld. Chapter I.4. Claim was misleading. As for the declarations on the pack, their conformity with the F&D labeling requirements is an issue which is left to the concerned authorities to address. ***Advertiser assured that Ad discontinued, and the claim is being modified.***

Cadila Healthcare
C-3030

4 Suo motu	United Breweries Ltd (Kingfisher Premium) The Week(*) (12/2006)	Ad Headline – "Where the Night Rocks", "Packaged Drinking Water" (in fine print). Visual depicts "a dancing couple" Visual depiction of brand name of a liquor product – Kingfisher Premium.	(Complaint registered in 3/2007) In the absence of specific information, the Ad appears to be a surrogate Ad for a liquor brand – Kingfisher Premium.	April 2007 Chapter III.6. Visual and the headline, did not bear any relevance to the product advertised – Kingfisher Premium – packaged drinking water. Ad appeared to be a surrogate Ad for a liquor brand – Kingfisher Premium. ***Ad withdrawn.***
5 Suo motu	Diageo India P. Ltd(*) (Johnnie Walker) Leo Burnett(*) The Times of India(*) (3/2007)	Ad shows the brand name of a liquor product – Johnnie Walker. Ad mentions, "CDs and Cassettes" Ad mentions, "Red Label"	(Complaint registered in 3/2007) This bears no relation to the product/service - Super Scorer Contest, being promoted. Appears to be associated with `Red Label' liquor brand. Ad appears to be a surrogate Ad for a liquor brand – Johnnie Walker.	April 2007 Chapter III.6(b). Ad was a surrogate Ad for a liquor product – Johnnie Walker. ***Ad withdrawn.***
6 Suo motu	United Spirits Ltd(*) (Antiquity) Bombay Times(*) (3/2007)	Ad states - "Indulge in Blue Antiquity" Ad mentions, "Cassettes and CDS", but shows no visual depiction of the same.	(Complaint registered in 3/2007) This is suggestive of over consumption of aged product and Blue Antiquity being a brand name of a liquor product. Ad appears to be a surrogate Ad for a liquor brand – Antiquity.	April 2007 Chapter III.6(b). Ad was a surrogate Ad for a liquor product – Antiquity. ***Advertiser informed that the campaign is being suspended temporarily as regards new Ads. The existing Ads are being withdrawn.***

7	GlaxoSmithKline Consumer Healthcare Ltd(*) Suo motu (Horlicks Exam ka Bhoot Bhagao) Free Press Journal (3/2007)	Claims - "Essential for your health during exams", "Horlicks is clinically proven to improve attention and concentration", "Horlicks helps kids prepare better for their exams".	(Complaint registered in 3/2007) Claims need to be substantiated.	May 2007 Chapters I.1 and I.4. Claims were false and not substantiated. Also, the claims were misleading by gross exaggeration. ***Ad discontinued.***

8	Besure Medicine Mfg Ltd (Dr. K.K.'s Besure Health Drink – Aloe Vera Gel) The Times of India(*) (10/2006)	Claims - "Dr. K.K.'s Besure 100% Natural Health Drink for Diabetic Patients", "Visible results in 7 days", "Complete course 60 days".	(Complaint received in 3/2007, from individual consumer, but referred by a GOI department) Ad appears to claim treatment for `Diabetes', a disease which is mentioned in Schedule of the Drugs & Magic Remedies (Objectionable Advertisements) Act, 1954. Ad claiming treatment for such a disease is banned, as per the public notice issued by the Ministry of Health And Family Welfare. Ad is misleading and is in contravention of the provisions of the said Act.	May 2007 Chapters I.1, I.4 and III.3. Claims were false, and misleading by gross exaggeration. Ad was likely to encourage negligence without justifiable reason. As for the Ad being in contravention of the provisions of The Drugs & Magic Remedies (Objectionable Advertisements) Act, 1954, this is an issue which is left to the concerned authorities to address. ***Ad withdrawn.***

T.S. Bhatia
I&B
C.3042

9	Dr. Batra's Positive Health Clinic P. Ltd (60% improvement in white patches) Dattaram Advertising(*) The Times of India(*) (10/2006)	Ad shows a testimonial of a patient – "My white patches showed 60% improvement in just 6 months..."	(Complaint received in 3/2007, from individual consumer, but referred by a GOI department) Ad appears to claim treatment for `white patches', a disease which is mentioned in Schedule of the Drugs & Magic Remedies (Objectionable Advertisements) Act, 1954. Ad claiming treatment for such a disease is banned, as per the public notice issued by the Ministry of Health And Family Welfare. Ad is misleading and is in contravention of the provisions of the said Act.	May 2007 Chapters I.1, I.4 and III.3. Claim was false, and misleading by gross exaggeration. Ad was likely to encourage negligence without justifiable reason. As for the Ad being in contravention of the provisions of The Drugs & Magic Remedies (Objectionable Advertisements) Act, 1954, this is an issue which is left to the concerned authorities to address. ***Ad withdrawn.***
10	Dr. Batra's Positive Health Clinic P. Ltd (Cure for breathing disorders) Dattaram Advertising(*) The Times of India(*) (10/2006)	Ad shows a testimonial of a patient – "I am completely cured of my breathing disorders..."	(Complaint received in 3/2007, from individual consumer, but referred by a GOI department) Ad appears to claim treatment for `breathing disorders', a disease which is mentioned in Schedule of the Drugs & Magic Remedies (Objectionable Advertisements) Act, 1954. Ad claiming treatment for such a disease is banned, as per the public notice issued by the Ministry of Health And Family Welfare. Ad is misleading and is in contravention of the provisions of the said Act	May 2007 Chapters I.1, I.4 and III.3. Claim was false, and misleading by gross exaggeration. Ad was likely to encourage negligence without justifiable reason. As for the Ad being in contravention of the provisions of The Drugs & Magic Remedies (Objectionable Advertisements) Act, 1954, this is an issue which is left to the concerned authorities to address. ***Ad withdrawn.***

T.S. Bhatia
I&B
C.3043

Pawan Chadha
C. 3036

11	Diageo India P. Ltd(*) (The Haig Vintage Rally) Grey Worldwide(*) Hindustan Times(*), New Delhi (3/2007)	Ad has a question – "When did Henry Ford perfect the assembly line?", to which there are three choices given as answers - "SMS your answer, e.g. (HAIG_a) to 3636. And win a fantastic Haig Vintage/Classic Car Model".	(Complaint received in 4/2007) Complainant from his mobile SMS'd choice `b' to 3636. He was shocked to get a reply back saying, "Thank you for participating in the Haig Vintage Rally contest. If you are a lucky winner, we will inform you shortly". This reply is absolutely cheating the customers, as the Ad clearly says `SMS your answer and win a car model'. Ad is misleading.	June 2007 Exparte (absence of comments from the Advertiser). Chapters I.5(f) and I.4. No proof or evidence of the claim/offer being complied with, was provided by the Advertiser/Ad. Agency. Also, the Ad was misleading by ambiguity. ***Advertiser assured that no such Ad will be released in future, to avoid any contravention of the ASCI Code.***

CERC
P. Sheth
C-3037

12 $	Bakson's Homoeopathic Centre For Allergy (Bakson's Homoeopathy) The Times of India(*), Delhi (11/2006)	Ad shows Bakson's as having appeared on the front page of `TIME' magazine. Claims - "World's 1st chain of Allergy Treatment Clinics", "Over 1.5 million smiling patients" Claim - "International Standard Quality Certification"	(Complaint received in 3/2007) Advertiser needs to substantiate this claim and provide the month and year when it appeared in TIME magazine. Claims need to be substantiated with proof, data from the research conducted by an independent agency. Claim needs to be substantiated. Advertiser has not mentioned the ISO year and standard, and also the institute which has given the certificate to Bakson that it complies with international standards quality.	June 2007 Chapter I.1. Claims, "World's 1st Chain of Allergy Treatment Clinics", and "Over 1.5 million smiling patients", were not substantiated. ***Advertiser assured that these claims will not be repeated in their future Ads.*** ***Also, a replica of Time magazine cover will not be used again in their Ads.***

K. Chakravarthi

C. 3054

13	Reliance Communications Ltd(*) (Reliance PCO) Mudra Comm(*) Sun TV (5/2007)	Visuals - "children making paper toys with Indian inland letters and postal covers, and that the postal letters are not required since Reliance have opened millions of PCOs".	(Complaint received in 5/2007) Ad appears to unfairly denigrate other products.	June 2007 Chapters IV.1(d) & (e). Ad was misleading as a result of comparison and unfairly denigrated another product. ***TVC modified.***

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14 #	Marico Ltd(*) (Sparsh Baby Bathing Bar) McCann-Erickson India(*) Zee Marathi(*) (2/2007)	Claim – "No more Tears" Super – "Under normal bathing practice"	(Complaint received in 4/2007) Advertiser continues to make this claim by adding a small `super' in the TVC. The TVC continues to create an impression that Sparsh Soap is a "No tears bath". The `super' has no meaning and is further meant to mislead the consumers. Technical evaluation of Sparsh soap shows that it has a pH level of 9.8, which is the first clear sign that it cannot be "No tears bar" and will definitely irritate the eyes. Only products with pH close to 7 will not irritate the eyes. In house trials using Sparsh soap have confirmed that it causes irritation to adult eyes. This would definitely irritate the babies eyes, which are even more delicate.	June 2007 Chapters I.1 and I.4. Claim was not substantiated. `Super' was misleading. ***Advertiser assured appropriate modification of the TVC.***

J&J

C. 3040

Mr. C. Srinivasan
C.3045

15	Bajaj Auto Ltd (Bajaj Pulsar 200cc) Ogilvy & Mather(*) Set Max(*) (4/2007)	Visuals - "Two riders riding their bikes in a very unsafe manner to avoid a traffic jam. The two bikes go onto to do a lot of stunts in a crowded market place, and they even show the bike climbing staircases and then the bike is shown falling from the third floor of a building".	(Complaint received in 4/2007) Ad provokes youngsters who are already driving rashly, to try unsafe stunts in a traffic scenario. This might lead to accidents to themselves and to others as well. **(Two similar complaints received against the same TVC).**	June 2007 Chapters III.3 and III.4. Actions portrayed in the visuals depicted in the TVC, show dangerous practices and manifest a disregard for safety without justifiable reason. Also, the visual depiction of the "two bikes doing a lot of stunts in a crowded market place, and the bike climbing staircases and falling from the third floor of a building", was considered to be in breach of the law. ***TVC modified.***

CCMeeting
C.3032

16 Suo Motu	Hindustan Unilever Ltd(*) (Vim dishwash liquid) Lowe(*)	Claim - "Just one drop is enough, New Vim drop has 10 times more lime power than the bar, even the grease you cannot see, it gets out".	(Complaint registered in 3/2007) Advertiser needs to provide proof and substantiate that "one drop" of Vim could produce the cleaning effect as visually depicted and claimed in the voice over of the TVC.	July 2007 Chapter I.4. Claim was misleading, as the "cleansing protocol" as provided in the report submitted by the Advertiser, did not appear in the TVC. ***TVC modified.***

CCMeeting
C.3033

17 Suo Motu	Henkel India Ltd(*) (Pril dishwash liquid)	Claim - "Each drop of Pril has active ingredients which removes grease better than the bar".	(Complaint registered in 3/2007) Advertiser needs to provide proof and substantiate that "one drop" of Pril could produce the cleaning effect as visually depicted and claimed in the voice over of the TVC.	July 2007 Chapter I.1. Claim was not substantiated adequately. ***Subsequently, the Advertiser has conducted the cleaning efficiency test with an independent lab, for which they have provided a copy of the report.***

HUL

C·3049

18 #	Procter & Gamble Hygiene & Healthcare Ltc(*) (Tide Detergent Powder) Eenadu TV(*) (5/2007) Sony TV(*) (4/2007) Zee TV(*) (4/2007)	TVC while referring to a boy's cricket team, in the voice over states - "Do nahin, sirf ek chamach kaaphi hai balti bhar kapde dhone ke liye", with a depiction of a typical household spoon with a Super – "1 spoon = 33 gms". Pack mentions – "one scoop of powder is required for 12-15 clothes".	(Complaint received in 6/2007) The typical household tablespoon in the market can hold only 16 gms Tide powder and that too when fully heaped. Also no typical household spoon can hold 33 gms of Tide. Advertiser contradicts their own statement in the TVC of `1 spoon' being required when actually `1 scoop' is required as mentioned on the pack. This is a clear misrepresentation to the consumers. The TV communication that one spoon of Tide is having same or better efficacy than two spoons of (other) powder, is totally unfounded / unsubstantiated and merely misleads the consumer at the cost of the competition.	July 2007 Chapters I.1 and I.4. Claim was not substantiated, and the super was misleading. ***Advertiser assured appropriate modification of the claim and super in the TVC.***

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19 Suo motu	United Spirits Ltd(*) (Royal Mist) Rediffusion DY&R(*) T.O.I.(*) (6/2007)	Ad headline states – "100% premium grain means 100% smoothness". Copy mentions - "World over, premium, wholesome grains stand for quality of the highest order. In the same tradition Royal Mist has been uniquely crafted and made from 100% pure, premium grains. Perfected for you to derive maximum satisfaction out of every moment". Visual shows - "grains in a tumbler".	(Complaint registered in 6/2007) Visual depiction of brand name is suggestive of a well-known brand of liquor product – Royal Mist. Ad appears to be a surrogate Ad for a liquor brand – Royal Mist.	July 2007 Chapter III.6(b). Ad was a surrogate Ad for a liquor product – Royal Mist. ***Advertiser verbally assured appropriate modification of the Ad before future release.***

C·3056

C.3057

20 Suo Motu	United Spirits Ltd(*) (McDowell Signature) Mudra Comm(*) T.O.I.(*) (6/2007)	Ad states - "Success is very demanding", "Success is Good Fun". In fine print, the Ad states, "successories" delinked from any of the pertinent claims or visuals shown in the Ad.	(Complaint registered in 6/2007) 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).	July 2007 Chapter III.6(b). Ad was a surrogate Ad for a liquor product – McDowell Signature. ***Ad campaign withdrawn.***

E.R. Ramachandran

C.3051

21	Coca Cola India Pvt Ltd(*) (Thums Up) TLG India Pvt Ltd(*) NDTV(*), Star TV(*), Sony TV(*) (5/2007)	TVC shows - "an actor flicking (or stealing) a Thums Up bottle from a speeding truck".	(Complaint received in 6/2007) Ad is designed to attract lot of youngsters who happen to be the target audience. The kids will try to imitate the popular actor and may try the stunts shown in the TVC, which is dangerous. Also, it will motivate the kids to flick or steal, which is offensive. **(Two similar complaints received against the same TVC).**	August 2007 Chapters III.1(a), (c) and III.2(b). Ad tends to incite people to crime, and encourages people, particularly minors to emulate criminal acts. Ad shows dangerous acts which are likely to encourage minors to emulate them in a manner which could cause harm or injury. ***TVC modified.***

T.S. Bhatia
IRS
C.3060

22	KBM Marketing (Japani Oil) Jaipur Publicity Centre Rajasthan Patrika(*) (12/2006)	Claims (in Hindi), as translated in English - "Japani Oil for male impotence". "Use Japani oil for any weakness in nerves to get relief".	(Complaint received in 3/2007, from individual consumer, but referred by a GOI department) Ad appears to claim treatment for `sexual impotence', a disease which is mentioned in Schedule of the Drugs & Magic Remedies (Objectionable Advertisements) Act, 1954. Ad claiming treatment for such a disease is banned, as per the public notice issued by the Ministry of Health And Family Welfare. Ad is misleading and is in contravention of the provisions of the said Act.	August 2007 Exparte (absence of comments from the Advertiser). Chapter III.4. Ad was in breach of the law, since the Ad was in apparent violation of the Schedule of the Drugs And Magic Remedies (Objectionable Advertisements) Act, 1954. ***Ad withdrawn***

T.S. Bhatia
I&B
C.3064

23	KBM Marketin (Power Plus Capsules) Jaipur Publicity Centre Rajasthan Patrika(*) (10/2006 and 11/2006)	Claims (in Hindi), as translated in English - "Power Plus Capsules most effective and useful medicine on impotency in males of any age", "So effective that it generates strength and vigour in every nerve", "A unique experience with Power Plus capsules", "Sustains pleasure and vigour for longer time in those golden moments".	(Complaint received in 3/2007, from individual consumer, but referred by a GOI department). Ad appears to claim treatment for `sexual impotence, nervous disorders', diseases which are mentioned in Schedule of the Drugs & Magic Remedies (Objectionable Advertisements) Act, 1954. Ad claiming treatment for such diseases is banned, as per the public notice issued by the Ministry of Health And Family Welfare. Ad is misleading and is in contravention of the provisions of the said Act.	August 2007 Exparte (absence of comments from the Advertiser). Chapter III.4. Ad was in breach of the law, since the Ad was in apparent violation of the `Schedule of The Drugs And Magic Remedies (Objectionable Advertisements) Act, 1954. ***Ad withdrawn.***

24	Rajvansh Clinic Pvt Ltd Bhargava Publicity Rajasthan Patrika(*) (10/2006)	Ad (in Hindi), as translated in English, claims, "full investigation and treatment of childless women".	(Complaint received in 3/2007, from individual consumer, but referred by a GOI department) These diseases are mentioned in Schedule of the Drugs & Magic Remedies (Objectionable Advertisements) Act, 1954. Ad claiming treatment for such diseases is banned, as per the public notice issued by the Ministry of Health And Family Welfare. Ad is misleading and is in contravention of the provisions of the said Act.	August 2007 Chapter III.4. Ad was in breach of the law, since the Ad was in apparent violation of the Schedule of The Drugs And Magic Remedies (Objectionable Advertisements) Act, 1954. ***Ad withdrawn.***

T.S. Bhatia
I&B
C.3072

Bansuri V.

C.3070

25	Perfetti Van Melle India Pvt Ltd(*) (Alpenliebe) McCann-Erickson(*) Cartoon Network (8/2007)	TVC shows - "a well-known celebrity feeds an `Alpenliebe' chocolate to a Crocodile in a protective enclosure, and then the animal starts following her wherever she goes and demands more Alpenliebe".	(Complaint received in 8/2007) It is prohibited for any visitor to feed an animal in their protective enclosures (zoo etc). The act in the Ad is sending a wrong message to viewers especially children. **(Eight similar complaints received against the same TVC)**	September 2007 Chapter III.4. Visual depicted, was in apparent violation of the Wildlife Protection Act 1972. Ad was in breach of the law. ***TVC modified.***

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26 #	Mahindra Renault Pvt Ltd (Logan) Saatchi & Saatchi(*) T.O.I.(*) (8/2007)	Claim - "No.1 in 3 months". Source: CRISIL Sales data for July 2007.	(Complaint received in 8/2007) The claim of being `No.1' does not specify whether the car is the largest selling in the country or it is within a certain segment that the company has considered itself to be the highest selling. The `Logan' competes in the A3 midsize segment and was launched on 4th April 2007. Since the launch, around four months ago, the total sale has been 8056. In a similar period the sales of various other brands including the `Indigo' have been far higher than the `Logan'. Ad is misleading.	September 2007 Chapter I.1. Claim was false. ***Advertiser assured that the Ad will not be released again and also appropriate modification will be considered in the future, in the event a similar communication is released.***

Mr. A. Mukherjee
Tata Motors

C.3075

Ramesh Iyer
C.3079

27	Videocon Industries Limited (Videocon Washing Machine) Ogilvy & Mather(*) Headlines Today(*) (8/2007)	TVC shows - "some boys putting a traffic policeman in a washing machine because he stops them to fine them".	(Complaint received in 8/2007) Any act against a Government official is a criminal offence. Suo motu complaint Ad features a dangerous act which is likely to encourage minors to emulate it in a manner which could cause harm or injury.	October 2007 **Not Upheld.** TVC does not feature a 'traffic policeman'. **Upheld** Chapter III.2 (b). ***TVC modified.***

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28 $	Cleartrip (Free offer of Motorola Mobile Phone on booking 2 SpiceJet roundtrip flights) Publicis(*) T.C.I.(*), Ahmedabad (9/2007)	Ad headline - "Book two SpiceJet roundtrip flights on Cleartrip.com and get a Motorola L6 mobile Phone worth Rs.6020 absolutely Free". Ad copy - "2 roundtrip flights will have to be booked in one go".	(Complaint received in 9/2007) Ad is not clear on whether it is two roundtrip flights for one person, two roundtrip flights for two persons, or one roundtrip flight for two persons. When one of the consumer booked two roundtrip flights for himself and called up the customer care to know about the gift, he was declared not eligible as he had not booked one roundtrip ticket for two persons. Ad is misleading.	October 2007 Chapter I.4. Ad was misleading by ambiguity. ***Ad withdrawn.***

CERS
Pritee Shah
C.3084

Vinod Chopra

C.3085

29	Malaika Appliances Pvt Ltd (Bhaagam Bhaag Offer) Karma Communications Mumbai Mirror(*) (8/2007)	Ad portrays the sale of items at low rates. Ad mentions, "Conditions apply".	(Complaint received in 9/2007) Complainant visited the showroom in Mira Road branch of the Advertiser, and he came to know that the price advertised was a down payment and the balance was to be paid in installments. On enquiring with the sales person present, the Complainant was informed that this is a routine followed by the company to entice customers to visit their showrooms. Ad is grossly misleading.	October 2007 Chapter I.4. Ad was misleading. ***Ad withdrawn.***

30	WWS Skyshop Pvt Ltd (Roop Amrit Fairness Cream) Raj TV (8/2007)	Claims - "Dark skinned people will become fair skinned after using `Roop Amrit Fairness Cream'", "People with dark skin will not succeed in life and will suffer a lot".	(Complaint received in 8/2007) These claims are not only racial but they are totally baseless. This commercial demeans people with black/dark skin and promotes low self-esteem among dark skinned people.	October 2007 Exparte (absence of comments from the Advertiser). Chapters I.1 and I.5(d). Claims were not substantiated. Ad was discriminatory in its implication. ***TVC withdrawn.*** ***Advertiser assured that the claims will not be repeated again in future Ads.***

Naga Surendran

C.3080

J&J
Tina Mistry
C.3076

31 #	Kimberly-Clark Lever Ltd(*) (Huggies Baby Soap) Ogilvy & Mather(*) Sunday T.O.I.(*) (1/2007) Vijay Karnataka (1/2007) ETV Kannada(*) (6/2007) Zee Kannada(*) (20/6/07) Ad observed on rediff.com in July/Aug 07	Claim - "Huggies Baby soap is milder than the leading baby soap".	(Complaint received in 8/2007) This claim is directly targeted at the Complainant's brand, which is the market leader among baby soaps. Since the claim is false and untrue, this directly affects the Complainant's brand, and misleads the consumer on the efficacy of Huggies soap by comparing it with the Complainant's brand. Independent third party technical evaluation of Huggies baby soap on adult skin by a Dermatologist, in the Skin Testing Center, shows that Huggies baby soap is not milder than the Complainant's brand on the parameters of mildness.	November 2007 Chapter I.1. Advertiser did not provide an independent third party report which is BIS accredited. Claim was not substantiated. ***TVC discontinued. Advertiser confirmed that the claim will not be used in print Ads, TVC, and promotional material.***

32	Perfetti Van Melle India Pvt Ltd(*) (Centre Fruit chewing gum) Ogilvy & Mather(*) Neo Sports(*) (10/2007) Poco (10/2007)	TVC shows - "a foreigner goes to withdraw money from a supposed ATM, guarded by an old man. As the customer presses the number to get the money, the old man lifts the flap of the wooden window. Inside is a man looking harassed, tired, his hands are tied, his head and face protruding out. The old man gives a glimpse of the Centre Fruit to the tied man from top. As this young man sees the Centre Fruit, his tongue hangs out and he starts moving his tongue faster. As a result he pushes the currency notes out of the flap and the foreigner starts collecting his money".	(Complaint received in 10/2007) This commercial is extremely inhuman and it degrades humans. This is encouraging exploitation, abuse of other fellow beings, and ill-treatment compulsive labour. What values and teachings are the children of impressionable mind getting from this commercial.	November 2007 Chapter II. Portrayal of "a human being" being exploited, was repulsive and likely to cause grave or widespread offence. ***TVC modified.***

P. Naitthani
C.3091

S. 4.
C. 3096

33 Suo motu	Procter & Gamble Home Products Ltd(*) (Head & Shoulders Intensive Solutions) HT City, Hindustan Times(*) (10/2007)	Claim – "7 out of 10 Indian dermatologists would recommend the New Head & Shoulders Intensive Solutions".	(Complaint registered in 10/2007) Claim needs to be substantiated with proof, supporting information, with details of survey conducted and the results of the same.	November 2007 Chapter I.1. Advertiser's response did not include a third party independent laboratory report substantiating the technical claim of their product having "twice the amount of dandruff killers versus most anti dandruff shampoos with ZPT", thus leading to the opinion of "7 out of 10 dermatologists would recommend the new Head & Shoulders Intensive Solutions" for dandruff. ***Ad withdrawn.***

PETA
C.3097

34 $	SBI Cards & Payment Services Pvt Ltd (SBI Cash Back Gold Card) J. Walter Thompson(*) CNN IBN(*) (10/2007)	TVC shows - "a chicken laying golden eggs". Voiceover says, "Yeh sone ke ande denewali murgi nahi hai, yeh SBI ka lifetime cash back gold card hai".	(Complaint received in 11/2007) The depiction and the usage of the chicken in the Ad is very cruel. It is obvious that the chicken would never have done any of the stunts willingly. As per the `Performing Animals (Registration) Rules, 2001', any person desirous of training or exhibiting a performing animal, shall apply for registration to the prescribed authority and shall not exhibit or train any animal as a performing animal without being registered under these rules. By virtue of this rule, it is clear that 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 said Ad has been made in compliance with the Performing Animals (Registration) Rules, 2001 framed under the Prevention of Cruelty to Animals Act, 1960. **(One similar complaint received against the same TVC).**	December 2007 Exparte (absence of comments from the Advertiser). Chapter III.4. Ad was in apparent violation of the Performing Animals (Registration) Rules, 2001. Ad was in breach of the law. ***TVC withdrawn.***

CERC
P. Shah
C. 3101

35 $	Nutra Skyn Care (Toppik Hair Building Fibers) Palasa Advertising The Sunday Indian (7/2007)	Claims - "Instant hair", "Toppik is an amazing new complex of tiny hair building micro-fibres that perfectly blend with your hair", "A safe, natural way to eliminate bald patches and thinning hair", "Sprinkle and look younger in just 30 seconds".	(Complaint received in 11/2007) Claims need to be substantiated with proof, supporting technical information with details of tests/trials reports from an independent recognised testing institution.	December 2007 Chapter I.1. Claims, "Instant hair", and "A safe, natural way to eliminate bald patches and thinning hair", were not substantiated. ***Ad withdrawn.***

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36 $	Hindustan Unilever Ltd(*) (Moo Snacks) McCann-Erickson(*) Femina(*) (6/2007)	Claims - "Give calcium = 1 glass of milk".	(Complaint received in 11/2007) Claim needs to be substantiated with independent data. Advertiser should specify the quantity of `Moo' that is equivalent to the calcium present in 1 glass of milk, the type of milk considered (whole, toned, etc), the presence of added sugar with calcium in `Moo' and its effects on children's health, if given every day.	December 2007 **Not Upheld.** Claim substantiated.

CERC
P. Shah
C 3107

		Claim - "Moo from Kwality Walls is a healthier snack that your kids will love to have every evening"	Advertiser should substantiate that `Moo' is healthier than all other snacks.	**Upheld.** Chapters I.1 and IV.1 (b&d). Claim was not substantiated adequately. Ad depicts `Moo snack' as an alternative to Milk, thereby undermining the benefits of natural and fresh milk. ***Ad discontinued.***

PETA
C-308

37 $	Axis Eank Ltd (Quick and Easy Personal Loans) Ad printed on their national bill mail service envelope	Ad shows - "a parakeet picking up a fortune card with the tagline, "Your wishes are now fulfilled within 48 hours!".	(Complaint received in 10/2007) Parakeets are protected under the Wildlife (Protection) Act 1972. The trade and trafficking of these birds is banned, and this includes the caging, displaying, and performance. 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 said Ad has been made in compliance with the Performing Animals (Registration) Rules, 2001 framed under the Prevention of Cruelty to Animals Act, 1960. Hence the performance of the bird in the Ad is in contravention of both the Wildlife Protection Act as well as the Performing Animals (Registration) Rules, 2001.	<u>January 2008</u> Chapter III.4. Visual depiction appeared to be performing an act, which was in apparent violation of the Performing Animals (Registration) Rules, 2001. ***Advertiser assured that the said creative will not be used in any Ads.***

CERC
P. Shah
C. 3109

38 $	Haier Appliances (India) P. Ltd (Haier ACs) The Times of India(*) (4/2007)	Claims - "Enjoy 51% power savings", "Future Comfort Technology", "... enjoy superior air conditioning", "Refresh function", "Intelligent air flow", "4-stage air filter".	(Complaint received in 11/2007) Claims need to be substantiated with proof, independent data, supporting technical information with details of tests/trials reports from an independent recognised testing institution.	January 2008 Chapter I.1. Claims were not substantiated. ***Ad modified.***
		"With the revolutionary digital DC inverter technology"	Advertiser should prove that other ACs in the market do not have this technology.	
		"Super Ioniser", "Healthy UV ray generator"	Advertiser needs to provide proof in support of these claims. Also, to substantiate how these claims can benefit the consumers.	

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39 #	Alapatt Jewellers (16 Gold & Certified Diamonds) Malayala Manorama(*) (10/2007 & 11/2007)	Ad in Malayalam (as translated in English) states, "916 Purity should be there not only in the Ad but also in the gold ornament".	(Complaint received in 12/2007) Claim is vague and confuses the customers.	January 2008 Chapter I.4. Ad was misleading. ***Ad withdrawn.***
		"Without hall marking there is no purity and will not get good price when exchanged".	916 hallmarked gold is sold by almost all jewellers. The exchange price is at the discretion of the jeweller and also depends on the market price and the relationship with the customer.	
		"Wholesale jewellery that you get at 1 or 2% making charge discount will not be pure enough and will have less value when exchanged".	Wholesale price is at the sole discretion of the jeweller and has nothing to do with purity.	

Maitri Advty.
C. 3116

P. M. Sharma

C. 3108

40	Hyundai Motor India Ltd (Hyundai Verna) Ad appeared on Company's Website	Ad states - Hyundai Verna diesel variant "CRDI VGT" has a fuel economy of 32.8Kmpl.	(Complaint received in 11/2007) Complainant purchased the vehicle, under the impression that the vehicle will be economical and will be comparatively cheaper to run. It has been over one month since the purchase of this vehicle that the Complainant has never measured a fuel economy of over 11 kmpl. Advertiser needs to provide proof in substantiation of this claim.	January 2008 Exparte (absence of comments from the Advertiser). Chapter I.1. Claim was not substantiated. ***Ad discontinued.***

✔ 41	Trent Ltd (Sisley Fall Winter Collection 07) Promotional e-mail	Headline - "You'll melt once inside". Visual - "a woman in a provocative and seductive pose"	(Complaint received in 12/2007) Headline, read in conjunction with the visual depiction, appears to be indecent.	February 2008 Chapter II. Ad headline, read in conjunction with the visual depiction, is likely to cause grave or widespread offence. ***Advertiser assured that Ad withdrawn, and such Ads will not be released again.***

Mrinmoyee Roy

C. 3115

Dr. Mahendra Pandit

C. 3121

42	Reckitt Benckiser (India) Limited(*) (Dettol Soap) Zee Marathi(*) (8/2007 and 12/2007)	TVC implies that for elimination of organisms that cause cough and cold, Dettol should be used, as it "eliminates the organisms ten times faster than other soaps".	(Complaint received in 12/2007) Advertiser should provide - (a) clarification as to which specific organisms cause cough and cold and how Dettol works to eliminate them. (b) evidence that Dettol works 10 times better or faster than other soaps, and also which are the other soaps that is being compared with.	<u>February 2008</u> Chapter I.1. Claims were not substantiated. ***TVC modified by adding a disclaner*** Advertiser produced a Delhi High Court decision which ruled that the claim, "Dettol soap works 10 times better than other soap", was substantiated.
		"Elimination of organisms that cause gastrointestinal diseases".	Claim needs to be substantiated. Further, the advertiser needs to provide proof, additional technical information with details of tests/trials reports from an independent recognised testing institution.	
43 #	Nai Dunia ("Nai Dunia is No.1 again in Indore City") Exchange4media(*) Impact (12/2007) Brand Reporter (12/2007)	Claims - "Nai Dunia is No.1* again in Indore city", source mentioned as "*As per Private Survey" "Nai Dunia is the most preferred newspaper of Indore".	(Complaint received in 1/2008) As evident from IRS and NRS, the two reputed readership surveys, Dainik Bhasker is way ahead of NaiDunia. Claims are misleading.	<u>February 2008</u> Chapters I.1 and I.4. "Nai Dunia is No.1 again in Indore city", source – "As per private survey", is false and misleading, as the name of the firm conducting the survey is not mentioned. Also, the claim, "No.1" appears to have been made on the basis of 'opinion poll' and not on sales figures. Claim, "Nai Dunia is the most preferred newspaper of Indore", was not substantiated, in the absence of details regarding sample size and methodology in selecting the sample to assess the scientific basis of the survey.

Dainik Bhaskar

C. 3122

				Advertiser assured appropriate modification of the Ad.
44 $	Kinetic Engineering Ltd (Kinetic SYM Flyte) Publicis Ambience Advertising(*) Auto India (January 2008 issue)	Claims - "It's made by the only two companies that know scooters best – Kinetic and SYM", "Europe's fastest growing 2-wheeler company", "Largest 2 Level Storage" "Our confidence 3 year warranty*, * only for first 10,000 customers". "4-in-1 magnetic key #, # For initial customers only".	(Complaint received in 1/2008) Claims needs to be substantiated with an independent data. Why is the warranty given only to first ten thousand customers. If the company is confident of its product, it should extend warranty to all customers. Why is the magnetic key given only to initial customers and not to all? The term "initial customers" appears to be ambiguous.	February 2008 Chapters I.1 and I.4. Claims, "It's made by the only two companies that knows scooters best – Kinetic and SYM", "Largest 2 Level storage", were not substantiated. Claim of "for initial customers only", was misleading by ambiguity. ***Advertiser assured that Ad has been modified.***

CERC
P. Shah
C. 3126

Ajit Lakshmikantan

C.3128

45	Dabur India Limited(*) (SaniFresh Thick Toilet Cleaner) Ogilvy & Mather (*) Good Housekeeping (Jan 2008 issue)	Headline states - "SaniFresh Thick. The secret of my shiny, silky hair".	(Complaint received in 1/2008) Ad pertains to `SaniFresh Thick toilet cleaner' projecting itself as a `hair shampoo'. Ad is in bad taste and needs to be withdrawn before any vulnerable teenager actually tries out the product.	February 2008 Chapter I.4. Visual of "a lady with lustrous hair", along with the Ad headline, is likely to be misconstrued as a Ad for a `hair shampoo' and not for a `toilet cleaner'. Ad was misleading. ***Ad withdrawn.***

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46 $	Garware Polyester Limited (Garware Suncontrol Window Film) Auto India (January 2008 issue)	Claims – "A Non-Fading dyed Film, unlike imported coated film which fades in 3 months", "Clear, distortion free view", "No peeling or bubbling of film", "Best film for Indian conditions", "Exported to more than 50 countries including USA, UK, Australia and Japan", "No.1 Brand in India"	(Complaint received in 1/2008) Claims need to be substantiated with comparative data from an independent research.	February 2008 Chapters I.1 and I.4. Claims, "Exported to more than 50 countries", "Best film for Indian conditions", were not substantiated. Claim of ,"Upto 5 years warranty", was misleading by ambiguity. ***Advertiser assured appropriate modification of the Ad.***
		Ad states – "The effort put in to maintain your skin's complexion is of no use if your car windows don't have Garware Suncontrol Film – which stops harsh sunlight from piercing through your car window, protecting your skin from becoming dark, and keeping your car cool and comfortable".	Advertiser needs to explain how all efforts to maintain one's complexion can become useless without Garware Suncontrol film. Also, the advertiser needs to substantiate the claim that `its suncontrol film protects the skin from becoming dark'.	
		"Upto 5 years warranty".	Advertiser has maintained ambiguity on its warranty period. Upto five years may mean even 3 months, 6 months, etc.	

CERC

P. Shah

C.3130

S. G
Suo motu
C. 3132

47 Suo motu	Kent RO Systems Pvt Ltd (Kent Water Softener) Hindustan Times(*) (1/2008)	Claims - "Not only it smoothens skin & prevents hair loss, but it also enhances the lather formation ...."	(Complaint registered in 1/2008) Claims need to be substantiated with supporting technical information and with details of tests/trials reports from an independent recognised testing institution.	February 2008 Chapter I.1. Claim was not substantiated ***Ad discontinued.***
48	ING Vysya Life Insurance Company Ltd Rediffusion DYR(*) Star Plus(*) (1/2008)	TVC shows - "first scene - a teenage girl happily showing her father her admission letter for MBA. Her father is initially happy, until he sees the financial cost involved. At that time the ground breaks beneath him and he falls a few feet through the ground. Second scene - a nurse handing over a new born baby to the father. The father is initially happy, until he thinks of the financial cost in bringing up the child. At that time, the ground breaks under his feet and he also falls. Ad says, "Dikhne mein to pyaari hai, yeh khushiyan thodi bhaari hai".	(Complaint received in 2/2008, from a GOI department) Ad is anti girl child and deeply offensive to all females, giving the message that they are nothing more than a burden.	February 2008 Chapter II. Ad when viewed as a whole portrays avoidable `gender insensitivity'. Ad is likely to cause offence. ***Advertiser informed that Ad campaign ended in February 2008.***
49	Parle Agro Pvt Ltd (Mintrox Mint) Star Cricket (1/2008)	TVC shows - "a convict landing up in a mental hospital and the jailor teasing the convict. A mental hospital is shown in the background and some inmates are shown in poor light".	(Complaint received in 1/2008) Ad shows totally insensitive portrayal of the mentally challenged with absolutely pathetic sense of humour.	February 2008 Chapter II. The insensitive portrayal of the "mentally challenged", was likely to cause grave or widespread offence. ***TVC withdrawn.***

I & B
Jarnail Singh
C. 3135

Sadhana Rao
C. 3137

N.G. Wayle

C.3138

50	Godrej Sara Lee Ltd(*) (Good Knight Maha Jumbo Mosquito Coil) Zee Marathi(*) Mi Marathi (1/2008)	TVC claims (in Marathi) - "Good Knight – jitki sugandhi, titkich prabhavi", as translated (in English) – "as effective as fragrant". Visual shows - "a model fervently inhaling the so-called fragrant vapours".	(Complaint received in 2/2008) Ad encourages dangerous practice of inhaling the toxic fumes of coil (containing insecticide).	February 2008 Chapter III.3. Visual depiction shows a dangerous practice without justifiable reason. ***TVC is off air since February 2008. Advertiser has assured appropriate modification of the TVC***

51	Trinity Health Clinic Suo motu Mumbai Mirror(*) (2/2008)	Claim - "Natural & Permanent Hair Growth within 30-40 days".	(Complaint registered in 2/2008) Advertiser should provide proof, supporting technical information, and details of tests/trials conducted, to substantiate this claim.	March 2008 Chapter I.1. Claim was not substantiated. ***Ad modified.***

S.G.

C.3141

52	Belle Aarogya Biotech (P) Ltd Suo motu (Elevation – Remedy for Breast Care) HT City(*) (1/2008)	Claims - "Extensive research by qualified and eminent medical experts made Elevation a path-breaking Remedy for Breast Care", "Extensive trials Result 92% satisfaction for age 20 to 50 years", "Elevation is widely accepted by doctors for Breast Care".	(Complaint registered in 2/2008) Advertiser should provide proof, supporting information, and details of tests/trials conducted, to substantiate these claims. Ad appears to claim remedy for `Breast', a disease which is mentioned in Schedule of The Drugs & Magic Remedies (Objectionable Advertisements) Act, 1954. Ad appears to be misleading and is in contravention of the provisions of the said Act which prohibits Ads for treatment of certain diseases and disorders.	March 2008 Exparte (absence of comments from the Advertiser). Chapters I.1 and III.4. Claims were not substantiated. Ad is in apparent violation of the Schedule of The Drugs And Magic Remedies (Objectionable Advertisements) Act, 1954. Ad was in breach of the law. ***Ad modified.***

S.G.

C 3143

Complaints that were **Upheld** by the CCC from April 2007 to March 2008

Assurance of Compliance awaited from the Advertisers/ Ad. Agencies

Need to ensure that offending claimsare not repeated

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

Sr. No.	Advertiser/Agency/ Media	Claim / Description of Ad/TVC	Complaint	ASCI Code/ CCC Decision
# Intra-Industry Complaints * ASCI Member $ Complaint received from Consumer Representational Organisation				
53. Suo motu	Pernod Ricard India (P) Ltd. (*) (Seagram's Royal Stag) Ogilvy & Mather(*) The Week(*) (11/2006) S.G C.3024	Ad states - "Make It Large" Ad mentions - "cricket gear" (in fine print), and brand name - 'Royal Stag'. Ad shows photographs of sports personalities.	(Complaint registered in 3/2007) A phrase used in connection with "alcoholic drinks". In the absence of any visual depiction of "cricket gear", and the mention of the brand name "Royal Stag" which appears to be similar to the liquor brand, the Ad appears to be a surrogate Ad for a liquor product – Seagram's Royal Stag. (Advertiser submitted evidence of label, slogan, and photograph, being indicative of the product promoted).	April 2007 Chapter III.6. Ad appeared to be a surrogate Ad for a liquor brand.
54. Suo motu	Pernod Ricard India (P) Ltd. (*) (The Chivas Life) Ogilvy & Mather(*) India Today Spice (March 2007 issue) S.G. C.3025	Ad shows the brand name of a liquor product – Chivas Regal. Ad mentions "CDs & Cassettes" Phrase – "Meeting without an agenda"	(Complaint registered in 3/2007) This bears no relation to the product/service being promoted. Appears to be ambiguous.	April 2007 Chapter III.6(b). Ad was a surrogate Ad for a liquor product – Chivas Regal.
55. Suo motu	Pernod Ricard India (P) Ltd. (*) (The Chivas Life) Ogilvy & Mather(*) India Today Spice (Jan 07 issue) S.G. C.3026	Ad states - "Ice fishing in Alaska" Ad mentions, "CDs & Cassettes" (in fine print) without any visual depiction of the same. Visual depiction of brand name – Chivas Regal.	(Complaint registered in 3/2007) In the absence of specific information, the Ad appears to be a surrogate Ad for a liquor brand – Chivas Regal.	April 2007 Exparte (absence of comments from the Advertiser). Chapter III.6(b). Ad was a surrogate Ad for a liquor product – Chivas Regal.

S.G.

C.3028

56.	Pernod Ricard India (P) Ltd. (*) Suo motu (The Chivas Life) Ogilvy & Mather(*) India Today Spice (March 07 issue)	Visual depicted in the Editorial shows "consumption of a liquid" adjacent to the appearance of the liquor brand – Chivas Regal. Ad mentions "CDs & Cassettes" (in fine print). Slogan – "The Chivas Life"	(Complaint registered in 3/2007) Ad appears to be a surrogate Ad for a liquor product – Chivas Regal. This does not appear to be related to any product/service being promoted.	April 2007 Exparte (absence of comments from the Advertiser). Chapter III.6(b). Ad was a surrogate Ad for a liquor product – Chivas Regal.
57.	Prince Pharma (CP Gold Capsules) Lord Advertising Rajasthan Patrika(*) (11/2006 and 12/2006)	Claims (in Hindi), as translated in English - "Often young generation or married men dream in the nights and experience awkward situations like white discharge with urine. CP Gold capsules are effective on this problem", "100% safe".	(Complaint received in 3/2007, from individual consumer, but referred by a GOI department) Ad appears to claim treatment for `sexual impotence', a disease which is mentioned in Schedule of the Drugs & Magic Remedies (Objectionable Advertisements) Act, 1954. Ad claiming treatment for such a disease is banned, as per the public notice issued by the Ministry of Health And Family Welfare. Ad is misleading and is in contravention of the provisions of the said Act.	August 2007 Chapter III.4. Ad was in breach of the law, since the Ad was in apparent violation of the Schedule of The Drugs And Magic Remedies (Objectionable Advertisements) Act, 1954.

I&B

T.S. Bhatia

C.3061

I&B
T.S. Bhatia
C.3062

58.	Prince Pharma (Kamraz Course) Lord Advertising Rajasthan Patrika(*) (11/2006)	Claims (in Hindi), as translated in English - "If you or any of your close friend is experiencing any difficulty or impotency on account of some wrong doing in childhood, or if you are yourself destroying your marital life, then you should take Kamraz Course and once again enjoy the pleasure of life".	(Complaint received in 3/2007, from individual consumer, but referred by a GOI department) Ad appears to claim treatment for `sexual impotence, nervous disorders', diseases which are mentioned in Schedule of the Drugs & Magic Remedies (Objectionable Advertisements) Act, 1954. Ad claiming treatment for such diseases is banned, as per the public notice issued by the Ministry of Health And Family Welfare. Ad is misleading and is in contravention of the provisions of the said Act.	August 2007 Chapter III.4. Ad was in breach of the law, since the Ad was in apparent violation of the `Schedule of The Drugs And Magic Remedies (Objectionable Advertisements) Act, 1954.
59.	Dhanwantari Pharmaceuticals (Sundari Sudha, Swarna Madhu) Publicities Advertising Rajasthan Patrika(*) (10/2006)	Claims (in Hindi), as translated in English - "Late Vaidya Ram Narayan Tripati from Sitapur in his astounding lifetime, has within a span of 60 years, with the use of `Sundari Sudha, Swarn Madhu' has facilitated the birth of 30,000 children".	(Complaint received in 3/2007, from individual consumer, but referred by a GOI department) Claims appear to be exaggerated. Ad is misleading.	August 2007 Exparte (absence of comments from the Advertiser). Chapter III.4. Ad was in breach of the law, since the Ad was in apparent violation of the Schedule of The Drugs And Magic Remedies (Objectionable Advertisements) Act, 1954.

T.S. Bhatia I&B
C.3063

I&B
T.S. Bhatia
C.3071

60.	Prince Pharma (Paineles Capsules and Oil) Rajasthan Patrika(*) (12/2006)	Ad (in Hindi), as translated in English, states - "Pain in the Knee or any other Joints, Swelling in the Joints, Swelling pain, Difficulty in walking", "Paineles Capsules and Oil – Effective and Pain Killing medicine".	(Complaint received in 3/2007, from individual consumer, but referred by a GOI department) Ad appears to claim treatment for `Rheumatism', a disease which is mentioned in Schedule of the Drugs & Magic Remedies (Objectionable Advertisements) Act, 1954. Ad claiming treatment for such diseases is banned, as per the public notice issued by the Ministry of Health And Family Welfare. Ad is misleading and is in contravention of the provisions of the said Act.	August 2007 Exparte (absence of comments from the Advertiser). Chapter III.4. Ad was in breach of the law, since the Ad was in apparent violation of the Schedule of The Drugs And Magic Remedies (Objectionable Advertisements) Act, 1954.

61.	Nav Jeevan Pharmacy P. Ltd (Joshila Capsules) Indian Marketing Research & Advertising Agency Rajasthan Patrika(*) (12/2006)	Ad (in Hindi), as translated in English, states - "Regain your lost vigour and health", "Dream fail, Discharge through urine, Masculine weakness, Early discharge, For prolongation", "100% Beneficial", "No side effect".	(Complaint received in 3/2007, from individual consumer, but referred by a GOI department) Ad appears to claim treatment for `sexual impotence, nervous disorders', diseases which are mentioned in Schedule of the Drugs & Magic Remedies (Objectionable Advertisements) Act, 1954. Ad claiming treatment for such diseases is banned, as per the public notice issued by the Ministry of Health And Family Welfare. Ad is misleading and is in contravention of the provisions of the said Act.	August 2007 Exparte (absence of comments from the Advertiser). Chapter III.4. Ad was in breach of the law, since the Ad was in apparent violation of the Schedule of The Drugs And Magic Remedies (Objectionable Advertisements) Act, 1954.

I&B
T.S. Bhatia
C.3066

I&B
T.S. Bhatia
C.3073

62.	Agarwal Medical & Research Centre Onward Advertising Rajasthan Patrika(*) (10/2006)	Ad (in Hindi), as translated in English, claims, "full investigation and treatment of childless women, and Menorrhagia".	(Complaint received in 3/2007, from individual consumer, but referred by a GOI department). These diseases are mentioned in Schedule of the Drugs & Magic Remedies (Objectionable Advertisements) Act, 1954. Ad claiming treatment for such diseases is banned, as per the public notice issued by the Ministry of Health And Family Welfare. Ad is misleading and is in contravention of the provisions of the said Act.	<u>September 2007</u> Chapter III.4. Ad was in breach of the law, since the Ad was in apparent violation of the Schedule of The Drugs And Magic Remedies (Objectionable Advertisements) Act, 1954.
63. #	HT Media Limited(*) ("Mint – No.2 business daily in Delhi and Mumbai") Mint(*) (Nov 2007 issue) The Brand Reporter (Nov 2007 issue)	Claim – "Mint – No.2 business daily in Delhi and Mumbai"	(Complaint received in 11/2007) To project a leadership in the number of readers for their daily, the advertiser has chosen to compare recent, unverified readership figures with that of figures from an independent source but from different period of time. Ads are ambiguous to the extent that one is not sure whether the purported number is one of circulation or readership for Mint (audited is a term that is usually used for circulation and not for readership). The comparison extends to readership figures for the past year (IRS R2 06) which is highly dated information and strictly cannot be compared.	<u>January 2008</u> Chapters I.1, I.4, and IV.1(d). Claim was not substantiated. Ad was misleading by ambiguity and was unfair to competition, as it quoted different sources and dates of readership.

Business Standard
C.3098

S. G.

C. 3105

64. Suo motu	Pernod Ricard India (P) Limited(*) (Seagram's Blenders Pride) Ogilvy & Mather(*) HT City(*) (10/2007), Deccan Herald(*) (10/2007), Mid Day(*) (10/2007)	Ads state - "Taste balance", "Taste bohemia", "Taste that speaks for itself".	(Complaint registered in 10/2007) Visual depiction of Brand name, logo, brand symbol, are suggestive of a well-known brand of liquor product. In the absence of specific information, the Ads appear to be surrogate Ads for a liquor brand – Seagram's Blenders Pride.	January 2008 Chapter III.6(b). "Makes direct or indirect reference to the prohibited or restricted products."

65.	Anchor Health & Beauty Care Pvt Ltd (Anchor Toothpaste) Art Advertising & Marketing(*) Neo Sports(*) (11/2007)	Claim - "India's first all round protection toothpaste".	(Complaint received in 11/2007) Claim is based on two active ingredients being used in toothpastes, i.e. Triclosan – germ fighting ingredient and Sodium Monofluoro Phosphate – anti-caries agent. There are several toothpastes which were and are in the market which provide all round protection, and contain the above two active ingredients.	January 2008 Chapter I.1. Claims that Anchor is India's "first" in the category of "all round protection toothpaste" and "internationally acclaimed toothpaste", were not substantiated.

Dr. Sachin Bare

C. 3112

		Claim - "India's first internationally acclaimed toothpaste".	Advertiser needs to substantiate this claim based on both, the availability of its toothpaste around the world and value of its toothpaste export business constituting substantial percentage of its total toothpaste business. Claims are false and misleading.	

BVP

C. 3124

66. Suo motu	Spaceage Multiproducts (P) Ltd (Morning Walker) The Times of India(*) (12/2007)	Claims - Morning Walker "fights Diabetes", "burns Calories", "relieves Joint pain".	(Complaint registered in 1/2008) Ad makes strong medical claims on relieving diseases with the use of "Morning Walker", which appears to be a mere foot and ankle massaging machine. Claims appear to be false, and need to be substantiated with proof, supporting technical information, with details of tests/trials reports from an independent recognised testing institution.	February 2008 Chapter I.1. Claims, Morning Walker "fights Diabetes", "dilutes free fatty acids", were not substantiated.
67. $	Flair Pen & Plastic Industries (Flair Armstrong Ball Point Pen) Promotion message on the product pack	Claim - "Specially designed to improve your handwriting".	(Complaint received in 1/2008) As the writing instrument (pen) is not the only factor contributing to a good handwriting, the Advertiser needs to substantiate this claim with data from an independent research agency.	March 2008 Exparte (absence of comments from the Advertiser). Chapter I.1. Claim was not substantiated.

CERC

P. Shah

C. 3125

P. Shah
CERC
C.3131

68. $	The Institute of Computer Accountants (The ICA Advantage) Pamphlet distributed in Kolkata, Ahmedabad	Claims - "ICA is India's No.1 in Computer Accountancy", "100% Job Guarantee", "1,00,000 + Successful Accountants".	(Complaint received in 1/2008) Claims need to be substantiated with comparative data from an independent research.	March 2008 Exparte (absence of comments from the Advertiser). Chapter I.1. Claims not substantiated.
		"300 CA Faculty Members"	Claim needs to be substantiated with independent data. The Advertiser should provide - (1) Whether all these 300 faculty members are also members of the ICA of India, (2) Details of the 300 CAs with their associate or fellow numbers or the numbers of the Certificate of Practice held by them. In case they are licentiates, then to provide their licence numbers.	
69. Suo motu	Videocon Industries Ltd (Videocon Consumer Durables) Society (December 2007 issue)	Claims - "We are the only group in the world that has implemented complete backward integration to convert sand into televisions", "We are one of the world's largest colour TV picture tube and glass shell manufacturers".	(Complaint registered in 1/2008) Claims need to be substantiated with proof, validated global industry/market data from an independent recognised audit/research institution.	March 2008 Exparte (absence of comments from the Advertiser). Chapter I.1. Claims not substantiated.

S.G
C.3134

Complaints

that were **Not Upheld** by the ccc from April 2007 to March 2008

Sr. No.	Advertiser/Agency/ Media	Claim / Description of Ad/TVC	Complaint	Comment/ CCC Decision
# Intra-Industry Complaints * ASCI Member $ Complaint received from Consumer Representational Organisation				
1.	Rediff.com India Ltd (Unlimited storage space for e-mails) CNN-IBN(*), NDTV(*) (3/2007) Rahul Easwar C-3018	Visuals - "a girl saying "I have seen Raju's, it is really big". Then a man claiming he has also seen, "it is that big". Then a toilet is shown where he urinates and another man comes and says "Oh it is big". Then a person who listens to all this, goes to Raju, looks down at his legs and asks him "is it really that big", to which Raju replies "yes it is not only big, it is unlimited, rediffmail".	(Complaint received in 3/2007) The catch word of the Ad happens to be "is it that big" with seductive overtones. The Ad is not decent since it offends the people's sensibilities, and this is not the so-called creativity that the children should watch. **(Seven similar complaints received against the same TVC)**	April 2007 Ad was not so indecent as to give rise to widespread offence.
2.	Cadila Health-Care Ltd(*) Suo motu (Nutralite Premium Table Margarine) Mudra Comm(*) S.G C-3021 Buzz magazine of Mumbai Mirror(*) (12/2006)	Visual shows the product – Nutralite, spread in large quantities. Claim - "It's better than butter. And a lot healthier"	(Complaint registered in 3/2007) Claim needs to be substantiated in the absence of supporting information in the Ad itself.	April 2007 Visual depicted and the claim, was not misleading or likely to lead to harm to minors by promoting over-indulgence.
3.	Hero Honda Motors Ltd(*) # (Hero Honda Karizma Bike) J. Walter Thompson(*) Deccan Herald(*), Bangalore (3/2007) Aaj Tak(*) (2/2007) Ali Imran Leo Burnett C-3031	Baseline – "Always Game"	(Complaint received in 3/2007) M/s. Hero Honda for their brand `Karizma' is using this baseline with effect from February 2007. M/s. General Motors India have been using the same baseline for their brand `Tavera' since January 2006. Ad is a clear violation of GMI's Intellectual Property Rights.	April 2007 Baseline was not considered to be an advertising property of the Complainant or of the Advertiser.

S. G.
C 3026

4. Suo motu	Gujarat Co-operative Milk Marketing Federation Ltd(*) (Amul Butter) daCunha Comm(*) The Times of India(*) (3/2007)	Claims - "Keep my family healthy", "high source of energy", and "healthy milk fats" Baseline - "The Real Butter"	(Complaint registered in 3/2007) Claims need to be substantiated in the absence of supporting information in the Ad itself. Appears to be denigratory of other products, by implication.	April 2007 Claims were substantiated. Baseline was not denigratory of other products.
5.	Lux Hosiery Industries Ltd (Lux Cozy Underwear) Ogilvy & Mather(*) NDTV(*), IBN7 (3/2007)	Visuals - "a man in his towel near a swimming pool. A dog comes and snatches his towel, and he is left in his underwear only. A young woman comes looking for her dog. She looks down at the man's underwear and gives him a naughty look and then bites her lips and kisses the man on his cheek".	(Complaint received in 3/2007) The naughty look and the biting of the lips by the woman, is suggestive. The TVC is objectionable. **(Four similar complaints received against the same TVC).**	MAY April 2007 Ad was not objectionable. Advertiser assured that the Ad has been modified, on receiving ASCI's request for comments on this complaint.
6.	TTK LIG Ltd (Kohinoor Triple Extra Condoms) McCann-Erickson India(*) Dainik Jagran (1/2007)	Visual – a suggestive pose of a man and a woman.	(Complaint received in 4/2007, from individual consumer, but referred by GOI department) Visual is obscene. It is really shameful specially in view of Indian culture that such obscene picture is used.	May 2007 Visual depicted was not obscene, having regard to the product promoted in the Ad.
7.	J. G. Hosiery Pvt Ltd (Amul Macho Under wear) Saints & Warriors Comm Star Plus(*), Set Max(*), NDTV(*), Aaj Tak(*), India TV (April/May 07)	Visuals - "a newly married woman with head covered going to a pond in a village area to wash an undergarment, and while washing the same, the expressions and the actions are utterly disgusting as if she is getting an orgasm while washing so". The tag line says, "yeh to bada toing hai".	(Complaint received in 4/2007) Ad is too obscene and also not suitable for viewing by the children. **(Twenty similar complaints received against the same TVC)**	May 2007 Ad was not obscene so as to give rise to grave or widespread offence.

Sanjiv Singh
C 3034

GOVT
Mr. M.K. Agarwal
C 3039

Ms. A. Maitheni
C 3044

Chaman Pinchy
citizen consumer civic
C 3046

8.	Radisson GRT Hotel $ J. Walter Thompson(*) Hoarding in Chennai (observed in February 07)	Ad shows - "a visual image of a sauce bottle depicting feminine innerwear or swimwear".	(Complaint received in 4/2007) Ad is offensive and violates the dignity and integrity of women.	May 2007 Visual depicted was not offensive. Advertiser assured that this creative will not be used in their Ads, in future.
9.	Hindustan Unilever Ltd(*) (Lifebuoy Soap) Lowe(*) Zee Marathi(*) (4/2007)	Visuals - "Cricket ground is flooded with rain water. A boy is watching this on TV and immediately calls all his friends over phone. First they all take bath using a Lifebuoy soap, and then they enter the cricket ground and start mopping the muddy water". Claim – "Continuous protection from germs even hours after bathing with New Lifebuoy"	(Complaint received in 3/2007) Advertiser needs to substantiate the claim.	May 2007 Chapters. I.1, I.4, and III.2(b). Claim was not substantiated adequately. The sustained protection against renewed exposure to contamination, as claimed, was misleading by gross exaggeration. Ad showed dangerous acts which are likely to encourage minors to emulate it in a manner which could cause harm or injury. **August 2007** **Decision on Review** **Not Upheld.** Advertiser submitted an independent third party endorsement with regard to their claim made in the TVC. Claim was substantiated.

Mr. Vinit Barwale
C 3019

Grey worldwide

C.3050

10. #	Tata Teleservices (Maharashtra) Ltd. (Tata Indicom Prepaid Mobile Services) Mid Day(*), Mumbai (5/2007)	Ad headline – "Add Power to your Pocket". Ad copy – Sms `Power'	(Complaint received in 5/2007) Tata Indicom's Ad headline states, "Add Power to your Pocket", which is same as used in the Ad headline of Deutsche Bank Credit Card. Also, Sms `Power' is the nomenclature used as a response mechanism, which is same as used in the Deutsche Bank's Ad. Deutsche Bank launched it's Credit Cards in September 2006 and the main brand proposition, which taken across the entire campaign was expressed in the line `Add power to your pocket'. This has now become synonymous with Deutsche Bank Credit Cards and is part of it's brand equity. The Ad of Tata Indicom does cannibalise the brand equity of Deutsche Bank Credit Cards.	June 2007 No advertising property was established in respect of the Ad headline and the copy claimed in the Advertiser's Ad as compared with the Complainant's Ad.
11.	Noble Broadcasting Corporation (P) Ltd (Aahaa FM 91.9) Hoardings put up in Chennai, observed in the first week of April 07.	Visuals - "various individuals, both old and young, of all ages, are in a state of ecstasy and heavy perspiration". Ad states in Tamil, as translated in English, "Height of Recreation".	(Complaint received in 3/2007) The image itself is very vulgar. The message along with the visual seems to send across a vulgar signal as to the nature of the recreation.	July 2007 Exparte (absence of comments from the Advertiser). Since the complaint was neither supported with a photograph of the hoarding, nor a complete message with verbatim description of the visuals displayed on the Hoarding, the complaint was not valid and not clear enough to identify any specific provisions of the Code which the Ad contravened.

Joseph Satish

C.3038

Dr. S. Bane

C. 3048

12.	Dabur India Ltd(*) (Meswak Toothpaste) McCann-Erickson India(*) Star News(*) (3/2007)	Claims – "Complete protection to teeth", "complete protection from germs, cavities and tartar" TVC shows a demo to convey that Meswak treats gingivitis by tightening / strengthening gums.	(Complaint received in 5/2007) Meswak toothpaste does not have - (a) ingredient like Sodium Monofluoro Phosphate or Sodium Fluoride which is clinically proven to fight cavities and tartar, (b) ingredient like Triclosan which is clinically proven to provide long lasting protection by fighting germs for hours, (c) ingredient which is clinically proven to treat gingivitis. Meswak admittedly does not contain any clinically proven anti-gingivitis active ingredient. Advertiser should submit clinical studies which substantiate these claims. Claims are false and misleading.	July 2007 Claims were substantiated.
13.	Pepsi Foods P. Ltd(*) (7 Up) J. Walter Thompson(*) Sony Max(*), NDTV(*) (4/2007)	TVC shows "a slice of lime"	6/2007) This is blatantly misleading and making common consumer believe that the product – 7 Up contains fruits, when it is merely a flavoured soft drink with no fruit in it. Ad clearly misleads the consumers by means of implication and visual presentation and falsely exaggerates the fruit contents in the product.	Ad was not misleading, since it clearly mentions, "Contains no fruit. Contains added flavour".

R.T. Vijay Rangraj

C. 3052

(Complaint received in July 2007

R.T. Vijay Rangaraj
C. 3053

14.	Pepsi Foods P. Ltd(*) (Mirinda Orange) J. Walter Thompson(*) Sony Max(*), NDTV(*) (4/2007)	TVC says, `natural orange flavour', whereas the product pack says `added flavour'.	(Complaint received in 6/2007) Ad tries to mislead the consumers to believe that it is a natural product. There is so much of loudness in the Ad to project that it has a natural flavour but does not mention so in the ingredient list. Ad is trying to project incorrect image that Mirinda is a natural orange drink	July 2007 Ad was not misleading, since it clearly communicated that, "Mirinda Orange now comes with Natural Flavour".
15.	Zapak Digital Entertain ment Limited (Zapakmail.com) Marching Ants P. Ltd Sony TV(*) (6/2007)	TVC shows - "a Christian funeral ceremony where a Priest bids farewell to a dead man named Thomas and the coffin bearers throw the coffin into the burial pit".	(Complaint received in 7/2007) Ad shows utter disrespect for the Christian funeral ceremony and makes fun of the religious rites that the Christians follow. Also, the Ad shows disregard towards the dead. Ad equates sending a mail with burying a person, without showing any regard towards the emotional trauma associated with burying the dead. **(Five similar complaints received against the same TVC)**	July 2007 Visuals were depicted in a humorous manner, and the TVC was not considered to be offensive. Ad did not deride or show disrespect to any creed or community.
16.	Hindustan Unilever Ltd(*) (Lakme Sun Expert) Ambience Publicis Advertising(*) T.O.I.(*) (5/2007)	Ad headline - "Stay Sunsafe Forever"	(Complaint registered in 6/2007) Claim needs to be substantiated with proof, supporting technical information with details of tests/trials reports from an independent recognised testing institution.	July 2007 Claim was not false.

Suo motu

Joseph Satish
C. 3055

C. 3058

Ramesh C.

C.3059

17.	ITC Limited(*) (Bingo Chips) Ogilvy & Mother(*) NDTV(*) and IBN (May 07)	TVC shows - the background reads – "Learn Tamil". A person explains this in Tamil language "Vaango" is come and "Poongo" is go.	(Complaint received in 5/2007) Ad makes fun of tamil words which has absolutely no relevance to the product being promoted.	July 2007 TVC was humorous and did not deride or show disrespect to any creed or community.
18.	Jain Fertility & Mother Care Hospital (The Road to Parenthood) Prayas Creation Rajasthan Patrika(*) (10/2006)	Ad (in Hindi) states - "Facility available for Infertile Couples", "Those couples who need ICSI in In-vitro Fertilization and couples who need ICSI because of very low sperm count must get themselves registered before 30th November 2006, so that ICSI can be done by Dr. Woodward himself as only 40 patients will be registered".	(Complaint received in 3/2007, from individual consumer, but referred by a GOI department) Ad appears to claim `complete cure of sterility in women, test tube baby', diseases which are mentioned in Schedule of the Drugs & Magic Remedies (Objectionable Advertisements) Act, 1954. Ad claiming treatment for such diseases is banned, as per the public notice issued by the Ministry of Health And Family Welfare. Ad is misleading and is in contravention of the provisions of the said Act.	August 2007 Performance of a clinical procedure as mentioned in the Ad, does not appear to be in contravention of The Drugs & Magic Remedies (Objectionable Advertisements) Act, 1954.

I&B
J.S. Bhatia
C.3067

19.	McNroe Chemicals Pvt Ltd(*) (Wild Stone Perfume Spray) Alchemist Brand Consulting Pvt Ltd Star Movies(*) (7/2007)	TVC shows - "in the backdrop of Bengali Durga Puja, a male and female model are making love".	(Complaint received in 8/2007) Ad shows the Bengali community in poor light, and hurts the sentiments and defiles an extremely sacred religious ritual among the Bengalis. **(Twelve similar complaints received against the same TVC).**	August 2007 Ad was not derogatory of a religious ritual, nor likely to cause grave or widespread offence.

Mr A. Chakraborty

C.3068

Suzanne D'Souza

C.3069

20.	Hindustan Unilever Ltd(*) (Kissan Mixed Fruit Jam) Lowe(*) T.O.I.(*) (7/2007)	Visual - "a boy finishing up the last dregs of milkshake from a glass". Headline states - "Milk disappears with Kissan Jam". Ad copy mentions a recipe for `Mixed Fruit Cooler' – "Melt 2 spoons of Kissan Mixed Fruit Jam with a spoon of sugar in a pan. Once it cools, blend this with a glass of milk and a scoop of vanilla ice cream. Pour over crushed ice and serve". Ad mentions, "Get a Recipe Booklet Free with every 500g bottle of Kissan Jam"	(Complaint received in 7/2007) The message seems geared to get children to drink a glass of milk. The sugar quantities of the recipe alone cancel out any goodness or nutrition that the glass of milk may have provided. Ad sends out the message that excessively sugary drinks are okay. Kids have enough to say no to without having calorific junk shoved into their milk. But Ad does not mention if the recipes have been formulated in collaboration with a nutritionist.	August 2007 Ad was not an apparent promotion of a harmful practice.
21.	Johnson & Johnson Limited(*) $ (Savlon soap) SSC&B Lintas Star Plus(*) (7/2007) Zee News(*) (7/2007)	"Birds and a dog are being made to perform in this commercial".	(Complaint received in 7/2007) The Government of India by virtue of its power vested in the Prevention to Cruelty to Animals Act, 1960, has framed the Performing Animals Registration Rules 2001. This Rule mandates that any person desirous of performing any animal, needs to seek prior permission from the prescribed authority. The Hon'ble High Court of Bombay has held that it is mandatory for all cinematographers including Ad film makers to seek No Objection Certificate from the Animal Welfare Board of India (AWBI), prior to performing the animals. The AWBI has denied the issuing of a performance certificate for the Savlon TVC.	September 2007 As the Ad was not produced in India, it was not in violation of the Performing Animals Registration Rules 2001; nor was it portrayal of an action which would violate the Prevention to Cruelty to Animals Act, 1960.

PETA

C.3065

Mr. A. Mansata
Concern for Citizen
C. 3074

22. $	Cox And Kings (India) Limited (Mega Malaysian Monsoon Dhamaka) Saatchi & Saatchi(*) T.O.I.(*) (7/2007)	Ad headline states - "Mega Malaysian Monsoon Dhamaka at only Rs.16,999". Ad copy states, "Already booked somewhere else? No problem. Just bring your receipt and we'll waive off the booking amount you paid to the other travel company from our package cost". Ad (in fine print) states – "Visas, taxes, Mediclaim Insurance, Tips extra".	(Complaint received in 8/2007) On enquiry with the Advertiser, the Complainant was informed that – He would have to pay Rs.10,000/- for Taxes, Visa, and Insurance. If a person was flying from Kolkata he would have to pay Rs.5000/- extra. The amount of waiver was limited to Rs.1500/-, even if the consumer had paid more than that amount. Ad is highly objectionable and misleading as it does not mention the extra charges of Rs.10,000/-, and also the additional charges of Rs.5000/- extra. Regarding the waiver amount, the Ad does not mention that `conditions apply'. Neither does it mention that this amount is restricted to Rs.1500/-.	September 2007 Complaint appeared to be a case of non-implementation of the offer as claimed by the Complainant, based on verbal interaction with the Advertiser. Ad was not misleading.

23.	Paras Pharmaceuticals Ltd(*) (Zatak Gold Deo Spray) Triton Comm(*) CNBC TV18(*) (8/2007)	TVC shows - "a man goes to visit the Pyramids of Egypt and the statues (mummies) of Queens and Goddesses come alive with passion because of the `Zatak Gold Deo Spray' used by the man". Ad says, "very very gold, very very sexy".	(Complaint received in 8/2007) The religious and cultural insensitivity that is shown in the Ad by depicting the statues of the then Goddesses and Queens as sexual objects, is objectionable.	September 2007 Ad was not objectionable as it did not portray cultural or religious insensitivities.

Anand Kulkarni
C. 3078

Tarun kumar
Ford India
C. 3077

24. #	Hyundai Motor India Ltd (Hyundai Verna) Shopping & Lifestyle (July 07 issue)	Ad states, "Alvida Fida!".	(Complaint received in 9/2007) The advertiser has used the Ford Fiesta baseline – "Go Fida" in a negative manner. The Ad for "Hyundai Verna" has used the term "Fida" with reference to the brand Ford Fiesta. The references are very specific to Fiesta and this does not constitute free and fair advertising.	September 2007 Exparte (absence of comments from the Advertiser). Slogan, "Alvida Fida!", stated in the Advertiser's Ad, was an advertising cliché used in a light humorous tone, and was not denigratory of the strapline, "Go Fida", stated in the Complainant's Ad.
25. #	Marico Ltd(*) (Saffola Cholesterol Management Atta Mix) McCann-Erickson India(*) Bangalore Times, T.O.I.(*) (3/2007)	Claim - "Adding of Saffola Cholesterol Management Atta Mix to the regular atta, while making rotis may reduce bad cholesterol by upto 29% in 3 months".	(Complaint received in 5/2007) Claim is misleading in as much as reportedly in the small single study allegedly conducted, a 29% decrease from baseline was observed in the Saffola atta administered group, but only 18.3% in the placebo group, therefore, the reduction in LDL-cholesterol that can be ascribed to the Saffola atta mix is at best 29% - 18.3% = 10.7%. Therefore, the true effect of the Saffola atta mix on LDL cholesterol would admittedly not be, in any case, more than 11-12%. As such, the tall and false claim of 29% cholesterol reduction is unjustified even on the data put in the public domain. The claim of 29% reduction is further unsustainable as the data reported worldwide on consumption of 25 g/d soy protein have been shown to lower LDL-cholesterol by 3-5% only. As such, the dramatic claim of 29% reduction is completely	October 2007 Claim was substantiated.

R. Bagga
HUL
C. 3047

			unsustainable and wholly misleading the consumers. The Website www.saffolalife.com gives further details of the product and quotes a study conducted by KEM Hospital (a Govt. hospital), Mumbai, which is most ill-equipped to deal with or to certify such health related claims.	
26.	Motorola India Private Limited (Motorazr2 Mobile Phone) Ogilvy & Mather(*) Star Cricket (9/2007)	TVC shows – a man and a woman fighting on the railway platform with their `Motorola Razr2'.	(Complaint received in 9/2007) The actions and stunts shown in the TVC, can be imitated by small kids and children, and similar actions can hurt any part of the body which in turn can lead to injury.	October 2007 TVC includes a precautionary warning which reads as, "For simulation purpose only. Please do not attempt".
27.	Godrej Consumer Products Ltd(*) # (Godrej No.1 Shampoo) Mudra Comm(*) ETV Marathi(*) (7/2007)	TVC shows - "a girl walking on a street with a basket of vegetables. The wind blows, her umbrella flies away and her hair gets very messy and she happens to drop the basket she is carrying. Once the wind stops, she sets her hair back in place with a sweep of her hand through the hair". Godrej No.1 Shampoo promises soft, tangle free and manageable hair as its benefit.	(Complaint received in 9/2007) 'Godrej No. 1 Shampoo' advertising bears similarity in execution to the advertising of `Chik Shampoo'. Since 2002, Chik shampoo's communication has always focused on soft and manageable hair. The TVCs always have an instance where the "protagonist's hair is disturbed and tangled due to external factor like wind. Thereafter, the protagonist uses Chik shampoo which makes her hair so soft and manageable that all it needs is a stroke of her hand to put her messy hair back in place. Over the last five years, Chik shampoo has turned this action of the hand into a property for the brand.	October 2007 Advertiser's Ad was not so similar to that of the Complainant's Ad, as to suggest plagiarism. Ad used a generic and intrinsic way of depicting soft and manageable hair.

Mr. A.K. Jeempala

C.3083

28.	Hindustan Unilever Ltd(*) (Axe Deodorant) Sony TV(*), Sab TV, Maa TV (September 07)	TVC shows - "many scantily dressed bikini clad women are running towards a semi-nude man".	(Complaint received in 9/2007) Ad is very indecent, obscene, and vulgar, and is not suitable for viewing with a family, kids in particular. **(Six similar complaints received against the same TVC)**	October 2007 Ad not likely to give rise to grave or widespread offence. Advertiser has been advised that as the said TVC is not suitable for family viewing, it should be shown on TV outside Family Viewing Hours, i.e. after 11.00 p.m.

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29. #	Havell's India Ltd (Totally Shockproof Life) Star Cricket (9/2007)	Anchor has been using the "Shockproof Electricals Accessories" proposition since the year 2000, while Havell's have made a similar proposition now, for "Totally Shockproof Life". Anchor has shown a situation of a boy reaching out to a door-bell and getting a shock. Havell's have shown a similar scene with a woman. Anchor shows the boy having a "hair raising" experience, literally. Havell's have shown the same.	(Complaint received in 10/2007) The proposition and visual treatments in the "Anchor" TVC have been copied by the "Havell's" TVC.	November 2007 Advertiser's Ad was not so similar to that of the Complainant's Ad, as to suggest plagiarism. Ad used a generic way of depicting "spiked hair resulting due to electric shock".

Art Advtg.

C.3086

30.	Havell's India Ltd (Totally Shockproof Life) ESPN (9/2007)	TVC shows - "a family with spiked hair styles which is shown to occur due to electric shock".	(Complaint received in 9/2007) Showing that electric shock will lead to change in hair style, may encourage children to imitate this by trying to shock themselves.	November 2007 Exparte (absence of comments from the Advertiser). Ad is humorous in nature, and the visual depiction of "change in hair style due to electric shock", is not likely to encourage children to imitate the same.

Vijaya Raghavan V.K

C.3093

Mr. Pradeep Jain

C-3089

31.	Pepsico India Holdings Private Ltd(*) $ (Kurkure) J. Walter Thompson(*) Sab TV (10/2007)	TVC shows - "people are getting sick of eating Mithais and preferring Kurkure over the Indian sweets".	(Complaint received in 10/2007) This is a disgraceful Ad as it shows the other product (Sweets) in bad light. **(One similar complaint received against the same TVC)**	November 2007 Ad did not disparage any brand or a product. ***Ad campaign was scheduled only for the festive season and is not on air .***

32.	Asian Paints Limited(*) (Asian Paints Tractor Emulsion) India TV (*) (10/2007)	TVC shows - a housewife saying to the Postman – "Kal se nahi aana. Kal se hum e-mail karenge".	(Complaint received in 10/2007) This is a total insult of the Postman and the postal services. There is no connection of the postal services with the product advertised – Asian paints.	November 2007 The remark of the pseudo-novean-riche housewife to the postman, was meant to project her status and was not intended to insult the Postman or the postal services.

Promodaran and Thaly

C-3090

33.	Metro Shoes Ltd (Metro Shoes) # iB&W Comm(*) Times Life, T.O.I.(*) (10/2007)	Ad shows - "a man in a suit, without the shoes and a call outline directly linking the exposed feet to the distorted statement `The Incomplete Man' to the statement `Since 1947'.	(Complaint received in 10/2007) M/s. Raymond Limited strongly objects to the distortion of their slogan, `The Complete Man' as `The Incomplete Man' in the Ad. Raymond has been using this slogan for several decades, and this slogan is almost inseparable from the brand Raymond. The Raymond logo unit in all brand communication also features the words `Since 1925'. The Ad of Metro shoes is a clear evidence of mal-intent and deliberate denigration of the Raymond brand, and associated values that the company has painstakingly built over eight decades.	November 2007 Ad does not denigrate the Complainant's brand.

R. K. Swamy BBDO

C-3092

Yojna Rai
C.3094

34.	Zapak Digital Entertainment Ltd (Online Multiplayer Games) Ideas At Work Hungama channel (10/2007)	TVC shows - "several children using abusive language like chapadganju, machron ke don, makiyon ke lion king, etc".	(Complaint received in 11/2007) The language used in the commercial is bad and abusive. The use of such rustic and abusive language by small children in the commercial encourages the children to catch up with the same kind of speech.	November 2007 Language used in the Ad was not abusive.

35.	Maruti Udyog Limited (Maruti Zen Estilo) Ogilvy & Mather(*) IBN7 (10/2007)	TVC shows - "a girl is eloping from her home with her boyfriend. As they are driving away, they see a checkpoint where the cars are being checked. Then a cop who happens to be the girl's father comes forward to check the car. He is impressed with the car and says "ghar basaanay ja rahey ho".	(Complaint received in 10/2007) The police officer shown in the Ad is not alert enough to see his own daughter is in the car. The Ad shows the police force in very poor light. **(One similar complaint received against the same TVC).**	November 2007 Ad is a humorous depiction of the mesmeric effect of the car on the person (as represented by the girl's father who is wearing jogging clothes in the Ad).

Ravi Chawla
C.3095

36.	Media Content & Communication Services Pvt Ltd (Star Maaza channel) Mudra Comm(*) Star Maaza channel (10/2007)	TVC shows - "the Marathi Folk Art of Maharashtra is being performed on the stage. Suddenly, the audience watching the show become violent and the stage is brought down by damaging the set".	(Complaint received in 10/2007) Ad gives a wrong impression that the new Marathi people do not like the old folk of Maharashtra.	November 2007 Ad does not show the folk art of Maharashtra in poor light.

Pramodkumar S. Thaly
C.3103

Pramodanand S. Thaly

C.3104

37.	Asian Paints Ltd(*) (Utsav Paints) Ogilvy & Mather(*) Star Utsav (10/2007)	TVC shows - "the housewife finds out early in the morning that the door of her house has been stolen".	(Complaint received in 10/2007) Complainant questions – Is it possible that the door painted by Utsav Paint can be stolen away? And if it is yes, then why will the people use this paint which gives mental stress by loss of property?	November 2007 Visual depicted in the TVC was considered to be an apparent exaggeration.
38.	Levi Strauss (India) Pvt Ltd (Levis Jeans) J. Walter Thompson(*) Roof Top Hoarding (Lucknow)	Ad shows - "a woman (semi-nude) is lying over a man (wearing only Jeans)".	(Complaint received in 11/2007) Ad is vulgar.	December 2007 Visual depicted was not indecent and not likely to give rise to grave or widespread offence, as no sensitive parts of the human anatomy either of the man or of the woman, was shown.
39.	Cadbury India Limited(*) (Cadbury Ulta Perk) Ogilvy & Mather(*) ETV Marathi(*) (10/2007)	TVC shows - "a postman comes to a house to deliver the letter. On seeing him, the dog starts barking. So the postman eats a `Cadbury Ulta Perk' chocolate and starts barking on that dog. The dog runs away in fright".	(Complaint received in 11/2007) This is an insult of the postman and the postal department.	December 2007 Ad portrayed a humorous situation and did not make any reference to the postal department.
40.	Pidilite Industries Ltd (Fevicol DDL Pidilint) Ogilvy & Mather(*) Doordarshan National channel (10/2007)	TVC shows - "a classroom in which primary school students are seen reading books, and the teacher is napping on the chair. Suddenly, he wakes up owing to a sound and goes to the spot from where the sound came. He finds the student's hair has turned grey. The teacher asks the student about his grey hair, the other fellow student gesticulate and makes fun of the teacher".	(Complaint received in 11/2007) Ad gives a bad message to the students specially the minors to make fun of the teacher and show disrespect to them.	December 2007 Ad portrayed a humorous situation and was not intended to make fun of the school teacher.

Anupam Bajaj C.3088

P. Thaly C.3099

Jayanta Deka

C.3100

P. Thaly
C. 3111

41.	Tata Tea Ltd(*) (Tata Tea Gold) Lowe(*) Zee TV(*) (11/2007)	TVC shows - "a police constable asks the shopkeeper for his packet (hafta). He collects the packet and drinks a cup of Tea without paying the cashier. There are sad expressions on the face of the police constable after receiving a `Biscuit packet', because that was not his expectation".	(Complaint received in 11/2007) Advertiser has shown about `corruption' to sell their product, and does not show any purchase of 'Tata Tea Gold'.	December 2007 Ad is depicted in a humorous and light hearted manner. ***Ad campaign discontinued.***

42.	Philips Electronics India Ltd(*) (Philips Rocket Jalao Gadi Chalao) Mudra Communications(*) The Times of India(*) – Times Nation (10/2007)	Ad mentions, "Get an assured Gift on all Audio Video purchase".	(Complaint received in 11/2007) Complainant purchased a `Philips 26" LCD' in October, from the retailer -Croma, Malad. On enquiring about this `Philips offer' with the retailer, the Complainant was told that "nothing of this sort was informed to them by Philips". He followed up with the retailer several times, but each time he was assured that they would check with Philips about this offer. Also, there was no response to his regular follow ups with Philips. Then, the Complainant called up the customer service numbers mentioned in the Ad, and the reply was that "the offer details and scratch cards has been sent to the retailer". According to the Complainant, this is an unfair trade practice from the Advertiser.	January 2008 Complaint was an isolated instance of non-fulfillment of the offer as presented in the Ad. ***Advertiser has made good the offer to the Complainant.***

Amit Deorukhkar
C. 3110

Roopsamrit Kaur

C-3113

43.	L'Oreal India P. Ltd(*) (Garnier Fructis Hair Conditioner) Star Plus(*) (11/2007)	TVC shows - "a girl pulling out a steel rod off a concrete slab with her long hair" Claim - "Garnier Fructis conditioner for long hair with active fruit concentrates".	(Complaint received in 11/2007) Ad misleads the viewers as it overclaims than the product can actually perform. The Ad claims that by using this conditioner hair becomes very strong but in reality the product falls short and leaves the hair dry and dull after use, for some days.	January 2008 Visual depicted was an apparent exaggeration to dramatize the features of the product. With respect to the effectiveness of the product, the Ad carries a super, "84% * less breakage. * Percentage of Indian women claiming effectiveness in a consumer test. Tested on 179 women. shampoo + conditioner".
44.	Paras Pharmaceuticals Ltd(*) (Set Wet Get Fair Cream) Triton Communications(*) Zee TV(*), Star Plus(*) (11/2007)	TVC shows - "a boy proposes to a girl but she rejects him because he is dark complexioned. Then the boy uses `Set Wet cream' and becomes fairer and soon every girl gets attracted towards him and wants to propose him". Ad says, "get fairer by using this cream". Slogan says, "very very sexy".	(Complaint received in 11/2007) Any cream cannot make one fairer and look sexy because looking fair and looking sexy are two different things.	January 2008 Ad was not objectionable as it was not discriminatory nor was it likely to give rise to grave or widespread offence.
45.	Zapak Digital Entertainment Limited (Zapak – Multiplayer gaming/online gaming) Ideas At Work Star World(*) (11/2007)	TVC shows - "a lady clothed in nun attire and having a mocking tone to her voice, which sure is synonymous to gamers".	(Complaint received in 12/2007) Using a nun for promoting a multiplayer game is defiling the deeply held values and beliefs of the Christian community. Other than being demeaning to the community, the Ad is demeaning to the Christian nuns.	January 2008 Visual depicted was not objectionable, as there was no demeaning of any religion in the Ad.

Harkiran Kaur

C-3114

Ms. Martina Anolik

C-3119

5.6

C.3133

46. Suo moto	Eureka Forbes Ltd(*) (Aquaguard Total Water Purification Systems) Triton Comm(*) Business & Economy (28 Dec 2007 – 10 Jan 2008)	Claims - "Over 40 lakh mothers trust only Aquaguard. It is, after all, the only purifier that's tested and certified by over 105 labs worldwide".	(Complaint registered in 1/2008) Claims need to be substantiated with proof, validated global industry/market data from an independent recognised audit/research institution.	February 2008 Chapter I.1. Claim, "Over 40 lakh mothers trust only Aquaguard", was not substantiated. **April 2008** **Decision on Review** Not Upheld. Advertiser provided Market Research Data, in support of the claim. Claim was substantiated.
47.	Aero Club (Woodland Apparels & Footwear) Karishma Advertising(*) Hindustan Times(*) (12/2007)	Ad shows - "a girl sitting cross-legged on the thighs of a man".	(Complaint received in 12/2007) Ad is cheap, suggestive, and is not in good taste.	February 2008 Visual depicted was not obscene so as to cause widespread offence.
48.	Life Insurance Corporation of India(*) (LIC Jeevan Tarang Policy) J. Walter Thompson(*) Various channels (11/2007)	TVC shows - "a little boy buys chocolates from a coin operated vending machine. He manages to insert the coin in an amusing way, presses the key, and gets the chocolate. But when he turns back, he sees lot of chocolates coming out from the machine. Then he stuffs his school bag with the chocolates".	(Complaint received in 12/2007) Ad message could be "you invest little and get more premium". But for a child viewer it is highly unethical to collect bagful of chocolates from a malfunctioning vending machine.	February 2008 Ad was not unethical.

CERC
P. Shah
C. 3106

49. $	Procter & Gamble Hygiene & Healthcare Ltd(*) (Pantene Pro-V Shampoo and Conditioner) Grey Worldwide (I) P. Ltd(*) Femina(*) (4/2007)	Claims - "Make it 100% stronger against hair damage", "..... to ensure even stronger hair, apply Pantene Conditioner", "This unique system with ½ milky lotion and Provitamin goodness strengthens your hair further".	(Complaint received in 11/2007) Claims need to be substantiated with proof, supporting technical information, with details of tests/trials reports from an independent recognised testing institution.	March 2008 Claim, "Make it 100% stronger against hair damage", was substantiated since the Ad mentioned that it was against non-conditioning shampoo.
50.	Reliance Communications Ltd(*) (Cricket Dhanadhan Pack) Leo Burnett(*) Doordarshan (12/2007)	TVC says - "Yeh India ka Cricket hai bhidu. Baller pite to gali bhidu "Puck Puck Puck".	(Complaint received in 12/2007) When children shout with this word "Puck Puck", it resembles as unparliamentary word "F**K". Ad encourages the children to use such words.	March 2008 Ad uses the words `funky funky funky', and not `paak paak paak' as mentioned in the complaint. Ad was not objectionable.
51. #	Godrej SCA Hygiene Limited (Libero Comfort Diapers) TBWA India P. Ltd Zee TV(*), Star TV(*) (1/2008)	Visual - `babies continuously laughing'	(Complaint received in 1/2008) "Libero Comfort Diapers" TVC blatantly plagiarizes the unique visual presentation and executional elements of `Pampers' TVC which was first aired on November 4, 2007 in the Philippines. The execution elements i.e. sound effect and visual presentation are very unique elements of the `Pampers' TVC. And all these elements have been blatantly plagiarized in the `Libero Comfort' TVC.	March 2008 Audio visual of "babies continuously laughing", is a generic way of depicting content and cannot be considered to be an advertising property. Advertiser's Ad was not similar to the Complainant's Ad in sound effects and visual presentation, so as to suggest plagiarism.

Ajit Joshi C. 3118

P&G
S. Vohra
C. 3123

Aditya Tibrewal
C.3136

52.	Reliance Communications Ltd(*) (Reliance Mobile – India's No.1 Network) Cartwheel Creative Consultancy Zee Cinema(*) (1/2008)	Claims - "Jahaan pani nahi, roshni nahi, zameen nahi, Reliance Network is present".	(Complaint received in 1/2008) Reliance Network is not available just 60 Kms from Mumbai on National Highway No.8 near Manor. How can the advertiser claim to have excellent network with such pathetic network signal. Claim appears to be false.	March 2008 Ad clearly mentions that "Reliance Network is available in 15000 towns 4 lakh villages". Claim, "No oxygen, No water, No land, No food, No fuel, No sunlight – total network", was not false.
53. #	Marketing Express Incorporation (HAIRSOREAL Micro Fibers) The Times of India(*) (1/2008)	Claim - "Instant Hair in 20 seconds".	(Complaint received in 2/2008) Claim needs to be substantiated with proof, supporting technical information with details of tests/trials reports from an independent recognised testing institution.	March 2008 Claim was not false.

Nutriskyn
C.3139