The Advertising Standards Council of India

25th Report & Accounts of 2010-11

ASCI 25 Years The Advertising Standards Council of India 1985-2010

ASCI
ADVERTISING WITH A CONSCIENCE

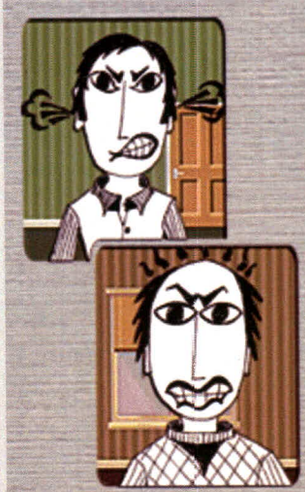
IT'S EASIER TO STOP AN EXPLICIT AD FROM RUNNING THAN TO PREVENT YOUR CHILD FROM WATCHING IT



IT TAKES 30 SECONDS FOR AN OFFENSIVE AD TO RUN AND ANOTHER 30 TO STOP IT FROM RUNNING



YOU HAVE THE RIGHT TO BE OFFENDED WHEN AN AD MAKES A FALSE CLAIM. AND ALSO THE RESPONSIBILITY TO REPORT IT.

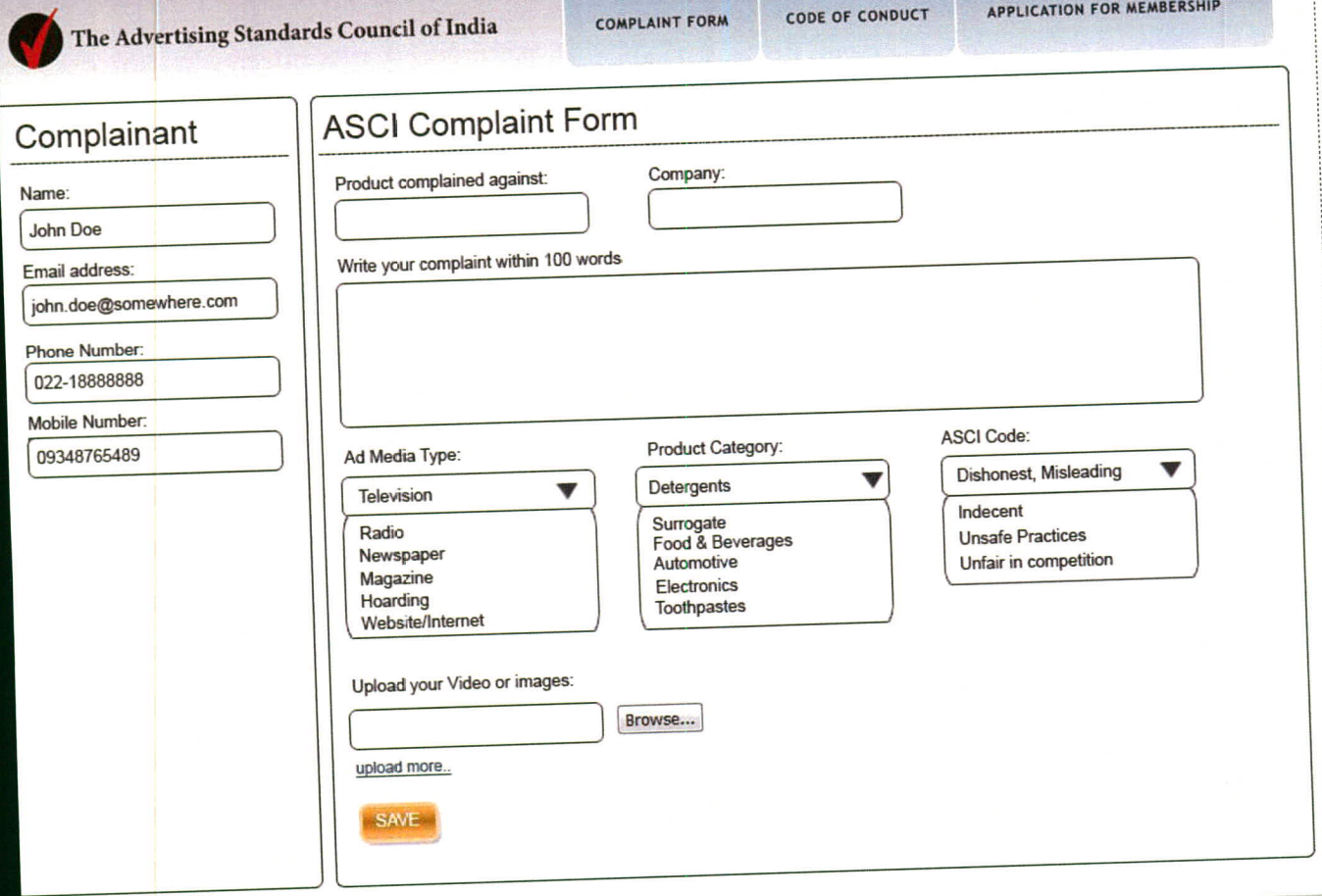


If you think
an Advertisement is
misleading, dishonest or indecent,
contact : ASCI

022-23513982, 1-800-22-8724 asci@vsnl.com



The Advertising Standards Council of India
78 Tardeo Road, Mumbai 400 034 www.ascionline.org


The Advertising Standards Council of India
COMPLAINT FORM
CODE OF CONDUCT
APPLICATION FOR MEMBERSHIP
Complainant
Name:
John Doe
Email address:
john.doe@somewhere.com
Phone Number:
022-18888888
Mobile Number:
09348765489
ASCI Complaint Form
Product complained against:
Company:
Write your complaint within 100 words
Ad Media Type:
Television
Radio
Newspaper
Magazine
Hoarding
Website/Internet
Product Category:
Detergents
Surrogate
Food & Beverages
Automotive
Electronics
Toothpastes
ASCI Code:
Dishonest, Misleading
Indecent
Unsafe Practices
Unfair in competition
Upload your Video or images:
Browse...
upload more..
SAVE

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

REGISTERED OFFICE : 219 Bombay Market, 78 Tardeo Road, Mumbai 400 034. Tel: 23513982 / 23521066
Fax: 23516863, Toll Free no.1800222724 e-mail: asci@vsnl.com website: www.ascionline.org

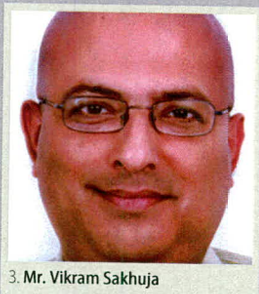
Board of Governors



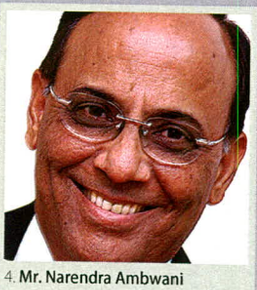
1. **Mr. Rajiv Dube**
Chairman (ASCI)
Director-Group Corporate Services
Aditya Birla Management
Corporation P. Ltd.



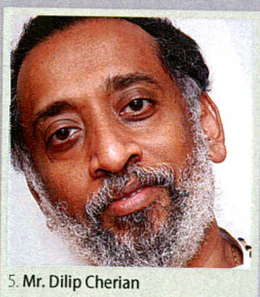
2. **Mr. G. Krishnan**
Vice-Chairman (ASCI)
Executive Director & CEO
TV Today Network Ltd.



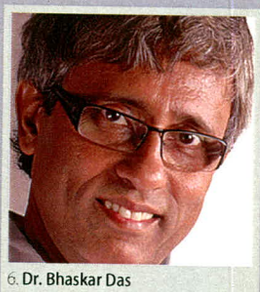
3. **Mr. Vikram Sakhuja**
Hon. Treasurer (ASCI)
CEO – South Asia
Group M Media India P. Ltd.



4. **Mr. Narendra Ambwani**
Director
Agro Tech Foods Ltd.



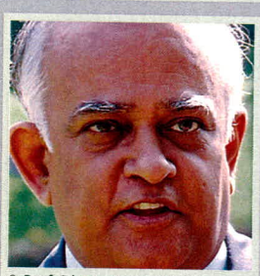
5. **Mr. Dilip Cherian**
Consulting Partner
Perfect Relations Ltd.



6. **Dr. Bhaskar Das**
President
Bennett Coleman & Co. Ltd.



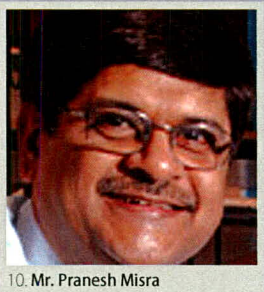
7. **Mr. Subhash Kamath**
Managing Partner
3BH Comms India P. Ltd.



8. **Prof. Dhananjay Keskar**
Director
IBS



9. **Mr. Shantanu Khosla**
Managing Director
Procter & Gamble Hygiene and Health Care Ltd.



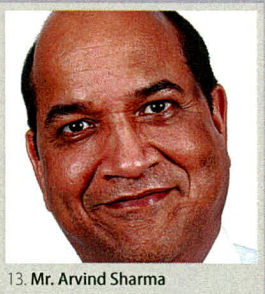
10. **Mr. Pranesh Misra**
Chairman & MD
Brandscapes Consultancy P. Ltd.



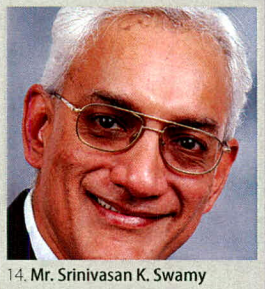
11. **Mr. Partha Rakshit**
Proprietor
Partha Rakshit Associates



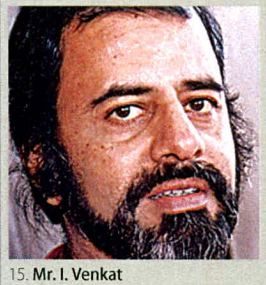
12. **Mr. Benoy Roychowdhury**
Executive Director
HT Media Ltd.



13. **Mr. Arvind Sharma**
Chairman of India Sub-Continent
Leo Burnett



14. **Mr. Srinivasan K. Swamy**
Chairman & Managing Director
R. K. Swamy BBDO P. Ltd.



15. **Mr. I. Venkat**
Director
Eenadu



16. **Mr. Gopal Vittal**
Executive Director - HPC
Hindustan Unilever Ltd.

Consumer Complaints Council Members

Consumer Complaints Council



1. **Mr. G. Krishnan**
Vice-Chairman (ASCI)
Executive Director & CEO
TV Today Network Ltd.



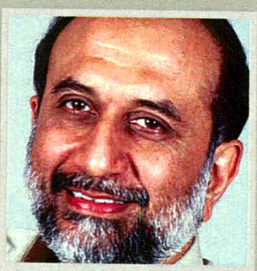
2. **Mr. Pramesh Arya**
Director – Op & Control
L'OREAL India P. Ltd.



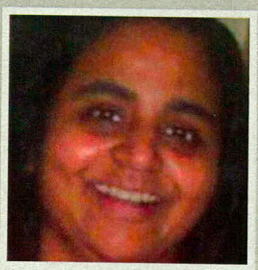
3. **Dr. (Ms.) Suma Chitnis**
Educationist
Ex Vice Chancellor SNDT



4. **Mr. Paritosh Joshi**
President, Adv. Sales & Distribution
Star India P. Ltd.



5. **Mr. Prem Kamath**
Consultant: Leadership &
Organizational Transformation



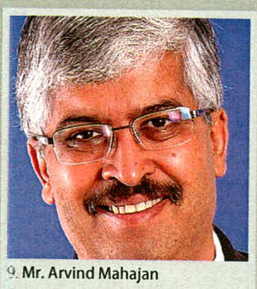
6. **Ms. Sangeeta Kapila**
General Manager Communication
Child Rights and You



7. **Mr. Sanjay Kher**
Director - Intellectual Property
Resource Centre (IPRC)



8. **Dr. Vaibhav Kulkarni**
Head – Regulatory
Abbott Healthcare P. Ltd.



9. **Mr. Arvind Mahajan**
Executive Director-Business
Advisory Services
KPMG Advisory Services P. Ltd.



10. **Prof. Anurag Mehra**
Professor & Head Dept of Chemical
Engineering, IIT



11. **Mr. Bejon Misra**
Managing Trustee, Healthy You Foundation



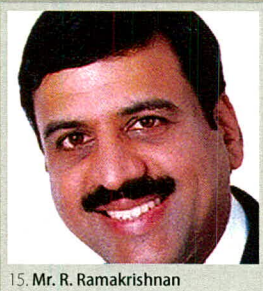
12. **Mr. S. K. Palekar**
Management Educationist
S. P. Jain Institute



13. **Ms. Hephzibah Pathak**
President
Ogilvy & Mather



14. **Dr. R. D. Potdar**
Consultant – Public Health Stategies & Programmes



15. **Mr. R. Ramakrishnan**
Executive Director
Bajaj Electricals Ltd.



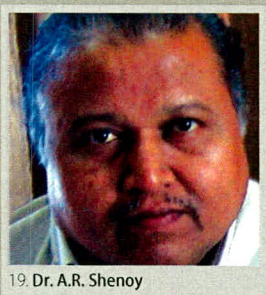
16. **Ms. Nandini Sardesai**
Maharashtra State Commission for Women
Central Board of Film Certification



17. **Mr. Sumedh Shah**
Former Director
Professional Management Group



18. **Ms. Kalpana Sharma**
Independent Journalist, Columnist, Media Consultant, Author: Rediscovering Dharavi



19. **Dr. A.R. Shenoy**
Former Chairman
Consumer Guidance Society of India



20. **Mr. Shashi Sinha**
Executive Director
Lodestar Universal Media



21. **Mr. Umesh Shrikhande**
CEO
Contract Advtg (I) Ltd.

Attendance of the members of the **Board of Governors** of The Advertising Standards Council of India at Board Meetings from 276th meeting held on April 6th, 2010 to the 288th, meeting held on March 10th, 2011. (13 Meetings held)

Name of Member		Meetings Applicable	Meetings Attended
Mr. Rajiv Dube		11	11
Mr. G. Krishnan		13	5
Mr. Vikram Sakhuja		13	7
Mr. Narendra Ambwani		13	5
Mr. Dilip Cherian		13	5
Dr. Bhaskar Das		13	4
Mr. Madhukar Kamath	(a)	1	1
Mr. Subhash Kamath	(b)	7	4
Mr. Vikram Kaushik	(c)	11	5
Prof. Dhananjay Keskar		13	7
Mr. Shantanu Khosla		13	7
Mr. Pranesh Misra		13	7
Mr. Partha Rakshit		13	9
Mr. Benoy Roychowdhury	(d)	2	2
Mr. Arvind Sharma		13	6
Mr. Srinivasan K. Swamy		13	8
Mr. I. Venkat		13	8
Mr. Gopal Vittal		13	3

(a) Retired 4/2010
(b) w.e.f. 9/2010
(c) Resigned 2/2011
(d) w.e.f. 2/2011

Attendance of the members of the **Consumer Complaints Council** of The Advertising Standards Council of India at CCC Meetings from 282nd meeting held on April 27th , 2010 to the 293rd meeting held on March 22nd , 2011. (12 Meetings held)

Name of Member		Meetings Applicable	Meetings Attended
Board Representative		12	9
Mr. Pramesh Arya		12	6
Dr. (Ms.) Suma Chitnis		12	12
Mr. Paritosh Joshi		12	6
Mr. Prem Kamath		12	7
Ms. Sangeeta Kapila		12	5
Mr. Sanjay Kher		12	3
Dr. Vaibhav Kulkarni	(a)	6	3
Mr. Arvind Mahajan		12	3
Prof. Anurag Mehra		12	4
Mr. Bejon Misra		12	8
Mr. S. K. Palekar		12	5
Ms. Hephzibah Pathak	(b)	6	4
Dr. (Ms.) Shilpa Patil	(c)	6	1
Dr. R.D. Potdar		12	4
Mr. R. Ramakrishnan		12	6
Mr. Madhukar Sabnavis	(d)	6	1
Ms. Nandini Sardesai		12	11
Mr. Sumedh Shah		12	9
Ms. Kalpana Sharma		12	4
Dr. A. R. Shenoy		12	11
Mr. Shashi Sinha		12	7
Mr. Umesh Shrikhande		12	5

(a) w.e.f. 10/2010
(b) w.e.f. 10/2010
(c) Resigned 10/2010
(d) Resigned 10/2010

March 31st , 2011

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 -	10/08
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 -	4/10
Kamath Subhash	9/10 -	
Kant Ravi	1/2000 -	6/05
Kapur Ranjan	5/94 -	4/95
Kapadia Bharat	4/95 -	9/05
Kaushik Vikram	9/05 -	2/11
Keskar Dhananjay	9/04 -	
Khalap Kiran	9/98 -	9/99
Khanna M. K.	9/92 -	9/93
Khorakiwala F. T.	8/89 -	9/99
Khosla Shantanu	7/05 -	
Kurian K.	10/85 -	6/88
Krishnan G.	1/03 -	
Mahindra Harish	10/85 -	12/86
Manerikar V. V.	9/97 -	5/01
Manwani Harish	3/99 -	3/2000
Mariwala Harsh	6/96 -	9/96
Mathew Jacob	3/90 -	9/2000
Mehta Karl	10/85 -	7/88
Misra Pranesh	9/05 -	
Mody Zia	8/99 -	9/04
Murali N.	10/85 -	6/88
	9/98 -	9/06
Nanjundaiah Shashidhar	6/03 -	9/03
Nerker Ashok	8/89 -	9/98
Patel Bharat V.	8/95 -	7/05
Paranjpe Nitin	2/06 -	6/08
Peerbhoy Bunty	8/93 -	7/95
Pereira Roger	10/85 -	9/97
Poddar Ram	11/98 -	9/08
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 -	
Roychowdhury Benoy	2/11 -	
Sakhuja Vikram	12/08 -	
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.	9/06 -	
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 -	

March 31st, 2011

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

Agarwal Rajiv	9/90 -	7/95
	7/99 -	12/01
	& 2/02 -	12/02
Agarwal Sharda	7/04 -	2/05
Ansari Tarique	10/94 -	3/95
Arya Pramesh	6/07 -	
Athavankar U. A.	7/86 -	9/04
Ayer S. R.	7/88 -	9/90
Balsara Farokh	4/05 -	10/06
Balsara Sam	9/99 -	8/2000
Bhandari L.	10/85 -	4/88
Bijapurkar Ashoke	9/04 -	5/05
Bilimoria Pheroza	9/90 -	10/91
Bose Amol Kumar	10/91 -	9/92
Chinai Jaimini	8/99 -	5/01
Chitnis Suma	2/03 -	
Das Bhaskar	9/06 -	8/07
Deshpande Anuradha	10/04 -	11/09
D'Monte Darryl	12/99 -	11/09
Das Gurcharan	10/85 -	4/88
Dasgupta A.	12/93 -	7/95
Dube Rajiv	9/09 -	8/10
Ghosal Subash	10/85 -	4/88
Gonsalves Camille	12/02 -	5/05
Halve Anand	9/96 -	12/97
Jain Harish	5/87 -	4/88
Jain Urmila	9/2000 -	8/01
Jayaraman N.	1/92 -	4/99
Jhawer P. K.	7/86 -	8/96
Joshi Paritosh	1/06 -	
Kamath Madhukar	9/07 -	9/08
Kamath M. V.	10/85 -	9/95
Kamath Prem	6/08 -	
Kant Ravi	5/02 -	8/02
Kapadia Bharat	9/98 -	8/99
Kapila Sangeeta	4/08 -	
Karkaria Bachi	12/99 -	4/2000
Keskar Dhananjay	9/08 -	9/09
Khanna M. K.	7/88 -	8/90
Kher Sanjay	2/03 -	
Khorakiwala F. T.	10/93 -	9/94
Khosla Shantanu	12/05 -	9/06
Kohli Swarn	7/88 -	9/04
Krishnan R.	5/04 -	4/08
Krishnan G.	9/10 -	
Kulkarni Ravi	7/88 -	6/95
Kulkarni Vaibhav	10/10 -	
Kshirsagar E. A.	10/94 -	10/04
Kurian K.	12/89 -	12/03
Lentin Bakhtawar	12/89 -	7/95
Mahajan Arvind	6/08 -	
Marfatia Akhil	12/89 -	11/93
Mathew Jacob	6/96 -	8/97
Mehra Asit	12/95 -	5/99
Mehra Anurag	8/09 -	
Mehta Bansi	10/85 -	9/94
Memon Ayaz	4/02 -	3/04
Misra Bejon	1/10 -	
Mody Zia	6/95 -	7/99
Motwani Pushpa	10/85 -	9/92
Murali N.	9/02 -	10/03
Mukherjea Peter	9/96 -	4/97
Mundkur Bal	9/90 -	11/91
Murthy N. V. K.	10/85 -	9/89

Nair M. K. B.	12/95 - 11/99
Narayankhedkar K. G.	8/06 - 7/08
Narayanan V.	10/85 - 4/88
Nayak Raj	2/02 - 12/02
Palekar S. K.	4/05 -
Pant Rajesh	5/97 - 1/02
	1/03 - 5/05
Patel Aakar	7/04 - 12/05
Patel Bharat V.	9/97 - 8/98
Patel Udayan	12/02 - 10/04
Pathak Hephzibah	10/10 -
Patil Shilpa	12/06 - 10/10
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 - 10/10
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 -
Sharma Kalpana	1/10 -
Shenoy A. R.	12/05 -
Singhal Rajrishi	7/01 - 1/02
Singh Digvijay	1/96 - 5/96
Sinha Shashi	10/02 -
Singh Khushwant	10/85 - 4/88
Sista S. V.	3/93 - 9/96
Sopariwala Dorab	10/96 - 8/97
Shrikhande Umesh	1/06 -
Srinath Ingrid	11/02 - 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

ASCI ARTICLES OF ASSOCIATION - 55 (a) & (b) : CONSUMER COMPLAINTS COUNCIL

a) The Board of Governors shall appoint Consumer Complaints Council consisting of 21 members, 12 of whom shall be from professions and activities not related to advertising and the remaining nine from member Companies to examine and investigate the complaints received from the Consumers and the General public including the members regarding any breach of the Code of Conduct and/or advertising ethics and to recommend the action to be taken in that regard.

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

List of **Members** - As on March 31st, 2011

Category A

Advertisers

1. Abbott Healthcare P. Ltd.
2. ACC Ltd.
3. Adani Wilmar Ltd.
4. Aditya Birla Management Corp P. Ltd.
5. Agro Tech Foods Ltd.
6. Akbarallys
7. Amara Raja Batteries Ltd.
8. Ambuja Cements Ltd.
9. Aptech Ltd.
10. Asian Paints (I) Ltd.
11. Ayurvedic Sumshodhanalaya (Pune) P. Ltd.
12. Bajaj Electricals Ltd.
13. Bacardi India P. Ltd.
14. Bajaj Auto Ltd.
15. Bayer Pharmaceuticals P. Ltd.
16. Bharat Petroleum Corp Ltd.
17. Bosch Ltd.
18. Britannia Industries Ltd.
19. Cadbury India Ltd.
20. Cadila Health Care Ltd.
21. Camlin Ltd.
2.2. Castrol India Ltd.
23. Ceat Ltd.
24. Citibank N. A.
25. Coca-Cola India Inc
26. Colgate Palmolive (India) Ltd.
27. Crompton Greaves Ltd.
28. Dabur India Ltd.
29. Datamatics Global Services Ltd.
30. DBS Bank Ltd.
31. Diageo India P. Ltd.
32. Eveready Industries India Ltd.
33. Eureka Forbes Ltd.
34. Ferrero India P. Ltd.
35. Force Motors Ltd.
36. Ford India P. Ltd.
37. General Mills India P. Ltd.
38. General Motors India P. Ltd.
39. Glaxosmithkline Pharmaceuticals Ltd.
40. Glaxosmithkline Consumer Healtcare Ltd.
41. G.M. Pens International P. Ltd.
42. Godfrey Phillips (I) Ltd.
43. Godrej & Boyce Mfg. Co. Ltd.
44. Godrej Consumer Products Ltd.
45. Godrej Sara Lee Ltd.
46. Gujarat Co-op Milk Mktg Federation Ltd.
47. Gujarat Tea Processors & Packers Ltd.
48. GTM Teleshopping P. Ltd.
49. Guthy Renker Marketing P. Ltd.
50. Hawkins Cookers Ltd.
51. Hardcastle Restaurants Pvt. Ltd.
52. Heinz India P. Ltd.
53. Henkel India Ltd.
54. Hero Honda Motors Ltd.
55. Hindalco Industries Ltd.
56. Hindustan Pencils P. Ltd.
57. Hindustan Unilever Ltd.
58. Hindustan Petroleum Corp Ltd.
59. HDFC Bank Ltd.
60. H.D.F.C. Ltd.
61. Honda Siel Power Products Ltd.

62. ICICI Bank Ltd.
63. ICICI Prudential Life Insurance Co.
64. IDBI Bank Ltd.
65. Indian Oil Corporation Ltd.
66. Indofil Chemicals Co.
67. ING Vysya Life Insurance Co. Ltd.
68. I.T.C. Ltd.
69. ION Exchange (I) Ltd.
70. Jet Airways (India) Ltd.
71 J.G. Hosiery P. Ltd.
72. J.K. Helene Curtis Ltd.
73. J.K. Tyre & Industries Ltd.
74. Johnson & Johnson Ltd.
75. Kansai Nerolac Paints Ltd.
76. Kellogg India P. Ltd.
77. Kimberly Clark Lever P. Ltd.
78. Life Insurance Corporation of India
79.Lodha Group
80. L'OREAL India P. Ltd.
81. Max Newyork Life Insurance Co. Ltd.
82. Max Bupa Health Insurance Co. Ltd.
83. McNROE Consumer Products P. Ltd.
84. MRF Ltd.
85. Madras Cements Ltd.
86. Marico Ltd.
87. Maruti Suzuki India Ltd.
88. National Aviation Co. of India Ltd.
89. Nestle India Ltd.
90. NIIT Ltd.
91. Nirma Ltd.
92. Nivea India P. Ltd.
93. Nokia India P. Ltd.
94. Novartis (I) Ltd.
95. N. Ranga Rao & Sons
96. Nuzen Herbal P. Ltd.
97. Orient Paper & Industries Ltd.
98. Ozone Ayurvedics
99. Ozone Overseas Ltd.
100. Paras Pharmaceuticals Ltd.
101. Pfizer Ltd.
102. Parle Products P. Ltd.
103. Perfetti Van Melle India P. Ltd.
104. Pepsi Foods P. Ltd.
105. PepsiCo India Holdings P. Ltd.
106. Pernod Ricard India P. Ltd.
107. Philips Electronics India Ltd.
108. Procter & Gamble Hygiene & Health Care Ltd.
109. Reliance Communications Ltd.
110. Reliance Industries Ltd.
111. Reckitt Benckiser (I) Ltd.
112. Saregama India Ltd.
113. Sanjeevan Ayurvedic Super Speciality Clinic
114. S. C. John son Products P. Ltd.
115. Siemens Ltd.
116. Shriram Chits (Karnataka) P. Ltd.
117. S. Kumars Nationwide Ltd.
118. Tata Chemicals Ltd.
119. Tata Coffee Ltd.
120. Tata Consultancy Services Ltd.
121. Tata Motors Ltd.
122. Tata Services Ltd.
123. Tata Steel Ltd.
124. Tata Global Beverages Ltd.
125. Tata Teleservices Ltd.
126. The Bombay Dyeing & Mfg. Co. Ltd
127. The Hongkong & Shanghai Banking Corp Ltd.
128. The Peerless General Finance & Inv. Co. Ltd.
129. 3 M India Ltd.

130. Titan Industries Ltd.
131. Total Oil India P. Ltd.
132. Triumphant Institute of Management Education
133. TTK Healthcare Ltd.
134. TTK Prestige Ltd.
135. United Biscuits P. Ltd.
136. United Spirits Ltd.
137. VIP Industries Ltd.
138. Vodafone Essar Ltd.
139. Volkswagen Group Sales India P. Ltd.
140. Voltas Ltd.
141. VST Industries Ltd.
142. Whirlpool of India Ltd.
143. Wipro Ltd.
144. Wrigley India P. Ltd.
145. Wyeth Ltd.
146. WWS Skyshop P. Ltd.
147. YES Bank Ltd.

Category B

Press / Media

1. Adsert Web Solutions P. Ltd.
2. Amar Ujala Publications Ltd.
3. Balkaar People Net P. Ltd.
4. Bennett Coleman & Co. Ltd.
5. Business India Publications
6. Business Standard Ltd.
7. Chitralekha
8. Dainik Bhaskar Group
9. Deccan Chronicle Holdings Ltd.
10. Diligent Media Corporation Ltd.
11. Discovery Comms India
12. Divya Broadcasting Network P. Ltd.
13. Eenadu
14. Gavakari Prakashan
15. HT Media Ltd.
16. Independent News Service P. Ltd.
17. Indian Express Newspapers
18. Jai Hind Daily
19. Kasturi & Sons Ltd.
20. Living Media India Ltd.
21. Lokmat Media Ltd.
22. Malayala Manorama Co. Ltd.
23. Mid-Day Infomedia Ltd.
24. Multiscreen Media P. Ltd.
25. Naidunia Media P. Ltd.
26. Neo Sports Broadcast P. Ltd.
27. Neutral Publishing House Ltd.
28. Outlook Publishing India P. Ltd.
29. Parsiana Publications P. Ltd.
30. Rajasthan Patrika P. Ltd.
31. Sahara One Media & Entertainment Ltd.
32. Sakal Papers Ltd.
33. Sanmarg P. Ltd.
34. Star India P. Ltd.
35. Taj Television India P. Ltd.
36. Tata Sky Ltd.
37. Television Eighteen India Ltd.
38. The Bombay Samachar P. Ltd.
39. The Hind Samachar Ltd.
40. The Mathrubhumi Printing & Publishing Co. Ltd.
41. The Printer (Mysore) Ltd.

42. Turner General Entertainment Network India P. Ltd.
43. TV Today Network Ltd.
44. The Walt Disney Co. (India) P. Ltd.
45. VJM Media P. Ltd.
46. Viacom18 Media P. Ltd.
47. Zee Entertainment Enterprises Ltd.

Category C

Ad Agencies

1. Advertising Avenues (I) P. Ltd.
2. Adsyndicate Services P. Ltd.
3. Akar Advtg & Mktg. P. Ltd.
4. Akshara Advertising Ltd.
5. Adwit (India) P. Ltd.
6. Astral Advtg. & Mktg. India P. Ltd.
7. Avanti Communications
8. Bates India P. Ltd.
9. BBH Comms India P. Ltd.
10. Bensons Advertising P. Ltd.
11. Capital Advertising P. Ltd.
12. Carat Media Services (I) P. Ltd.
13. Cheil India P. Ltd.
14. Contract Advertising India
15. Crayons Advertising Ltd.
16. Dattaram Advertising P. Ltd.
17. daCunha Comms. P. Ltd.
18. Dentsu Communications P. Ltd.
19. Dentsu Marcom P. Ltd.
20. Draft FCB-Ulka Advertising P. Ltd.
21. Equus Advertising Co. Ltd.
22. Euro RSCG Advertising P. Ltd.
23. Everest Brand Solutions P. Ltd.
24. Four Winds Mass Comm Services
25. Garuda Advertising P. Ltd.
26. Goldmine Advertising Ltd.
27. Grey Worldwide (I) P. Ltd.
28. Group M Media India P. Ltd.
29. HTA Mktg. Services P. Ltd.
30. Interads Advertising P. Ltd.
31. Interface Comms. P. Ltd.
32. Inter Publicity P. Ltd.
33. Jaya Advertising P. Ltd.
34. J. Walter Thompson
35. Karishma Advertising P. Ltd.
36. Leo Burnett
37. Law & Kenneth Comms (I) P. Ltd.
38. Lintas India P. Ltd.
39. Maa Comms Bozell Ltd.
40. Magnum Intergrafiks P. Ltd.
41. Marketing Consultants & Agencies Ltd.
42. McCann-Erickson (I) P. Ltd.
43. Metieta Media Solutions P. Ltd.
44. Madison Comms P. Ltd.
45. Manipal Advertising Services P. Ltd.
46. Mass Mktg & Advertising Services P. Ltd.
47. Mindset Advertising P. Ltd.
48. Mode Advertising & Mktg. P. Ltd.
49. Mudra Communications P. Ltd.
50. Multimedia Aquarius P. Ltd.
51. Nac Advertising P. Ltd.
52. Nakshatra
53. Naren Advertising & Marketing
54. Navnitlal & Co.
55. Network Advertising P. Ltd.
56. Newfields Advertising P. Ltd.
57. Ogilvy & Mather P. Ltd.
58. Overture Comms P. Ltd.

59. Pen A Trait Comms (I) P. Ltd.
60. Percept H P. Ltd.
61. Publicis Comms P. Ltd.
62. Prem Associates Advertising & Mktg.
63. Pressman Advertising Ltd.
64. Quadrant Comms. Ltd.
65. R. K. Swamy BBDO P. Ltd.
66. Raka Advertising & Mktg. P. Ltd.
67. Ratan Batra P. Ltd.
68. Rediffusion D Y & R
69. Remya Advertising
70. Roger Pereira Comms P. Ltd.
71. Saatchi & Saatchi Ltd.
72. Sai Advertisers
73. Seasons Advertising Associates
74. Shutters Advertising Services
75. Six Inches Communication P. Ltd.
76. Snappers Advertising & Mktg P. Ltd.
77. Sobhagya Advertising Service
78. Span Communications
79. Sreshta Communications
80. Standard Publicity P. Ltd.
81. Sunflower Mktg & Advertising
82. Surya Adsystems P. Ltd.
83. Swift Intermedia Convergence Ltd.
84. TBWA Anthem P. Ltd.
85. Egg Communications P. Ltd.
86. The Flagship Advertising P. Ltd.
87. Touchstone Advertising & Mktg Services
88. Triton Comms P. Ltd.
89. TV Ads
90. XEBEC Comms P. Ltd.

Category D
Allied Professions

1. Aaren Advertising P. Ltd.
2. Bang Bang Films P. Ltd.
3. Brandscapes Consultancy P. Ltd.
4. Bright Group of Publications
5. Buchanan Group
6. Captions Outdoor Advertising
7. CIABC
8. CESC Ltd.
9. Dorab R. Sopariwala
10. Henry Raval Production
11. Highlight Films P. Ltd.
12. IHCTM
13. IBS
14. IMS Learning Resources P. Ltd.
15. MGM's Institute of Mgt. Studies & Research
16. Mudra Institute of Comms
17. Neonite Corporation
18. NMIMS University
19. Partha Rakshit Associates
20. Paul Media Promoters
21. Perfect Relations Ltd.
22. S. Team
23. Sayani Radiotel Advertising
24. S. P. Jain Institute of Management & Research
25. The Nielsen Company
26. The Tobacco Institute of India
27. Unique Blocks
28. UTV Software Comms Ltd.
29. Xavier Institute of Comms

Report of the Board of Governors

We take pleasure in presenting the Twenty-Fifth Annual Report of the Advertising Standards Council of India, together with the Statement of Accounts for the period April 2010 to March 2011.

Highlights of the Year

ASCI Ad & PR Campaign

ASCI launched an Advertising Campaign during the year to increase awareness and usage of ASCI. The Series of 4 Hinglish Films as well as two in Tamil was carried pro bono by many TV Channels like Star News, Star Ananda, Star MAAZA, Aaj Tak, CNN IBN &IBN7.Newspapers and Magazines like Hindustan Times, Times of India, Jagran, Sakal, Rajasthan Patrika,Lokmat, Amar Ujala and The Week also carried the Advertisement pro bono. The impact of the campaign has been very encouraging. The Board expresses its gratitude to Mr. Subhash Kamath and his team from BBH-India for developing the campaign and to Mr. Sam Balsara and Mr. Vikram Sakhuja for helping itsrelease pro bono in the media.

Sampark, the PR Agency appointed by ASCI has been very supportive of its drive to increase awareness and usage of ASCI among various stakeholders including Consumers, Opinion leaders, Regulations and Advertising Industry members. There has been a substantial increase of positive stories on ASCI appearing in media especially on line and print media. Sampark also played an extensive role in keeping ASCI in the limelight at the Goafest.

ASCI appointed Inc Value as its Marketing Consultant to increase the awareness of ASCI amongst its stakeholders. They have created a wikipedia page for ASCI. They have also helped develop a marketing strategy for ASCI through its involvement in the Goafest, redesigning of the website and ASCI AmbassadorsProgram at the Goafest and in the E4M Conclave

Board of Governors Members

During the year, Mr. Madhukar Kamath retired from the Board having completed 10 years of dedicated service on the Board as well as having served as Chairman of ASCI. The Board wishes to place on record its appreciation of the valuable services rendered by Mr. Madhukar Kamath during his tenure. Mr. Subhash Kamath was co-opted to the Board, to fill the consequential vacancy left by Mr. Madhukar Kamath in the 'Advertising Agencies' category. Mr. Vikram Kaushik resigned from Board. The Board wishes to place on record its appreciation of the valuable services rendered by him during his tenure. Mr. Benoy Roychowdhury, Executive Director, of HT Media Ltd. was co-opted to the Board to fill the vacancy in the 'Press/Media' category.

Consumer Complaints Council (CCC) Members

During the year, Mr. Rajiv Dube retired from the CCC. Dr. (Ms.) Shilpa Patil and Mr. Madhukar Sabnavis resigned from the CCC. Mr. G. Krishnan, Dr. Vaibhav Kulkarni and Ms. Hephzibah Pathak 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.

CCC - Analysis of Decisions on Complaints

The CCC met 12 times and considered 777 complaints against 190 Ads of which, 104 were Upheld, whilst 80 were Not Upheld and 6 were considered Non-Issues. The provisions of the ASCI Code which have been contravened the most, appears to be Chapter I.1 claims not substantiated or false (36 Ads), Chapter I.4 misleading (38 Ads), Chapter II offensive to generally accepted standards of public decency (2 Ads), Chapter III - refers to dangerous practices (19 Ads).

Compliance of the CCC decisions

Out of the 104 complaints which were Upheld, in 84 cases the Advertisements have been withdrawn or modified appropriately in line with the CCC decisions. Written assurance of compliance for 20 complaints have not yet been received. Incidence and details of compliance not confirmed of the CCC decision upholding a complaint against an advertisement are not only reported via the quarterly report issued to the ASCI members, media and relevant Govt. & NGO organizations, but also to the concerned media associations (IBF for TV and INS for print Ads) and regulatory authorities (I&B Ministry for TV and Press Council for Print Ads). Monthly PR release which is widely carried by the media also reports details of the CCC decisions including where compliance is not confirmed in writing.

Originwise Analysis of Complaints

Out of the complaints processed against 190 Ads during the year, 80 were intra industry received from advertisers and ad. agencies, in respect of misleading or unfair competitive advertising. Of these, 50 were Upheld, 29 were Not Upheld and 1 was a Non-Issue; assurance of compliance has been received for 42 of these Upheld complaints. It is encouraging to observe that the rate of compliance of Upheld decisions is higher in intra industry complaints than in respect of consumer originating complaints.

Of 7 suo motu complaints registered by ASCI Secretariat or CCC, 6 were Upheld; of these, in 2 cases the Advertisements have been withdrawn or modified appropriately in compliance with the CCC decisions, whilst assurance of compliance is awaited for 4 Ads. 1 suo motu complaint was Not Upheld. Of the 13 complaints received from Consumer Representational Organisations, in 5 cases the Ads have been withdrawn or modified appropriately; assurance of compliance is still awaited for 4 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.

Out of the balance complaints received from the general public against 90 Ads,39 were upheld, 46 were not upheld, and 5 were non-issues. Out of 39 upheld complaints, 35 Advertisers confirmed written compliance while for 4 complaints no confirmation in writing of compliance were received. Your council's focus is to communicate more and more to the general public on the existence of ASCI where they will get redressal incase they find an objectionable advertisement.

A summary of all the complaints processed during the year is provided in the Compilation of CCC decisions, 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 by the members, at the time of development of every Advertisement. ASCI has also initiated the ASCI Ambassadors program in which ad agency people and advertisers take pledge to follow the ASCI Code when preparing ads. Your Council offers free Copy Advice Service to its members. More pro active use of this Service by members would help reduce incidence of complaints being made or upheld against members advertisements.

Memberships

Your Council is pleased to report that due to active follow-up by the Board members and the Secretariat, 20 new members have enrolled during the year. However, 14 members did not renew their memberships. The total number of members now stands at 313.

ASCI Wins EASA Global Bronze Award

ASCI was presented the Best Practice Bronze Award at the 8th edition of the European Advertising Standards Alliance (EASA) Awards. ASCI received this Award for its exceptional work in the field of education and specifically for its ad guidelines to ensure trustworthy advertising for educational services. This is the second time that ASCI has won the EASA Award. It was previously honoured by EASA in 2007.

World Federation of Advertising (WFA) Project

ASCI has made considerable progress on the WFA sponsored Project to increase Awareness & Usage of ad content Self Regulation and ASCI India. Initially a ASCI Benchmark Consumer Survey was conducted. There was a fair degree of awareness of ASCI amongst Industry members. Various measures were adopted to increase the level of awareness amongst Consumers, activists, industry members and regulators. These included the launch of an e-magazine (Ezine), redesigning the website to make it more interactive with facebook, twitter and an online complaint system.

ASCI Ezine

ASCI launched a quarterly e magazine on 1st October 2010. The first issue dealt with the ASCI seminar on Marketing Responsibly. The second issue was brought out in January 2011. It portrayed the status of ASCI vs Effective Self Regulation Framework provided by WFA. This benchmark exercise indicated that ASCI meets most if not all self regulation best practice requirements. Extensive coverage of ASCI's Guidelines on Education and also Self governance of the News Broadcast content were extensively covered. The Third Ezine came out in May 2011.It focused on the theme of 'Advertising with a Conscience with prominence given to the Goafest and ASCI winning the EASA Bronze Award for its work on Educational Guidelines

Guidelines for Advertising of Educational Sector

ASCI introduced specific Guidelines for the educational sector advertising effective December 1st, 2010.The new set of guidelines takes note of the fact that a significant amount of advertising activity is currently happening in the education sector, reflecting the vast variety of educational programs being offered in the country.

The proposed advertising guidelines for educational institutions, among other things: prohibits institutions and programs from claiming recognition, authorization, accreditation, or affiliations without having proper evidence; requires that name and place of the Affiliated Institution which provides degrees and diplomas on behalf of the Advertiser who may not be accredited by a mandatory authority, is prominently displayed in the ad.; educational institutions should promise jobs, admissions, job promotions, salary increase, etc. without substantiating such claims and also assuming full responsibility if claimed in the same advertisement; discourages institutions from claiming success in placements, student compensations, admission to renowned institutes, marks and rankings, and topper student testimonials unless every such claim also is substantiated with evidence

Guidelines for Supers/disclaimers

ASCI's Board of Governors issued a minimum size and duration requirement for superimposed text (or "Supers") used to communicate disclaimer, qualifications, conditions etc for print and TV advertisements. This is because in many cases such "Supers" are not clearly legible and both, the consumers and members ASCI's Consumer Complaints Council (CCC) have been requesting ASCI to come up with minimum size criteria for "Supers" so that disclaimers and qualifications of claims being made are also clearly seen in the ad. This requirement of minimum size and duration of "Supers" was effective January 1st, 2011.

Website

ASCI redesigned its website during the year. The Home Page was redesigned with brighter colours to make it more attractive. Updates of Press Clippings and Press Releases are done regularly. The online complaint system is linked to the Home Page. Latest CCC Decisions have a link on the home page with a scroll down facility. The ASCI Pledge and a list of those who have signed the Pledge is available on the website. Google and Youtube search facility is linked to website. Content of mission, about us, objectives and why ASCI has been redrafted in simpler English. ASCI Website has become more attractive and has got greater hits than ever before.

ASCI at the Goa Fest

ASCI made its presence felt at the AAAI-Mumbai Ad Club's Goafest 2011. It associated with Goafest

to further entrench the need for Self Regulation in Indian Advertising among people who create advertising. One of the highlights of these initiative was the launch of Creativity with A Conscience Contest at the Goafest.

The 'Creativity with a Conscience' Contest was conceptualized as an exciting opportunity to engage about 90 young advertising and marketing professionals under the umbrella of being creative but with a conscience. ASCI conducted a workshop on Social Media Networking at the Goafest. This was a launching pad for ASCI adding Facebook & Twitter in its new avatar on the web.ASCI is grateful to Gitanjali Sriram of Naked Communications for organizing pro bono the Social Media Workshop.The collaboration between Lynn de Souza of AAAI and Subhash Kamath of the ASCI Board made it a memorable event.

Ambassador Programme

ASCI Board Members and Indian Stalwarts took the pledge 'To advertise with a conscience' at the Goafest Advertising Conclave on April 7th More than 200 Ambassadors signed the pledge on the digital wall at the Goafest. The pledge was also signed digitally by 95 professionals at the recent E4M Conclave in Mumbai and Delhi The pledge has been taken at both these events by about 500 & 300 Advertising Professionals respectively.

Status of Legal Cases Against Your Council

A complaint has been filed by Vicco before Competition Appellate Tribunal", praying inter alia against ASCI publishing the impugned decision of the Consumer Complaints Council. Final Arguments are scheduled to come up shortly.

A Suit was filed by Century Plyboards (I) Ltd. seeking a perpetual injunction restraining ASCI from acting in furtherance of their orders communicated to Century Plyboards (I) Ltd. ASCI filed an appeal being Appeal No. 1483 of 1999, for setting aside the said Order and disposal of the Appeal.

Indo Bio-Tech Foods Ltd ("Indo Biotech") filed a Suit against ASCI restraining ASCI from entertaining any complaints against Indo Biotech and/or from taking any action/ decision against the advertisements pursuant to such complaints.

Emami filed the Suit in the Calcutta High Court challenging two orders dated March 3, 2000 (the "Orders"). Emami also filed an application (T. No. 945 of 2000) for ad-interim reliefs in terms of seeking a stay of the Orders which stay was granted by the Calcutta High Court by an ex-parte order dated April 12, 2000.

Suit No. 695 of 2004 is filed by J.K. Tyres for a decree of permanent and mandatory injunction against the ASCI from publishing, circulating, advising through print or electronic or any other media and acting upon the impugned decision of the CCC dated February 10, 2004.

The present status for the above cases is that the Suits are pending hearing for final disposal and are likely come up for hearing in the ordinary course. Your Council is actively following up on the cases.

ASCI In the News

Thanks to the efforts of Sampark PR as well as our Board members, ASCI has been in the news throughout the year.

Press Conferences with Board Members, Consultative Committee members and the Secretary General resulted in Articles, News Items and Interviews in a variety of Publications like The Times of India, Deccan Chronicle, DNA,FE Brandwagon, Mid-day, Pune Mirror, Hindustan Times, Loksatta, Prabhat Khabar, Sakal, Financial Express, Economic Times, Business Standard etc. The Electronic Media highlighted the contributions of ASCI. NDTV Profit, Zee News and CNBC brought to focus various issues facing ASCI. Radio Mirchi also added to its spice with an interview with an ASCI

Spokesperson. ASCI grabbed the headlines with, "ASCI Wins EASA Honours for Best Practice in Education Sector Advertising; "Industry Pledges To Create Ethical Ads"; "False Claims: Phony Ad Blizes are too common'Monkey Business – ASCI Upholds Complaints against 6 Educational Ads;"ASCI & I&B Ministry To Plan Fresh Guidelines For Surrogate Advertising".

With greater awareness of ASCI, the Self Regulation Movement has taken a quantum leap forward.

Financial Results

	This year Rs.	Previous year Rs.
Income	1,32,89,208	89,63,630
Expenditure	68,90,630	34,48,511
Excess of Income over expenditure for the year	63,98,578	55,15,119
Add: Transfer from Accumulation under Section 11 (2) as amount no longer required	28,94,664	7,53,591
Balance at the beginning of the year	46,54,686	45,00,114
	1,39,47,928	1,07,68,824
Less:		
(i) Accumulation under Section 11(1)(a) of the Income tax Act 1961	18,69,877	12,14,138
(ii) Accumulation under Section 11(2) of Income tax Act 1961	76,00,000	49,00,000
	94,69,877	61,14,138
Balance carried to Balance Sheet Rs.	44,78,051	46,54,686

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 2010, and of the excess of income over expenditure of the Company for the year ended on that date;
3. they have taken proper and sufficient care for the maintenance of adequate accounting records in accordance with the provisions of the Companies Act, 1956, for safeguarding the assets of the Company and for preventing and detecting fraud and other irregularities; and
4. they have prepared the annual accounts on a going Concern basis.

Particulars of Employees:

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

Conservation of Energy and Technology Absorption:

During the year under report, there was no activity relating to conservation of energy and / or technology absorption.

Foreign Exchange Earnings and Outgo:

During the year under Report, there were no earnings or outgo in respect of foreign exchange.

Auditors:
M/s. Lalit Khanna & Co. Chartered Accountants, retire and are eligible for reappointment. Members are requested to appoint auditors to hold office upto the conclusion of the next Annual General Meeting and to fix their remuneration.

The Twenty-fifth Annual General Meeting will be held on Thursday 8th, September 2011.

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

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

Category B-Press/Media
Dr. Bhaskar Das & Mr. Benoy Roychowdhury

Category C-Advertising Agencies
Mr. Arvind Sharma & Mr. Vikram Sakhuja

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

On behalf of the Board of Governors,

RAJIV DUBE
CHAIRMAN

NOTICE

A Meeting of the Board of Governors shall take place immediately after the Annual General Meeting on **September 8th, 2011**.

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 fifth Annual General Meeting are requested to attend this meeting.

RAJIV DUBE
CHAIRMAN

AUDITORS' REPORT

TO THE MEMBERS OF
THE ADVERTISING STANDARDS COUNCIL OF INDIA

1. We have audited the attached Balance Sheet of THE ADVERTISING STANDARDS COUNCIL OF INDIA as at 31st March, 2011 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, 2011 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, 2011 ; 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
(Registration No. 105564W)

Lalit Khanna
Partner
Membership No. 5185

Place: Mumbai, Date: 14th July, 2011

BALANCE SHEET AS AT 31st MARCH 2011

	Schedule	Rupees	This Year Rupees	Previous Year Rupees
I. SOURCES OF FUNDS:				
1. Corpus and Reserves				
(a) Council's Corpus	A		35,98,180	35,58,180
(b) Reserves and Surplus	B		3,27,70748	2,63,72,170
TOTAL RUPEES			3,63,68,928	2,99,30,350
II. APPLICATION OF FUNDS				
1. Fixed Assets				
(a) Gross Block	C	30,75,681		30,70,881
(b) Less: Depreciation		16,37,739		15,23,889
(c) Net Block			14,37,942	15,46,992
2. Investments	D		2,76,00,000	2,13,00,000
3. Current Assets, Loans and Advances				
(a) Accrued Interest on Investments and Bank Deposits			3,65,482	6,07,929
(b) Unbilled Revenues			6,77,522	0
(c) Cash & Bank Balances	E		63,55,742	65,64,337
(d) Loans and Advances	F		3,90,806	1,99,162
			77,89,552	73,71,428
4. Less:				
Current Liabilities & Provisions				
(a) Current Liabilities	G		1,42,528	71,520
(b) Provisions	H		3,16,038	2,16,550
			4,58,566	2,88,070
Net Current Assets			73,30,986	70,83,358
TOTAL RUPEES			3,63,68,928	2,99,30,350

As per our report of even date attached
For **Lalit Khanna & Co.**
Chartered Accountants
(Registration No. 105564W)

(Lalit Khanna)
Partner
Membership No. 5185
Mumbai : 14/07/2011

For and on behalf of the
Board of Governors

Chairman
Rajiv Dube

Member
Narendra Ambwani
G. Krishnan
Subhash Kamath
Partha Rakshit

INCOME AND EXPENDITURE ACCOUNT FOR THE YEAR ENDED 31ST MARCH, 2011

Sl. No.	Particulars	This year Rupees	Previous Year Rupees
	INCOME		
1	Membership Subscription	72,51,000	67,34,500
2	Interest on Investments and Bank Deposits	25,40,946	22,09,130
3	Receipts for the project to increase awareness and usage of ASCI	18,57,512	0
4	Sponsorship and Delegate fees for Seminar	16,24,750	0
5	Other Income	15,000	20,000
		1,32,89,208	89,63,630
	EXPENDITURE		
6	Salaries, Wages and Bonus	10,24,969	8,11,378
7	Printing, Stationery and Xerox charges	2,47,041	2,18,836
8	Electricity Charges	72,242	79,699
9	Telephone Expenses	1,55,040	1,11,859
10	Travelling & Conveyance	1,94,689	1,41,696
11	Subscriptions and Fees	76,718	89,060
12	Legal and Professional charges	10,15,830	8,16,074
13	Postage and Courier charges	53,644	62,719
14	Audit Fees	27,000	27,000
15	Miscellaneous Expenses	1,74,123	1,63,288
16	Seminar Expenses	15,84,204	0
17	Public Relations Consultancy Services	9.92,700	4,97,453
18	Marketing Consultant's Fees	3,30,900	0
19	Website Expenses	1,80,000	0
20	Other expenses to increase awareness and usage of ASCI	6,47,680	2,24,792
21	Provision for Tax	0	76,000
22	Depreciation	1,13,850	1,28,657
	Total Expenditure	68,90,630	34,48,511
	Excess of Income over Expenditure for the year	63,98,578	55,15,119
	Add (i) : Transfer from Accumulation under section 11 (2) as amount no longer required	28,94,664	7,53,591
	(ii) Balance at the beginning of the year	46,54,686	45,00,114
	Amount available for accumulation and appropriations	1,39,47,928	1,07,68,824
	Accumulations And Appropriations		
	(i) Accumulation under section 11(1) (a) of the Income tax Act, 1961	18,69,877	12,14,138
	(ii) Accumulation under section 11(2) of the Income tax Act, 1961	76,00,000	49,00,000
	Balance carried to Balance Sheet	44,78,051	46,54,686
		1,39,47,928	1,07,68,824

As per our report of even date attached
For **Lalit Khanna & Co.**
Chartered Accountants
(Registration No. 105564W)

(Lalit Khanna)
Partner
Membership No. 5185
Mumbai : 14/07/2011

For and on behalf of the
Board of Governors

Chairman
Rajiv Dube

Member
Narendra Ambwani
G. Krishnan
Subhash Kamath
Partha Rakshit

Schedules annexed to and forming part of the Balance Sheet as at 31st March 2011 and the Income and Expenditure Account for the year ended on that date

	This year Rupees	Rupees	Previous year Rupees	Rupees
SCHEDULE A				
Council's Corpus				
Balance as at the beginning of the year		35,58,180		34,86,180
Add : Entrance fees received during the year		40,000		72,000
		35,98,180		35,58,180
SCHEDULE B				
Reserves & Surplus				
(i) Accumulation under Section 11(1)(a) of the Income tax Act 1961				
As per last Balance Sheet	71,39,947		59,25,809	
Add : Amount accumulated in the current year	18,69,877		12,14,138	
		90,09,824		71,39,947
(ii) Accumulation under Section 11(2) of the Income tax Act, 1961				
As per last Balance Sheet	1,45,77,537		1,04,31,128	
Less : Transferred to Income and Expenditure Account as amount no longer required	28,94,664		7,53,591	
	1,16,82,873		96,77,537	
Add : Amount accumulated in the current year	76,00,000		49,00,000	
		1,92,82,873		1,45,77,537
(iii) Surplus as per Income & Expenditure Account		44,78,051		46,54,686
		3,27,70,748		2,63,72,170

SCHEDULE C

SCHEDULE OF FIXED ASSETS ANNEXED TO AND FORMING PART OF THE BALANCE SHEET AS AT 31st MARCH 2011

Sr. No.	Description of the Assets	COST				DEPRECIATION				NET BOOK VALUE	
		As at the beginning of the year ₹	Additions during the year ₹	Deductions during the year ₹	As at the end of the year ₹	Upto the beginning of the year ₹	For the year ₹	Deductions ₹	Upto the end of the year ₹	As at 31st March 2011 ₹	As at 31st March 2010 ₹
1.	Office Premises	22,13,159	0	0	22,13,159	8,81,818	66,567	0	9,48,385	12,64,774	13,31,341
2.	Computers	4,16,324	4,800	0	4,21,124	3,62,468	21,753	0	3,84,221	36,903	53,856
3.	Air Conditioners	38,000	0	0	38,000	26,306	1,627	0	27,933	10,067	11,694
4.	Office Equipments	1,61,690	0	0	1,61,690	83,763	10,840	0	94,603	67,087	77,927
5.	Furniture & Fixtures	2,41,708	0	0	2,41,708	1,69,534	13,063	0	1,82,597	59,111	72,174
	Total Rupees	30,70,881	4,800	0	30,75,681	15,23,889	1,13,850	0	16,37,739	14,37,942	15,46,992
	Previous Year Total Rupees	30,56,881	14,000	0	30,70,881	13,95,232	1,28,657	0	15,23,889	15,46,992	16,61,649

Schedules annexed to and forming part of the Balance Sheet as at 31st March 2011 and the Income and Expenditure Account for the year ended on that date (continued)

	This Year Rupees	Previous Year Rupees
SCHEDULE D		
Investments (at cost) - Unquoted Long term Investments		
1. Bonds		
8% Savings (Taxable) Bonds, 2003	2,56,00,000	2,03,00,000
2. Fixed Deposits With Housing Development Finance Corporation Ltd.		
(a) 9.55 % Premium Deposit Annual Income Plan	0	10,00,000
(b) 8.00 % Annual Income Plan	10,00,000	0
(c) 9.10 % Non-cumulative Deposit - Platinum	10,00,000	0
	20,00,000	10,00,000
	2,76,00,000	2,13,00,000
SCHEDULE E		
Cash and Bank Balances		
(i) Cash in hand	3,158	5,477
(ii) Savings Account with a Scheduled Bank	0	1,18,800
(iii) Term Deposits with Scheduled Banks	63,52,584	64,40,060
	63,55,742	65,64,337
SCHEDULE F		
Loans and Advances Unsecured Considered good		
(i) Deposits	18,000	18,000
(ii) Prepaid Taxes	2,02,382	99,798
(iii) Loans To Staff	85,000	23,000
(iv) Other Advances Recoverable in cash or in kind or for value to be received	85,424	58,364
	3,90,806	1,99,162

Schedules annexed to and forming part of the Balance Sheet as at 31st March 2011 and the Income and Expenditure Account for the year ended on that date (continued)

	This Year Rupees	Previous Year Rupees
SCHEDULE G		
Current Liabilities		
a) Subscription received in advance	25,500	12,500
b) Sundry Creditors	1,17,028	59,020
	1,42,528	71,520
SCHEDULE H		
Provision for Tax	76,000	76,000
Provision for Leave Encashment	2,40,038	1,40,550
	3,16,038	2,16,550

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 Fees for taxation services ₹ 20000/- (previous year ₹ 13000/-) are paid to M/s Lalit Khanna & Associates, which is the sole proprietorship of Mr. Lalit Khanna who is one of the partners of M/s Lalit Khanna & Co., the Auditors of the Council.

3 Miscellaneous Expenses include:-

	This year ₹	Previous year ₹
Staff Welfare Expesnes	25,672	20,436
Insurance	1,026	1,045
Repaires to Premises	3,419	12,648
Computer Repairs	53,670	45,287
Other Repairs	6,150	4,288

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

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

SCHEDULE J

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

THE ADVERTISING STANDARDS COUNCIL OF INDIA

SCHEDULE ANNEXED TO THE BALANCE SHEET AS ON 31.03.2011
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**	**2011**
	Date	Month	Year

II Capital raised during the year (Amount in ` Thousands)

Not Applicable

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

Total Liabilities	Total Assets
36827	**36827**
Sources of Funds	
Corpus	Reserves & Surplus
3598	**32771**
Secured Loans	Unsecured Loans
-	-
Application of Funds	
Fixed Assets	Investments
1438	**27600**
Net Current Assets	Misc. Expenditure
7331	-
Accumulated Losses	
-	

IV	Performance of Company (Amount in ` Thousands)	
	Turnover **13289**	Total Expenditure **6891**
	Profit before tax **6399**	Profit after tax **6399**
	Earning per Share in 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

As per our report of even date attached
For **Lalit Khanna & Co.**
Chartered Accountants
(Registration No. 105564W)

(Lalit Khanna)
Partner
Membership No. 5185
Mumbai : 14/07/2011

For and on behalf of the
Board of Governors

Chairman
Rajiv Dube

Member
Narendra Ambwani
G. Krishnan
Subhash Kamath
Partha Rakshit

REPORT OF CONSUMER COMPLAINTS COUNCIL (CCC)
COMPLAINTS THAT WERE **UPHELD** BY THE CCC

From April 2010 to March 2011

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

Advertisements Modified Appropriately / Withdrawn / Concluded

1. #	Aswini Homeo & Ayurvedic Products Ltd (Aswini Homeo Arnica Hair Oil) Media House Mktg & Advtg DD6 Oriya (2/2010), ETV Oriya (2/2010), Vijay TV Tamil (1/2010)	TVC shows - "a person whose hair was earlier not growing. Post application of the product, not only has it increased to normal rate, but has actually grown at double the normal rate of hair growth. The hair growth shown is 6 inches in 6 months (i.e. 2.5 cm/month)". Claim – "hair fall control in 4 months". Claim – "Dandruff control in 6 months".	As per accredited scientific research and findings, the normal rate of hair growth is around 1 cm/month. Ad is featured based on only data of one individual which is not statistically significant. No scientific data or support is indicated in support of this claim.	**April 2010** Chapter I.1. Claims, "hair fall control in 4 months", and "Dandruff control in 6 months", were not substantiated with clinical tests/trials reports. **TVC modified.**
2.	Bajaj Allianz Life Insurance Co Ltd (Bajaj Allianz Shield Plus) Disney XD(*) (2/2010)	TVC of Bajaj Allianz makes a comparison with a Fixed Deposit in any Bank, in a taunting and indecent manner. Further, the TVC says that Fixed Deposit does not give any tax benefit.	This is not correct since the Fixed deposit done for a period of 5 years and above qualify for Income tax benefit under section 80 (C). Ad appears to degrade Fixed Deposit schemes. **(One similar complaint received against the same TVC)**	**April 2010** Chapters IV.1(d) and IV.1(e). As the TVC compares the advantages of Insurance products with Fixed Deposit scheme, there is likelihood of the consumer being misled as a result of the comparison. Also, the Ad unfairly denigrates other products directly. **Suo motu complaint** Claim made in

				the TVC of "170% minimum guaranteed", needs to be substantiated. (Complaint Not Upheld at June CCC meeting). **TVC withdrawn.**
3.	Godrej Sara Lee Ltd(*) (Good Knight Aerosol) Chutti TV	TVC shows - "Aerosol as a fragrant and the actors are inhaling it".	This is highly objectionable as one must not inhale a pesticide even if it is safe. These insecticides are far more dangerous and should not be inhaled directly. TVC is being aired on children's channel and is giving new ideas to children in order to endanger their lives.	**April 2010** Chapter III.2 (b). Visual depiction of "a girl inhaling a mosquito repellent spray", shows a dangerous act which is likely to encourage minors to emulate them in a manner which could cause harm or injury. **TVC modified.**
4.	Nestle India Ltd(*) (Nestle Maggi Ketchup) Disney XD(*), Nick channel (3/2010)	TVC shows - "an obese aged gentleman consuming unhealthy fried burger". Claim - "Make India Healthy".	Ad creates an impression that by consuming unhealthy food India can be made healthy. Such depiction of consumption of such unhealthy food with the advertised product as accompaniment by the persons of old age is certainly not recommended or advisable as it is contradictory to healthy eating habits. **(One similar complaint received against the same TVC).**	**April 2010** Chapter I.4. Inspite of the TVC being humorous, the visual of "an obese aged man eating a burger", shown in conjunction with the claim, "Make India Healthy", is misleading. **TVC discontinued.**

5. #	Hindustan Unilever Ltd(*) (Dove Treatment Shampoo) Colors(*), Star Gold(*), Zee Cinema(*) (3/2010)	Claim – "Dove Treatment shampoo treats the dandruff without making the hair dry and rough". Super states - "this claim is based on lab studies for non conditioning shampoo Vs. Dove Treatment shampoo with conditioner treatment".	Ad is claiming the efficacy of Dove Treatment Shampoo over other ordinary anti-dandruff shampoos, whereas, in reality the tests have been done between Dove Treatment shampoo Vs non conditioning shampoo and not an anti dandruff shampoo. Accordingly, the claim that "ordinary anti dandruff shampoo makes your hair dry and rough" is not supported by any valid research / tests / studies and has no authenticity. The claim is disparaging to all the other anti dandruff shampoos in the market. The Dove Treatment shampoo tries to prove its efficacy by way of a Cotton Ball Test, wherein on moving a cotton ball on the hair washed by Dove Treatment shampoo, the cotton ball slides smoothly on the hair. However, when the cotton ball is moved on the hair washed with an ordinary anti dandruff shampoo its fibers stick in the hair. In order to test the accuracy of the Cotton Ball Test, the Complainant carried out a "Cotton Ball Demo Nullification Test" with 3 shampoos. It was observed that the cotton does not stick even on the hair washed with a non conditioning shampoo contrary to the Cotton Ball Test shown in the Dove Treatment shampoo Ad.	**April 2010** Chapter I.4. "Comparison made between Dove treatment shampoo with a non conditioning/low conditioning shampoo", is misleading. **TVC withdrawn by the Advertiser prior to the communication of the CCC decision.**

6. #	Hindustan Unilever Ltd(*) (New All Clear Shampoo) TVC aired on various channels (1/2010)	TVC shows - "a popular film personality invites two girls from the audience to come up to the stage, and says that they will need to clear the Zero dandruff test. The visual then shows the first girl bowing her head and in the process exposing lots of dandruff on her scalp. The girl says "But I use (followed by beep, beep, beep sound) shampoo".	The lip movement of the first girl shown in the TVC clearly indicates that she is referring to Head & Shoulders anti-dandruff shampoo (H&S). In order to avoid direct reference to H&S, the TVC craftily uses a beep beep sound. The TVC unfairly attacks and discredits the product – H&S by implication.	**April 2010** **Not Upheld.** The lip movement of the girl in the TVC is not clear to indicate any other brand, and hence there is no denigration of the competitor's brand.
		Claim - "Only New All Clear Shampoo can give zero dandruff and that no other shampoo can give the said result"	Claim is false, misleading, and needs to be substantiated with scientific technical and consumer data.	**Upheld** Chapter I.4. Claim of "zero dandruff", is misleading to the consumers who may be lead to believe that New All Clear shampoo totally eliminates dandruff. **Advertiser informed that the TVC carries a qualifier for the claim "Zero dandruff".**
7.	Micromax Informatics Ltd (Micromax Q5 FB Mobile) Lowe(*) Neo Cricket(*) (2/2010)	TVC shows - "a boy crossing the road and at the same time he is typing a message on his cell phone. And because of him, two cars collide with each other. The boy types this incidence on his mobile phone, and he himself gets hit by a car badly. After a car hitting the boy, a message appears `Really sorry'.	If people start imitating this Ad, then there will be many life threatening roadside accidents. **(One similar complaint received against the same TVC.)**	**April 2010** Chapters III.2 (b) and III.3. Ad shows dangerous acts which are likely to encourage minors to emulate them in a manner which could cause harm or injury. Also, the visual depiction shows a dangerous practice

				without justifiable reason. **TVC discontinued.**
8.	General Motors India P. Ltd(*) (Chevrolet Cruze) NDTV 24x7, Ten Sports(*), IBN7, Colors(*) (2/2010)	TVC shows - "two cars racing and dangerously overtaking between lanes. Young boys blasting music in the car".	TVC encourages reckless driving and blatant disregard for road rules, safety and traffic rules. TVC appears to be violating all speed limits within a city. **(Five similar complaints received against the same TVC).**	**April 2010** Chapter III.3 of the ASCI Code, and Clause B of the Guidelines On Advertisements For Automotive Vehicles. The actions portrayed in the visuals depicted in the TVC show dangerous practices and manifest a disregard for safety without justifiable reason. Ad shows speed in a manner which encourages unsafe or reckless driving, which could harm the driver, passengers and/or public. **TVC discontinued.**
9. #	Johnson & Johnson Ltd(*) (Stayfree Secure Ultra Thin Napkins) Zee TV(*), Star Plus(*), Sony TV(*), DD1 (3/2010)	TVC claims - "Stayfree Secure Ultra Thin Napkin's gel technology converts the heavy flow into gel form and locks it, which is impossible in other napkins". Super states - "Napkins without super absorbent polymer".	Claim is false and misleading. There are other sanitary napkins in India that do not contain a super absorbent polymer and which provide the same benefit viz., absorb / lock liquid on heavy flow days. The other sanitary napkin with an orange packaging	**May 2010** Chapter I.4. Claim is misleading, as there are other sanitary napkins in India that provide the same benefit as claimed. TVC does not

			shown in the TVC being a useless product when compared to Stayfree Secure Ultra Thin napkins is a tacit reference to another product – Whisper Choice (which also has the same orange packaging). The claims made are disparaging and denigrating the product – Whisper Choice sanitary napkins.	disparage and denigrate the competitor's product (sanitary napkin with an orange packaging). **Advertiser assured appropriate modification of the TVC.**
10 suo motu.	Godrej Consumer Products Ltd(*) (Godrej Hair Dye) Star Gold(*) (1/2010)	Claims - "3 times less hairfall", "Has the trust of 4 crores of people"	Claims needs to be substantiated with supporting technical submission, comparative data with other hair dyes, and data from research conducted by recognised independent agency.	**May 2010** **Upheld.** Chapter I.1. Claim, "3 times less breakage", was not substantiated. **Subsequently, the Advertiser provided supporting data verified by an independent third party in substantiation of the claim.** **Not Upheld.** Claim, "Has the trust of 4 crores of people", was substantiated through an independent Market Research Survey.
11.	Scorpio Enterprise (Natraj Atta Maker) Gujarat Samachar (3/2010)	Ad in Gujarati (as translated in English) claims - "Natraj Atta Maker costs only 60 paisa for grinding 1kg fine flour".	It is observed that the said Atta Maker consumes 1.09 unit of electric power for grinding approx. 5.5 kgs of fine flour, and if the cost of investment is	**June 2010** Chapter I.1. In the absence of technical substantiation/ certification,

			added, the actual cost per kg grinding is almost more than double the amount they are claiming.	the claim, "saves grains upto 25%", is not substantiated.
		Claim - "Natraj Atta Maker with inbuilt vacuum cleaner has a single switch operation"	Claim is false, as it is observed that there are more than one switches for the operation of various functions of the atta maker.	Claim, "Nataraj Atta Maker costs only 60 paisa for grinding 1 kg fine flour", has been proved, and hence is not misleading.
		Claims - "saves grains upto 25%", "your fitness formula"	Claims need to be substantiated.	Claim, "has a single switch operation", is not false as a single switch has been provided for the inbuilt vacuum cleaner. **Advertiser assured that they have stopped using the claim, "saves grains upto 25%", in their Ads.**

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12. #	Reliance Communications Ltd(*) (Reliance CDMA) Cartwheel Creative Consultancy TVC aired on various channels	Claim - "all calls made on the net (Reliance to Reliance) are unlimited".	Advertiser has not specified that – - the unlimited calls are restricted to a Fair Usage cap of 2700 minutes that are applicable to the On-net calling to prevent any abuse due to commercial use. - Fair Non commercial usage cap of half an hour per day would be applicable for Non-Reliance calls. - All Non-Reliance calls beyond 30 mins / day will be charged at 50p/min. The above are specifically mentioned on the	**June 2010** Chapter I.1. Claim not substantiated. **TVC discontinued. Advertiser assured that the said claim will not be repeated again in their Ads.**

			Advertiser's website, but the TVC does not mention the same and is thus misleading by omission. Advertiser has not specified that for the lower value pack i.e. the 299 pack, the STD on net and off net rates (Reliance to Reliance Network and Reliance to Non-Reliance network) will be charged at 50p/min.	
13.	Parle Agro Pvt Ltd (LMN Juice)	TVC shows - "a dry parched African site where the people (showcased as having no water and depicted as stupid) are scrounging for water. The TVC then says, "if you don't have water, drink LMN juice".	TVC is in extremely poor taste showing African nation in a bad light.	**June 2010** Chapter III.1(b). TVC has nourished stereotypes about Africans which are blatantly racist. **TVC withdrawn.**
14.	Reliance Communications Ltd(*) (Reliance CDMA Plan) Cartwheel Creative Consultancy Zee Business(*) (5/2010)	Claim - "unlimited talk time ab kisi bhi network par. CDMA plan".	Actually this is limited plan. For CDMA customers Rs.299 per month plan gives 2700 min. reliance to reliance local calls for one month and for other networks it gives only 30 min. local calls per day for one month. Similarly Rs.599 per month plan gives 2700 min. reliance to reliance local or national calls for one month and for other networks it gives only 30 min. per day local or national calls for one month.	**June 2010** Chapter I.4. As virtually unlimited talktime was offered from Reliance to Reliance Network only, the claim is misleading. **TVC discontinued. Advertiser assured that the said claim will not be repeated again in their Ads.**

15.	Volkswagen Group Sales India Pvt Ltd (New Volkswagen Polo Car) DDB Mudra(*) The Times of India(*), Bangalore edition (5/2010)	Ad states - "Drive your Volkswagen Polo to a wildlife sanctuary. Search for the meanest looking rhino. Inch the Polo towards the above-mentioned rhino. Take a deep breath and blast the horn as hard as you can".	Ad is in poor taste and socially irresponsible inciting people to behave badly in some of the last few places in India where our rich wildlife heritage remains preserved. Ad also shows violence towards rhinos.	**June 2010** Chapter III.4 Ad was in apparent violation of the Performing Animals (Registration) Rules, 2001. Ad was in breach of the law. **Ad campaign discontinued.**
16.	Volkswagen Group Sales India Pvt Ltd (New Volkswagen Polo Car) DDB Mudra(*) Hindustan Times(*), Mumbai edition (5/2010)	Ad states - "Gather buffaloes on both sides of the road. Get a friend to whack them on their rear. Drive as fast as you can through the herd. Slip under the Polo as the herd thunders past you".	Ad has potential of causing serious injury to a number of buffaloes in the herd. Ad can also be hazardous to individual driving through a disturbed and agitated herd of buffaloes.	**June 2010** Chapter III.4. Ad was in apparent violation of the Performing Animals (Registration) Rules, 2001. Ad was in breach of the law. **Ad campaign discontinued.**
17.	Supreme Food Industries (MeriiBoy Ice Cream)	Leaflet and Website Leaflet (in Malayalam), as translated in English, claims - "MeriiBoy ice cream is made of pure milk and cream", and "milk powder is not used in the product". Leaflet and the Website shows "a comparison of MeriiBoy ice cream with Medium Fat Frozen dessert".	Ice cream and Frozen desserts are made from milk or reconstituted milk from milk powder. Since milk powder has to be used in ice cream, the leaflet is misleading the consumers. Comparison of ice cream is to be done with frozen dessert whereas the advertiser compares it with medium fat frozen dessert, to confer an artificial advantage over the competitor product. Advertiser unfairly denigrates and discredits the compared product.	**July 2010** Chapter I.4 Comparison between MeriiBoy Ice cream and Medium Fat Frozen dessert is unfair and likely to mislead consumers. **Leaflet withdrawn. Contents of the website modified.**

18.	Raj Travel World (European, Far East, American Holidays) The Times of India(*) (3/2010)	Ad had a contest wherein the respondents had to compare their holidays with other prominent tour operators in the form of a table and give a slogan. The last date was 31st March and 11 prize winning entries were to be awarded all expenses paid trip to Europe.	Complainant who was one of the participants of the contest, contacted the Advertiser (through e-mails, phone calls, fax) for the status of the contest results. The Advertiser did not reply to his mails. Advertiser has not fulfilled the claim of the contest results by not announcing the results and the select 11 winners.	**July 2010** Exparte (absence of comments from the Advertiser). Chapter I.5. Advertiser has not publicized the contest results. **Advertiser advised that since not a single application received was correct, it was not advertised again.**
19.	Career Launcher (I) Ltd (CAT and CET Programs) Mumbai Mirror(*) (5/2010)	Claim - Career Launcher is the "Most Successful Trainer in Mumbai".	Advertiser should provide supporting data in substantiation of this claim.	**July 2010** Chapter I.1. In the absence of comparative data, the claim was not substantiated. **Ad withdrawn.**
20.	Nirali Appliances $ (Nirali Energy Saver) Leaflet and Ad on company's website	Leaflet (in Hindi) as translated in English claims - "Improves the power factor and controls the voltage, also protects from spike current", "20%-30% savings in Lighting Load, 12%-15% savings in A.C. Load, 15%-20% savings in Mixed Load", "Balances waveform, no effects on line frequency", "Consumes zero electricity". Website claims - "Noticeable Instant Results", "Environment Friendly, Easy to use & maintenance free", "Absolutely legal, safe, Govt. approved lab tested"	Claims need to be substantiated with proof, supporting technical information with details of tests/trials reports from an independent recognised testing institution.	**July 2010** Exparte (absence of comments from the Advertiser). Chapter I.1. Claims not substantiated with tests/trials reports and with appropriate certificate from IDEMI. **Advertiser assured that these claims will not be repeated again in their leaflet and on their website.**

21.	Education Matters Ad claims on the website Website claims -	"Education Matters are a trusted partner of The British Deputy High Commission, promoting education in the UK".	Claim is not true. The British Deputy High Commission has no such thing as "trusted" partner agents. This misleading Ad is likely to make the students think that they are dealing with someone as a part of British High Commission.	**July 2010** Chapter I.1. Claim was false. **Advertiser informed that the claims made on the website were not updated to reflect the new partnership between Education Matters and the British Deputy High Commission. The website has been subsequently updated.**
22.	Lodha Belissimo The Economic Times(*) (5/2010)	Claim - "Possession commenced in Wings A & B".	As per BMC law, possession can only be given once the Occupation Certificate (OC) is issued by the BMC. The OC is only given after the building is complete in all aspects. Ad is false and misleading.	**July 2010** Chapter I.4. In the absence of specification of whether the possession referred to was ready possession or possession for furniture fitments, the claim is misleading. **Ad was a one-time insertion.**
23 #	Career Launcher (I) Ltd T.O.I.(*) (6/2010)	Claim - "1 lac students took CL's online tests for CAT".	Advertiser has not provided any independent evidence in support of this claim.	**August 2010** Exparte (absence of comments from the Advertiser). Chapter I.1. Claim not substantiated. **Ad withdrawn.**

24. #	Dabur India Ltd(*) (Dabur Pudin Hara Lemon Fizz) Mudra Comms(*) Aaj Tak(*), Colors(*), Sab TV, Zee TV(*), Star Plus(*) (6/2010)	Claim – "Pudin Hara Lemon Fizz does not contain chemicals but other drugs are chemicals"	TVC unfairly denigrates other antacid medicaments by calling them as "chemical" which is uncalled for. One of the prominent ingredients in Dabur Pudin Hara namely Sarjiksara (English name: "Impure Sodium bicarbonate, alkali") is a chemical of mineral origin. This is more than 47% of the total contents of the said product. Claim is misleading.	**August 2010** Chapter I.4. Whilst the claim, "Quick relief from Gas & Acidity", is not false, the implication that Dabur Pudin Hara Lemon Fizz does not contain any chemicals is misleading. **TVC modified.**
		TVC and Pack claim - "Quick relief from Gas & Acidity".	The amount of "Pudina Satva" contained in the product is merely 0.2% w/w. The claim that this minuscule quantity of 0.2% w/w of Pudina Satva will relieve gas is unsubstantiated. The other listed ingredients namely Nimbu Satva and Sarjikshara are known to have only acid neutralizing benefits. These ingredients are not known to give quick relief from gas as claimed on the pack.	
25. #	Career Launcher (I) Ltd (National Leader in Online CST Test Prep) Delhi Times(*) (6/2010)	Claims - "Percentile predictor available only with CL – 100% accuracy in CAT 09", "Administered India's first ever proctored online mock CAT", "Highest worldwide success rate in Veritas GMAT"	Advertiser needs to provide independent evidence/substantiation in support of these claims.	**August 2010** Exparte (absence of comments from the Advertiser). Chapter I.1 Claims not substantiated. **Ad withdrawn.**

26. #	Colgate-Palmolive (India) Ltd(*) (Colgate Sensitive Toothpaste) Aaj Tak(*), CNBC(*), NDTV Imagine(*)	TVC shows - "3 dentists are holding `Colgate Sensitive' pack and the fourth dentist is holding `other' toothpaste".	As per Dentists (Code of Ethics) Regulations 1976, a dentist should not take part in an Ad for endorsing commercial articles such as branded toothpaste. By doing so, the Ad violates this Regulation.	**August 2010** Chapter I.4. Whilst the claim, "3 out of every 4 dentists recommend Colgate Sensitive" for Sensitivity, is not false, the visual showing "others" having 1 out of 4 dentists recommendati ons is misleading, as other brands had more than 25% dentists recommending them. Advertiser provided data supporting their claim regarding "relief from pain for sensitive teeth". **Advertiser assured appropriate modification of the TVC**
		Claim – "In India 3 out of every 4 dentists recommend Colgate Sensitive".	Claim is misleading because it gives a wrong information to the viewers that 75% of the dentists prescribe `Colgate Sensitive toothpaste' and only 25% prescribes some other brand.	
		TVC gives a disclaimer in small print – "Colgate is one of the brands currently recommended by 3 out of 4 dentists for sensitivity Dentist 2009 and tracking study – TNS Report January 2010".	This is designed to mislead the consumer into believing that Colgate Sensitive is the only brand recommended by 3 out of 4 dentists in sensitive toothpaste category.	
		Claim - "Colgate Sensitive – immediate relief from pain of sensitive teeth"	Claim is totally false and misleading. The advertiser should provide report of a clinical study that supports this claim.	
27. #	T.I.M.E.(*) (GMAT Exam) T.O.I.(*) (6/2010)	Claim - "Join the No.1 Institute in India for GMAT".	Advertiser should provide supporting evidence/data duly validated to prove this claim.	**August 2010** Chapter I.1. Claim not substantiated with comparative data. **Ad withdrawn.**

28.	Bright Career School Hindustan (5/2010)	Ad mentions - Bright Career School to be a "Senior Secondary Co-Educational School (10+2)".	Claim is false. Bright Career School is having affiliation upto Std X (secondary level).	**August 2010** Exparte (absence of comments from the Advertiser). Chapter I.4. In the absence of proof that Bright Career School is affiliated to CBSE (New Delhi) upto Std XII, the Ad is misleading. **Ad one-time insertion.**

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29. #	Procter & Gamble Home Products Ltd(*) (Mystery Shampoo) TVC aired on various channels	TVC claims - "Mystery shampoo is better than the consumers old shampoos (purane shampoos) as it gives better protection against hair breakage (tute), dullness (rukhe) and damage (damage balon ke problem) as found by 8 out of 10 women (10 mein se 8 mahilaon ko mil gaya hai). This claim is based on a study of 2008 as stated in the qualifier of the TVC which says, "Based on Thailand Consumer test conducted by P&G Japan in October 2008 among 1200 women".	Terming all other shampoos as "Purane" in a generic way without proper comparative testing and study is not only a false claim but also disparaging, because the word "purane" viz old has a negative connotation as if those are outdated. Since 2008, the formulation of the shampoos of many competition products has undergone changes and the comparison with reference to a 2008 study is misleading, inapplicable for comparisons and not tenable. It is not clear as to what are the parameters on which the 8 out of 10 women have found the product better or chosen the product and over which shampoo. Also the study was done by P&G, Japan and not P&G, India, so it is not clear that the shampoo which they are marketing is that of the same formulation of P&G, Japan used in 2008.	**August 2010** Chapter I.1. Claim, "8 out of 10 women have found Mystery shampoo to be better than the consumers old shampoos", was not substantiated as it was based on a study on Thailand consumers and not Indians. **TVC withdrawn.** **Not Upheld.** Regarding the complaint pertaining to disparagement of other product (Dove Damage Therapy), the said TVC is different in terms of general layout,

			The communication is an attempt to copy the execution of the communication and Ads of "Dove Damage Therapy" TVC in relation to breakage, dullness, etc, which are infringed by the advertiser and is clearly plagiarism.	presentation, visuals, music and sound effects, so as to suggest plagiarism.
30. #	Procter & Gamble Home Products Ltd(*) (Mystery Shampoo) Hoarding put up in all major locations in Mumbai	Ad reads as "A Mystery Shampoo!! 80% women say is better than anything else". The same is depicted in the Ad by showing an "unlabelled/unbranded bottle with a question mark".	The substantiation on which the Advertiser has relied upon viz 2008 consumer research data and that too in a single different country is completely extraneous and irrelevant in the present context and among Indian consumers, given the different hair scalp condition. It is not clear as to what are the parameters on which the 80% consumers have chosen the product and over which shampoo. Also the study was done by P&G, Japan and not P&G, India, so it is not clear that the shampoo which they are marketing is that of the same formulation of P&G, Japan, used in 2008. Advertiser should furnish scientific technical and consumer data generated independently to substantiate this claim.	**August 2010** Chapter I.1. Claim, "80% women say is better than anything else", was not substantiated as it was based on a study on Thailand consumers and not Indians. **Hoarding withdrawn.**
31.	Parle Agro Pvt Ltd (LMN Juice)	TVC shows - "African men in an aboriginal dress as they struggle to find water".	Ad invokes discredited, racist stereotypes to achieve cheap humour.	**August 2010** Chapter III.1(b). TVC has nourished stereotypes about Africans which are blatantly racist. **TVC discontinued.**

32.	Micromax Informatics Ltd (Micromax Mobile) Zee Cinema(*), Sab TV, NDTV(*) (7/2010)	TVC shows - "a young boy is so busy in using his phone that he hits a baby pram stroller and that pram falls on escalator in the mall and the mother chasing that pram. Also an old lady is shown fallen on the ground being hit by the boy".	Ad shows irresponsible, careless usage hurting others. The Ad is insensitive to Human beings. The Ad is very inhuman and disturbing. **(Three similar complaints received against the same TVC)**	**August 2010** Chapters III.2(b) and III.3. Visual depiction of "a insensitive, callous, and dangerous behaviour of the young boy", shows dangerous acts which are likely to encourage minors to emulate them in a manner which could cause harm or injury. Also, the visual depiction shows a dangerous practice without justifiable reason, manifests a disregard for safety, and encourages negligence. **TVC discontinued.**
33. #	Neutral Publishing House Ltd(*) (Prabhat Khabar – Jharkhand No.1) Brand Reporter (July 2010 issue)	Claim - Prabhat Khabar is "Jharkhand No.1". The newspaper cites data from the ABC July – December, 2009.	As per ABC July – Dec'09 results published till 1st July 2010, Prabhat Khabar is not No.1 in any sense whatsoever in the State. Also, they have sought to qualify the source with a `*' which is again misleading as there is no explanation offered.	**September 2010** Chapter I.1. Claim not substantiated with ABC reports taking into the account the circulation of Jamshedpur. **Ad discontinued.**

34. suo motu	Coca-Cola India Pvt Ltd(*) (Sprite) TVC aired on various channels	TVC shows - "two explorers are captured by a tribe that are, apparently, cannibals and appear, quite distinctly, African. One of them manages to get out of it by bribing them with a soft drink bottle".	TVC has nourished stereotypes about Africans which are blatantly racist.	**September 2010** Chapter III.1(b) TVC has nourished stereotypes about Africans which are blatantly racist. **TVC withdrawn**
35. #	Marico Ltd(*) (Shanti Badam Amla Hair Oil) Colors(*) (6/2010)	TVC claim - "Shanti Badam Amla has 500% more Vit E ka poshan vs Jana mana Amla hair oil". Pack claims - "500% Vitamin E vs old Shanti Amla formulation". TVC claim is vs "jana mana tel" and on the packaging it is vs "old shanti amla formulation".	This claim is per se exaggerated, clinically unproven and scientifically uncorroborated. The claim is misleading the consumers that Shanti Badam Amla is superior to jana mana amla hair oil in the market. There are no details on the pack corroborating such misleading claim. The TVC and Packaging are confusing consumers by providing divergent claims.	**September 2010** Chapter I.4. Whilst the test reports show 500% more Vitamin E than some other hair oils, the Codes have not been decoded separately by the Advertiser; also the earlier formulation did not have Vitamin E. Claim, "500% more Vitamin E vs Jana Mana Amla hair oil and vs old Shanti Amla formulation", is misleading by ambiguity. **Subsequently, the Advertiser provided additional data to prove that "new Shanti Badam Amla hair oil formulation has 500% more Vitamin E than the earlier Shanti Badam Amla hair oil". Advertiser assured appropriate modification of the claim.**

36. #	Diligent Media Corporation Ltd(*) (DNA – No.1 Daily) Hoardings put up in Mumbai	Ads claim - "The No.1 daily for the independent people", "The No.1 daily for the new Indian", "The No.1 daily for the people's voice", "The No.1 daily for tomorrow's leader".	Ads state no source or any explicit study in terms of readership, reader preference or circulation conducted by a third party / independent source substantiating the claims. The segments / categories claimed like "new Indian", "independent people", "people's voice", or "tomorrow's leader", are not clearly defined and have no accepted definition.	**September 2010** Chapter I.1. Claim of DNA being "No.1 Daily" in various categories, was not substantiated by an independent research organization. **Ads suspended.**

37.	United Spirits Ltd(*) (McDowell's No.1) Ten Sports(*) (8/2010)	TVC shows - "McDowell's No.1 Platinum which is a whisky brand with a slogan "Get inspired by the rare and legendary".	TVC violates the Advertising Code of the Cable TV Network Rules in two ways. It is clearly surrogate advertising of liquor. TVC appears right in the middle of cricket match in progress when the commentary actually continues when the Ad is shown.	**September 2010** Chapter III.6. Ad was a surrogate Ad for a liquor product – McDowell's No.1. As the Ad appears in the middle of a cricket match, it is not distinguishable from the programme and hence it also violates The Cable Television Networks Rules, 1994. **TVC withdrawn.**

38. #	Naidunia Media P. Ltd(*) (Speed Makes the difference) Impact (July 2010 issue)	In the Ad, Nai Dunia has two index points where both Nai Dunia and Dainik Bhaskar readership has been treated as 100 for the individual publication leading to a misleading visual. Ad states - "This remarkable growth rate of Nai Dunia can perhaps be an indication of the future, as much as that of current value".	Ad is misleading. The graphical representation in the Ad creates an impression that Nai Dunia and Dainik Bhaskar in IRS 08 R1 had the same readership and by the speed of growth Nai Dunia has overtaken Dainik Bhaskar in terms of readership which is not true and misleading representation.	**September 2010** Exparte (absence of comments from the Advertiser). Chapter I.4. Whilst the growth rate of Nai Dunia & Dainik Bhaskar may have been correctly depicted, the absence of the base index renders the Ad to be misleading. **Subsequently the Advertiser provided IRS report in substantiation of the claims.**
39. #	Dabur India Ltd(*) (Dabur Vatika Dandruff Control Hair Fall Defense) TVC aired on various channels	TVC claims - "chemicals of normal dandruff shampoos are violent which may not remove dandruff, which may in turn lead to hairfall", "New Vatika Dandruff Control Hair Fall Defense which contains lemon and almond which makes hair dandruff free without damage and even makes hair stronger". Claim - "92% less hair fall" with a qualifier – "based on basis consumer research (blind product test) amongst 74 consumers". Claims – "Lemon removes dandruff", "Almonds make hair strong".	There is no evidence to indicate that chemicals typically found in anti-dandruff shampoos with the level used therein, can cause dandruff and/or hairfall. Advertiser should furnish evidence. These claims are disparaging the other anti-dandruff shampoos. Claim to be substantiated by the actual reduction of number of hair stands that fall and cannot be substantiated by merely consumer perception. There is no scientific evidence which indicates that lemon removes dandruff and almonds make hair strong.	**September 2010** Complaint regarding the claim of "other shampoos having violent chemicals" was **Not Upheld.** **Upheld.** Chapter I.4. Claim of "92% less hair fall" on the basis of a consumer research study, is misleading, as the same cannot be substantiated by mere consumer perception. **TVC discontinued.**

40. #	Hindustan Unilever Ltd(*) (Dove Hair Fall Therapy) TVC aired on various channels	Claim - usage of Dove Hair Fall Therapy results in "No Damage No Hair Fall". Super states - "Based on lab tests conducted on Dove Hair fall therapy system v/s non-conditioning shampoos which proved 98% less breakage with regular usage".	This claim conveys to the consumer that usage of Dove Hair Fall Therapy provides 100% protection against damage and hair fall, which should be substantiated with supporting technical data. The super qualifying the said claim is contrary to the absolute claim of "No Damage No Hair Fall". The Dove Hair Fall Therapy is a blatant copy of Pantene TVC aired in Poland. The Dove TVC uses the same measuring tape execution and is a copy of the Pantene, in terms of general layout, concept and visual presentation, and constitutes plagiarism.	**September 2010** **Upheld.** Chapter I.1. Claim not substantiated. **Not Upheld.** Complaint pertaining to disparagement of other product (Pantene TVC aired in Poland), the said TVC is different in terms of general layout, presentation, visuals, music and sound effects, so as to suggest plagiarism. **TVC discontinued.**
41. #	Hindustan Unilever Ltd(*) (Dove Intense Damage Therapy) TVC aired on various channels	Claim - "Dove is the No.1 Shampoo". Super states - "Winner Hair Care Category Survey of over 30,000 people by Nielsen". TVC states - "There is No Mystery", which is intentionally used to kill the "Mystery Shampoo" concept of P&G.	This super is almost illegible from a consumer view point, is very ambiguous and does not state the basis or the parameters on the basis of which the claim of "No.1 shampoo" is being made. P&G launched its campaign of "Mystery Shampoo" on 23rd July 2010 to promote its New Pantene. The Advertiser in order to sabotage the said campaign aired their TVC and put the hoardings of the same on 29th and 28th July 2010 respectively. This was done before the release of the "Pantene Reveal" TVC. It is clear from the timing and concept that the "Dove Intense Damage Therapy" is disparaging and denigrating the P&G product.	**September 2010** **Upheld.** Chapter I.1. Claim, "Dove is the No.1 Shampoo", not substantiated with comparative data. **Not Upheld.** The statement, "There is No Mystery", does not denigrate the Complainant's product. **TVC discontinued.**

42. #	Hindustan Unilever Ltd(*) (Lifebuoy Liquid Hand Wash) TVC aired on various channels	Claim - "Lifebuoy Liquid Hand Wash provides protection from 99.9% germs in just 10 seconds". Disclaimer reads – "tested using standard protocol".	It is not clear as to - (1) What is the standard protocol that has been used? (2) Whether the claims has been true / demonstrated against all representative bacteria that are representative of Gram positive (+) family and Gram Negative (-) family or not. Further, the 10 seconds claim is also self contradictory if compared with their claim being made in print Ad. Unilever's print Ad makes a claim of 15 seconds for the alleged 99.9% germs removal. Contradiction is further compounded by product's label declaration which suggests washing hands for 20 seconds. One is not sure as to what is the correct claim viz. 10 seconds or 15 seconds or 20 seconds.	**September 2010** Chapter I.4. Claim, "provides protection in just 10 seconds", is misleading by ambiguity as the product pack claims of "washing hands for 20 seconds". **Product pack modified.**

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43. #	Hindustan Unilever Ltd(*) (New Rin) Colors(*), Zee Cinema(*), India TV(*) (7/2010)	TVC is based on the concept that "After repeated washing, clothes turn dull and yellow". Claim - "New Rin is the only powder in India that can remove yellow stains and bring brightening whiteness".	The said concept is not completely correct and is misleading the consumers. Complainant have tests which show that on washing clothes with Ariel, clothes do not turn pale and yellow. This claim is false and misleading. Complainant has technical data to establish the fact that Ariel is superior in technology as compared to New Rin and Tide is in parity with New Rin. TVC clearly shows "the audience in the stadium holding packs of Ariel and Tide" (though they have been craftily blurred). New Rin is disparaging and denigrating Ariel and Tide.	**September 2010** Chapters I.1 and I.4. In the absence of comparative data, the claim, "New Rin is the only powder in India that can remove yellow stains", is false and misleading. **Advertiser informed that the TVC is no longer on air.**

				The intentional disparagement is also proved by the fact that the super "Locally manufactured powder's without hueing ingredients", directly refers to the products namely Ariel and Tide which are locally manufactured and are without hueing ingredients. The super which is illegible and cannot be read by the consumers, does not cite any independent support which proves their claim. This claim needs to be substantiated.	
44. #	Bharti Telemedia Ltd (Airtel Digital TV) Promotional SMS	Text of the SMS - "Airtel Digital TV Recorder now HD Capable with free HDMI Cable worth Rs. 1200 + 2M free HD Top up + Free subscription + free installation @ just Rs. 5490".	Airtel Digital TV Recorder is a standard definition (SD) recorder and is only capable of downscaling a high definition (HD) signal to a SD signal. It does not have HD technology and therefore the picture quality achieved by downscaling the HD signal will be SD and not HD. Usage of terms such as `HD capable' can confuse and mislead the consumer into believing that a SD box can be converted into a HD box which is factually incorrect. Offering a free HDMI cable as an accessory to support its false claim. Giving two months free subscription of their HD channel package to suggest that the viewer will be able to watch HD content whereas an Airtel Digital TV Recorder consumer will be able to watch it in SD only.	**October 2010** Chapter I.4. As the signal was capable of only being downscaled from a HD to a SD signal, the SMS message was misleading. **Promotional SMS modified.**

45. #	Bharti Telemedia Ltd (Airtel Digital TV) Cartoon Network (8/2010)	Claim - "Free regional pack for lifetime".	The terms "free" and "lifetime" are misleading because nothing is free and that too for the lifetime. Advertiser has nowhere in the TVC made it clear that the offer is subject to some terms and conditions or that the free regional pack would be available only with the base pack. The claim disparages the competition.	**October 2010** Chapter I.4. As the license is "valid upto May 2018", the claim - offer of "Free regional pack for lifetime", is misleading. **TVC discontinued.**
46.	NuZen Herbal Pvt Ltd (NuZen Gold Hair Oil) Santosham Telugu Magazine (6/2010)	Ad in Telugu (as translated in English) claims - "By using NuZen hair oil, the new hair will grow on the bald head, dandruff will reduce, hair fall will be stopped, hair will become black, and further there is no age restriction and side effects".	Advertiser should provide clinical studies, comparative data, with details of reports of tests/trials conducted from an independent recognised testing institution, in substantiation of these claims. **(One similar complaint received against the same Ad)**	**October 2010** Chapter I.1. Claims not substantiated with technical data through clinical research. **Ad withdrawn.**
47.	Multiscreen Media P. Ltd(*) (Promo of Kaun Banega Crorepati 4) Sony TV(*) (8/2010)	Promo is about Indian Constitution writer. They are discussing about who wrote the Indian Constitution and they are comparing with one poor old man (condition is miserable, low, depressed and downhearted).	The way it is demonstrated is really not respectful and harms the dignity of Dr. Babasaheb Ambedkar. The promo hurts the Indian heritage.	**October 2010** Chapter II. Ad - promo is likely to cause grave or widespread offence. **Ad – promo was on air for two days and voluntarily suspended.**

48. #	Gillette India Ltd(*) (Oral B Cross Action Pro-Health Toothbrush) Doodarshan (7/2010)	Advertiser while highlighting the 99% plaque removal benefit of Oral B Cross Action Pro-Health priced at Rs. 69/- per toothbrush, is asking consumers to purchase Oral B Shiny Clean only for Rs.13/- per toothbrush.	This gives the impression that Oral B Shiny Clean also removes 99% of the plaque as claimed for Oral B Cross Action Pro-Health toothbrush although admittedly Oral B Shiny Clean toothbrush is incapable of doing so. This claim is therefore grossly misleading consumers as highlighting the benefit of one toothbrush, the Advertiser is asking consumers to buy another of its toothbrush knowing fully well that the other toothbrush cannot provide 99% plaque removal benefit.	**October 2010** Chapters I.4 and I.5. The juxtaposing of the `Oral B Cross Action Pro Health toothbrush' priced at Rs.69/- and the lower price of `Oral B Shiny clean toothbrush' would mislead viewers to believe that `Oral B Shiny Clean' would deliver the benefit of 99% plaque removal. TVC is misleading by implication and is likely to exploit the lack of experience of consumers and would lead to grave or widespread disappointmen t in the minds of the consumers. **TVC withdrawn.**
49. $	Parle Products P. Ltd(*) (Parle – G Biscuits) Website claim and promotion messages on the product pack	Pack claim - "Original Gluco Biscuit", "* D-Glucose, Levulose". Claim - "World's Largest Selling Biscuit"	The nutritional information on the product pack does not contain the amount of glucose. The amount of glucose in 100g of the product is not disclosed. The quantity of D-Glucose and Levulose is not mentioned in the list of ingredients. Claim needs to be substantiated with a valid market research data from an independent source.	**October 2010** Exparte (absence of comments from the Advertiser). Chapter I.1. Pack claim of "World's largest selling Biscuit", and the Website claim of "G = Genius", was not substantiated.

		Website claim - "G = Genius"	Claim implies that consuming Parle-G enhance the mental ability and makes the person genius. This claim needs to be substantiated.	**Subsequently, the Advertiser provided proof of the research done by AC Neilsen certifying that Parle G is the "World's largest selling Biscuit brand". Website claim of "G = Genius", considered as a creative licence to convey the act of smartness/genius by the kid to overcome the problem by using his presence of mind.**
50. $	Piramal Healthcare Ltd (Supractiv Complete) Colors(*) (8/2010)	Claims – "Get complete energy in eight days, or money back", "Supractiv Complete means complete energy", "98 percent of people who took the challenge adopted it"	Ad implies that taking a pill of Supractiv alone fulfills our daily energy need. It undermines the importance of a normal diet. Advertiser should provide clinical studies, comparative data, with details of reports of tests/trials conducted from an independent recognised testing institution, in substantiation of these claims. Also, the Advertiser should provide data on short and long term safety of the product.	**October 2010** Chapters I.1 and I.4. In the absence of an independent scientific study, the claims were not substantiated and were misleading. **TVC withdrawn.**

51. #	Emami Ltd(*) (Zandu Balm) Prachar Comms Ten Sports(*), Star TV(*)	TVC compares two different classes of therapies (tablets and balms), which have different pharmacokinetic and pharmacodynamic profile.	The two therapies are quite different in terms of their efficacy and safety. This is not a `like to like' comparison.	**October 2010** Upheld Chapter IV.1(e). Though the Advertiser was able to prove the efficacy of balms for relieving headache, the TVC did appear to disparage tablets as a mode of delivery insinuating that only tablets had side effects. **Not Upheld.** Visual showing "an Executive filling up the revolver with tablets", was not considered a dangerous practice but permissible creative license. **TVC modified.**
		TVC suggests to discontinue use of tablets and use balms in place of tablets.	TVC is misleading and undermines the proven efficacy and safety profile of tablets in recommended doses. The tablets most often used to relieve headache are proven analgesics like paracetamol. The analgesic efficacy and safety profile of such medicines in recommended doses have been established with the help of numerous randomized placebo controlled clinical trials.	
		TVC suggest that "tablets can cause side effects and that balms have no side effects".	The same is not true as side effects can happen in any human sensitive to particular ingredient. Certain ingredients used in balms may lead to allergic skin reactions in sensitive people, eye irritation or discomfort.	
		TVC shows the "executive filling up a revolver with the tablets and aiming at his temple to shoot himself"	This is a dangerous practice.	
52.	Pernod Ricard India P. Ltd(*) (Royal Stag) Ten Sports(*)	TVC shows "a logo and design of Seagram's Royal Stag which is a well known brand of whisky and underneath slogan appears "Make it large".	This is clearly surrogate advertising of liquor. TVC appears right in the middle of cricket match in progress and the commentary actually continues when the Ad is shown.	**November 2010** Exparte (absence of comments from the Advertiser) Chapter III.6. The CCC concluded that

					the Ad was a surrogate Ad for a liquor product – Royal Stag. As the Ad appears in the middle of a cricket match, it is not distinguishable from the programme and hence it also violates The Cable Television Networks Rules, 1994. **TVC discontinued.**
53.	Naaptol.com (Biomagnetic Titanium Bracelet) Mumbai Mirror(*) (10/2010)	Ad claims, - "Magnetic Field enters through the Cells and Blood streams and this way improves Blood Circulation", "Provides great relief in Sugar, Asthma, Stress, Prostate", "Provides relief in body muscles and joint pains", "Maintains accurate balance of Blood Pressure".	Advertiser should provide clinical studies, bracelet helps relieve these ailments claimed in the advertisement.	**November 2010** Exparte Chapters I.1 and I.5. In the absence of comments from the Advertiser, the CCC concluded that the claims, "improves blood circulation", "provides great relief in Sugar, Asthma, Stress, Prostrate", were not substantiated. Also, the claims appeared to be gross exaggerations which are likely to lead to grave or widespread disappointmen t in the minds of the consumers.	**Ad modified.**

54. #	Dainik Bhaskar Group(*) (No.1 Newspaper of Ranchi) Ad - Handbill	Ad – Handbill claims that Dainik Bhaskar has become "No. 1 newspaper of Ranchi".	This claim is totally baseless and misleading. As per the current figures certified by ABC for January – June 2010, Prabhat Khabar retains the first position. In the handbill, the source of information to substantiate this claim is not mentioned.	**November 2010** Chapter I.1. Claim, "No.1 newspaper of Ranchi", was not substantiated by an independent research organization. **Ad discontinued.**
55. #	Procter & Gamble Hygiene And Healthcare Ltd(*) (Wella Professionals – Koleston Perfect) Style Speak magazine (9/2010 issue) Colors channel(*)	Ad claims, "Koleston Perfect – World's No.1 Salon Color", "Source: Trade Associate data & Kline 2008 Salon Report".	The Kline Salon Report covers only 13 countries in the world. Moreover this data source is not a panel but based on a series of interviews. This data source is therefore totally inadequate to their claim. In the TV Ads, the Advertiser is not displaying any source and date of the data. The credibility of their claims to be the World's No.1 Salon Color are further put to doubt by their very own admissions because for the TV Ad of "Wella Kolestint", they have different tag lines in the respective language versions i.e. In the Hindi version they claim "Vishva Prakhyat" meaning "World's famous Salon Color", while as in the English version they claim "World's leading Salon Color".	**November 2010** Chapter I.4. Claim, "World's No.1 Salon Color", is misleading in the absence of adequate data coverage of the independent research company. In the TVC, the source and year of the research study based on which the claim has been made is not mentioned. **Advertiser assured that the said claim will not be used in their Ads again.**

56. #	Dabur India Ltd(*) (Dabur Amla Hair Oil) Doordarshan (10/2010)	TVC claims, "Sasta Sadharan Amla Tel Pad Gaya Na Mehanga", implying that the competitor brand that is priced lower than Dabur Amla is harmful to consumer's hair and the use of the same will lead to hair fall. TVC says "Asli Amla Toh hai Dabur Amla mein".	This claim is clearly aimed at disparaging `Shanti Badam Amla' as it is widely known that the current offer price of this oil is much lower than that of Dabur Amla. Dabur Amla is Amla hair oil and the ingredient Amla is only added through oil form. Hence, the advertiser cannot claim that the same is added with real Amla.	**November 2010** Chapter IV.1(e). Claim, "Sasta sadharan Amla Tel pad gaya na mehanga", by implication, is unfairly denigrating hair oils which are less expensive, in the absence of comparative data with cheaper hair oils. **TVC discontinued.**
57. #	Dainik Bhaskar Group(*) (Biggest Newspaper of Ranchi) Dainik Bhaskar(*), Ranchi edition (10/2010)	Ad (in Hindi) claims, Dainik Bhaskar is the "biggest newspaper of Ranchi".	Ad is misleading and unsubstantiated because no source of information about their claim of being the biggest newspaper has been mentioned.	**November 2010** Chapter I.1. Claim, "biggest newspaper of Ranchi", was not substantiated by an independent research organization. **Ad discontinued.**
58.	American Tourister India (Amercian Tourister luggage bag) Colors(*), Sony TV(*), Times Now(*) (10/2010)	TVC entitled "Survive Istanbul, Survive the World" unfortunately carries an inappropriate slogan and misrepresents Turkey and Turkish attitude vis-à-vis tourists.	Ad portrays Istanbul as unsafe city for Indian tourist and spoiling Turkey's reputation as top class tourist destination.	**November 2010** Chapter III.1 (b). Caption, "Survive Istanbul, Survive the World", mars Turkey's reputation as tourist destination. **Advertiser assured appropriate modification of the TVC.**

59. #	T.I.M.E.(*) (MBA-CET 2010) The Hindustan Times(*), Mumbai (10/2010) Hoardings put up in Mumbai	Print Ad and the Hoarding claims T.I.M.E. to be the "No.1 Institute in India". Hoarding claims, "India's undisputed leader in CAT/MH-CET coaching".	The word `Institute' denotes the organization which provides formal education, whereas the advertiser is providing coaching for various entrance examinations. Advertiser should provide supporting evidence/data duly validated, in substantiation of this claim.	**November 2010** Advertiser has provided data duly validated by a C.A. of being the "undisputed leader in CAT/MH-CET coaching". This complaint **– Not Upheld** Chapter I.1. Claim, "No.1 Institute in India" (and not only to MBA coaching) was not substantiated. This complaint – Upheld. **Advertiser assured appropriate modification of the Ad.**
60. #	L'Oreal India P. Ltd(*) (INOA New Ammonia free hair colour) Vogue India magazine (10/2010 issue)	Ad claim, "Unfortunately, most ammonia free hair colours available in the market are semi-permanent or temporary. While they may cause lesser damage, they are extremely short lived. They can rub off your pillow, stain your clothes, and even fade after a wash or two, leaving you with very inconvenient choice to make".	Ad misleads the consumers by giving inaccurate information about other similar products in the market. These claims are disparaging and indirectly seeks to damage the reputation of a well-known hair colour brand. These claims cannot stand the test of scientific evidence and are not substantiated by any scientific data.	**November 2010** Chapters I.1 and IV.1(e). Claim, "other Ammonia free hair colours can cause damage", is not substantiated, and is also denigrating other products directly. **Ad was a one-time release.**

61. #	IMS Learning Resources P. Ltd (*) (100% Perfect Faculty) Hindustan Times(*) (10/2010)	Ad claim, "100% perfect faculty for CAT Say 90%* of IMS students", source – "As per Student Satisfaction Survey 2010".	Advertiser should provide supporting evidence/data duly validated, in substantiation of this claim.	**November 2010** Chapter I.1. Claim, "100% perfect faculty for CAT", is not substantiated with data duly validated by an external agency/C.A. **Advertiser assured appropriate modification of the Ad.**
62. #	Dainik Bhaskar Group(*) (Largest newspaper of Ranchi) Dainik Bhaskar(*), Ranchi edition (10/2010)	Ad states - Dainik Bhaskar is "No.1 newspaper also in Ranchi". A chart in the Ad which compares the authenticated circulation figures of publications from Ranchi duly issued by independent body, Audit Bureau of Circulation Ltd., states to carry the circulation data of "Hindustan" and other two dailies (Prabhat Khabar and Dainik Jagaran) based upon "ABC Jul-Dec 2009".	The data in the Ad for other competitors (under the reference i.e. "As per ABC Jul-Dec 2009"), is unclear on various aspects as it is for which language frequencies etc. Also, the chart is silent on the source of national data, basis upon the claimant advertiser claims to be the largest (countrywide). The circulation figures of other competitors, which are being compared, are for a period when the claimant advertiser was never in competition with any; as it had no presence in the compared territory or had zero circulation during the compared period.	**December 2010** Chapter I.4. Since the circulation figures of the competitors which are compared are for the period when the Advertiser was never in circulation, the claim is misleading. **Ad discontinued.**
63.	TVS Motor Co Ltd (TVS Star City) McCann-Erickson(*) Zee Cinema(*) (10/2010)	TVC shows "a circus of 10 riders on a bike riding on public roads".	More than two riding a bike is a punishable offence under IMV act, and the TVC inspires viewers to break the law. Ad is a dangerous inspiration to young drivers. **(One similar complaint received against the same TVC)**	**December 2010** Chapter III.3. The action of "a man jumping from the terrace of the building onto the moving motorcycle pyramid", as depicted in the

				TVC shows a dangerous practice and manifest a disregard for safety without justifiable reason. TVC contravened Clause `C' of the Guidelines on Advertisements for Automotive Vehicles, as some of the stunts done were shown in normal traffic conditions. **TVC modified**
64. #	Kent RO Systems (Safety Issues concerning storage water purifier) Leaflet	The leaflet comprises of completely baseless claims and is targeted at misleading the consumers, with regard to the safety of the product – Pureit Water Purifier. The leaflet claims – (1) Pureit is "not recommended by EPA for drinking water purification at home", (2) "Yes. the chemical used is harmful", (3) "According to a WHO report, may cause renal failure, cancer etc".	The truth is - (1) The chemical used has been registered by National Sanitation Foundation for usage in drinking water treatment purposes. (2) Pureit output water meets US EPA norms for safe drinking water. (3) Pureit output water has `Nil chlorine presence'. Pureit water is safe for human consumption under all conditions.	**January 2011** Chapters I.1 and I.4. Claims made in the Leaflet that "the chemical used for water purification by Pureit is harmful and may cause renal failure, cancer", is false and misleading. **Advertiser assured appropriate modification of the Leaflet.**

65 #	Dish TV India Ltd ("Half the Nation loves Dish TV") Business Standard(*)	Ad states, "Half the Nation loves Dish TV. For the other half, the battle is still on". Ad claims, "50% of all paid DTH owners in India have a dishtv" and quotes the latest IRS data for Q2 2010.	Ad seeks to create the impression that half of the total Direct To Home (DTH) subscribers are customers of Dish TV, which is far from truth and shows the other DTH operators in poor light. IRS is only a survey report that is neither comprehensive nor accurate, and therefore cannot be relied on as an authentic source of information. TRAI has reported the installed DTH subscriber base for the second quarter of the calendar year 2010 as 23.77 million. Reports published by Dish TV with the TRAI for the same quarter indicate a gross subscriber base of 7.5 million and a net subscriber base of 6.2 million, which translate to a market share of 31.6% and 26.1% respectively. The advertisement is false and factually incorrect. The misleading market share attributed to other DTH operators in the ad disparages the competition.	**January 2011** Chapter I.4. TRAI data states that Dish TV has a max 31.6% of the market share, the claim, "Half the Nation loves Dish TV", is misleading. **Ad discontinued.**
66. #	Noesis Education (3 Day CSAT Workshop) The Hindu(*), Delhi (12/2010)	Ad claims that "Byju has an unmatched record of sending more than 800 students (success ratio of 1 out of 8, the Best in India) to the IIMs in the last 3 years".	This claim needs to be substantiated by giving full list of their students and the IIM selections received by each of them, and validation by an independent agency that has certified this claim.	**January 2011** Chapter I.1. Claim, "Byju has an unmatched record of sending more than 800 students (success ratio of 1 out of 8, the Best in India) to the IIMs in the last 3 years", was not substantiated through data validated by an independent certified Chartered Accountant firm.

				Advertiser had already modified the Ad on receiving the complaint from ASCI.
67. #	Pudhari Publications Pvt Ltd Pudhari (12/2010)	Ads in Marathi (as translated in English) claim that "the daily readership of Pudhari is 69.71 lacs". Source quoted in the Ad is IRS 10 Q3.	This claim is false. As per the source IRS Q3 2010, the daily readership of Pudhari is 26.61 lacs.	**January 2011** Chapter I.4. By claiming the total readership of 69.71 lacs as its daily readership, the advertisement is misleading. **Ad suspended.**
68.	I T C Ltd(*) (Vivel soap) Sun TV (11/2010)	TVC in Tamil shows "a picnic preparation narrated by a Tamil Actress. A girl is shown with a darker complexion as someone with a lesser I Q, low self esteem and confidence".	Ad is setting a wrong precedent to the young minds, and is discriminatory in nature. The color of a person should in no means be used to gauge the personality traits of a person. Children and teens will certainly get influenced by such irresponsible Ads that give so much significance to skin color.	**January 2011** Chapter I.5(d). Ad tends to create by implication, a perceived inadequacy due to a darker skin colour. This could be objectionable to a large number of young women in India. **TVC discontinued.**
69.	Sab Miller India (Hayward and Hayward 5000) Ten Cricket(*) (12/2010)	TVC shows that "as the bowler is coming to bowl, the brand name logos of "Hayward followed by the slogan "Hai to honsla buland" and of "Hayward 5000" are electronically super	The electronically super imposed brand name and logos of `Hayward' and `Hayward 5000' super imposed on TV screen during live coverage of a Test Match clearly violates	**January 2011** Chapter III.6. The prominent display of the brand name `Haywards

		imposed on the screen disturbing the visual of the wicket keeper and close in fieldsmen".	the Ad code of the Cable TV Rules. "Hayward" and "Hayward 5000" are whisky and beer brands respectively and therefore its logo appearance on TV violates not just the Cable TV Rules Ad Code but of ASCI's Code. As liquor or beer cannot be purchased by minors, by law the appearance of Hayward and Hayward 5000 logos during a cricket match which features personalities of sports violates the ASCI Code.	5000' visually similar to the display on the label of a liquor product could suggest to consumers that it is a promotion of a product whose advertising is restricted or prohibited by law. **Clipping of Hayward, Hayward 5000 is not being aired and the telecast has already been discontinued.**
70. $	Reebok India Company (Reetone Shoes) TVC aired on various channels	TVC claims, "Wearing Reetone shoes helps to get a better butt and better legs with every step", "Reetone shoes are proven to tone your hamstring 28% more".	Advertiser should provide supporting technical information, comparative data in substantiation of these claims.	**January 2011** Exparte Chapter I.1. Claims, "Wearing Reetone shoes helps to get a better butt and better legs with every step", and "Reetone shoes are proven to tone your hamstring 28% more", were not substantiated. **Subsequently, the Advertiser provided supporting technical data in substantiation of the claims.**

71. #	Hindustan Unilever Ltd(*) (New Rin) Colors(*), India TV(*), Star Plus(*), Zee Cinema(*) (12/2010)	Claim - "New Rin is the only one powder in all over India that can remove yellowness and bring brightening whiteness". Super states - "As per lab protocol New Rin with patented technology as compared to locally manufactured powders without hueing ingredients".	This claim is qualified by a super which is illegible and cannot be read by the consumers. Also, the super does not cite any independent support. The visual showing the comparison between New Rin and other detergent powder is qualified by a super which states, "creative representation of yellowness removal". This in effect means that the shots showing the shirt washed with the other detergent and the shirt washed with New Rin cannot be replicated into reality. This is falsity and misleads the consumers. Further, in addition, the Advertiser should provide supporting technical submission, details of tests/trials conducted, with comparative data in substantiation of the claim, "only" New Rin can remove yellowness and bring brightening whiteness.	**February 2011** Chapter I.4. The specific combination of hueing agents present in the detergent gives the perception to the consumer that the yellowness is being removed. It does not actually remove yellowness. The claim, "New Rin can remove yellowness", is misleading. **TVC discontinued.**
72. $	Shree Maruti Herbal (Ayurvedic Stay-On Capsules) Gujarat Samachar (10/2010)	Ad in Gujarathi, (as translated in English) states, "Ayurvedic Stay-On Capsules is based on the formula used by Kings in ancient times", "By using Stay-On you will experience new hope, energy, zeal and power", "21 day ideal course", "For better and effective results use `Stay-On' oil along with Stay-On capsules everyday".	Advertiser should provide independent research data and scientific evidence in substantiation of these claims.	**February 2011** Chapter I.1. Claims mentioned in the advertisement and cited in the complaint, were not substantiated with supporting clinical data. **Ad withdrawn.**

73.	Hindustan Unilever Ltd(*) (Clinic Plus Strong & Long Shampoo) Star Plus(*)	TVC claims that "by using Clinic Plus Strong & Long shampoo the hair will grow 3 cms longer in 3 months".	Hair growth is a function of various things like age, health, diet and genetics, and hair grows mainly due to cell division at the root which happens under the surface of the scalp. It has almost nothing to do with the shampoo usage. This is a false and misleading claim. Further, in addition, the Advertiser should provide supporting technical submission, details of tests/trials conducted, with comparative data in substantiation of this claim.	**February 2011** Chapters I.1 and I.4. Whilst Clinic Plus shampoo does make the hair stronger, the shampoo does not increase or stimulate hair growth from the root. The claim that "hair will grow 3 cms longer in 3 months", is false and misleading. **TVC modified.**
74.	Ceat Ltd(*) (Ceat Tyres) O & M(*() Ten Cricket(*) (1/2011)	TVC shows "a man is crossing the road with the vehicle carrying the baby, and while doing so he is engaged in a Mobile call. The person on the motor-cycle instantly puts the break to save the man carrying the child from accident".	TVC creates a wrong message to the public in order to have a publicity of Ceat Tyres. One should avoid talking on the cell phone while crossing the road.	**February 2011** Chapter III.3. Visual depiction of "a man talking on the mobile with a child in tow whilst crossing the road", shows a dangerous practice without justifiable reason. **TVC modified.**
75. #	Dainik Bhaskar Group(*) (Fastest and Biggest newspaper in Ranchi city) Dainik Bhaskar(*) Ranchi (1/2011)	Prabhat Khabar has been shown as commanding the highest number of total readership and Dainik Bhaskar at second position. In addition to that in SEC segment, Dainik Bhaskar has been shown as commanding the highest number of readership in SEC A & B	The continuity of presentation is intentional for the purpose of creating a false impression at a glace that Dainik Bhaskar is No. 1 also in Ranchi in terms of total readership and not in terms of SEC A & B segment only. The Ad is an attempt to mislead by distortion and omission of presentation.	**February 2011** Chapter I.1. Claim, "Biggest newspaper in Ranchi" is false as by its own admission Dainik Bhaskar has 270000 readership which is 2nd to Prabhat Khabar's 303000 readership.

			and Prabhat Khabar at second position. Ad (in Hindi) states, "Aur ab 2010 Jharkhand (Ranchi) mein", and mentions Dainik Bhaskar's total readership in SEC A & B segment figures comparing with the figures of Prabhat Khabar.		**Advertiser assured that they shall adhere to the decision of the CCC**
76. #	Dainik Bhaskar Group(*) (Fastest and Biggest newspaper in Ranchi city) Dainik Bhaskar(*) Ranchi (1/2011)	Ad claims Dainik Bhaskar to be "Bharat ka sabse bada akhbar" ("India's largest newspaper")	Without any basis of such a vague claim. No data/reports/survey has been mentioned to substantiate the claim. Also, a different newspaper holds that position according to IRS.	**February 2011** Chapter I.1. Claim, Dainik Bhaskar to be "India's largest newspaper" ("Bharat ka sabse bada akhbar"), and "Fastest and the Biggest in Ranchi city", were not substantiated with comparative data from an independent research institutions (i.e. Indian Readership Survey (IRS) or National Readership Survey (NRS).	
		Ad further states that Dainik Bhaskar "Prakashan ke pehle din se aaj tak No.1" ("No.1 from the day of its publication till today"). This is an incorrect statement to make, as no publication can be No.1 from day 1.	This is an incorrect statement to make, as no publication can be No.1 from day 1.		
		Advertiser has revealed some AIR (Average Issue Readership) figures of some leading newspapers	Without mentioning the period (for which survey was conducted), basis, sample sizes, areas and any other particulars of such arbitrary and commissioned survey.		
		Advertiser has claimed itself to be the "Ucch Varg ki pahli pasand" ("First choice of Higher class")	Whereas there is no clue that how these classes have been formed or any source of information to understand the construction/formation of any such class has been mentioned.		**Advertiser assured that they shall adhere to the decision of the CCC.**

77. #	Dainik Bhaskar Group(*) (Fastest and Biggest newspaper in Ranchi city) Dainik Bhaskar(*) Ranchi (1/2011)	Advertiser had launched their newspaper – Dainik Bhaskar in Jharkhand during August 2010, and subsequently commissioned IMRB for a private custom research.	They have been misusing this research to create advertising where they are also quoting readership numbers of other newspapers. This is grossly unfair as that research is their own privately commissioned study, and is not the common industry benchmark or currency. To quote readership figures for other newspapers based on a privately commissioned survey is misleading and attempts to paint the other brands incorrectly. This is a gross misrepresentation of the facts.	**February 2011** Chapter I.1. Claim, Dainik Bhaskar to be "India's largest newspaper" ("Bharat ka sabse bada akhbar"), and "Fastest and the Biggest in Ranchi city", were not substantiated with comparative data from an independent research institutions (i.e. Indian Readership Survey (IRS) or National Readership Survey (NRS). **Advertiser assured that they shall adhere to the decision of the CCC.**
78.	Hyundai Motors India Ltd (Hyundai Santro i 10) Star Plus	TVC shows " a film personality is driving his new Santro with his friend and he reaches an intersection of Mumbai / Goa highway. At this point he first takes his car towards the Mumbai road and then reverses his car back when he decides that he now wants to go to Goa. He has been clearly shown putting his car in back gear".	No driver should ever reverse on any road and certainly not on a highway, which is not allowed and is an offence.	**February 2011** Clause B of the Guidelines on Advertisements for Automotive Vehicles. Visual depiction of "a driver reversing the car on the road or a highway, and changing roads with great speed", is likely to encourage unsafe or reckless driving. **TVC withdrawn.**

79.	United Spirits Ltd(*) (McDowell's Platinum Whisky, Romanov Vodka) Shop/Bar Signages put up in Guwahati		Alcohol advertising is banned in India and it is shocking to see such a huge billboard for two prominent alcohol brands in the very heart of Guwahati.	**February 2011** Chapter III.5. Ads shall not propagate products, the use of which is banned under the law. **Advertiser assured removal of the Signages.**
80.	Gillette India Ltd(*) (Oral B Toothbrush) TVC	Claim - "Ten thousand dentists, One crore people have joined Oral-B Smile India movement".	It is impossible to get the support of one crore people and Ten thousand dentists within a short span of time. This is a false claim and misleading the general public. Advertiser should substantiate this claim with proper documentary evidence certified by an independent professional firm.	**March 2011** Chapter I.4. 10000 dentists signing the pledge for a commitment to oral health under the banner of Oral B is not false. Claim, "One Crore people have joined Oral-B Smile India movement", based on the purchase of more than 1.5 crore toothbrushes is misleading by implication. **TVC was on air only during December 2010, and has already been taken off air.**
81. #	Noesis Education And Management Services Bangalore Mirror, Bangalore (1/2011)	Claim - "Byju is India's No.1 CAT trainer", "Bjyu's CAT classes are India's Biggest and the Best CAT training centre", "Byju's CAT classes are No.1 in Bangalore".	Advertiser should submit detailed evidence / data in substantiation of these claims, and validation by an independent agency that has certified these claims.	**March 2011** Chapters I.1 and I.4. Claim, "Bjyu's CAT classes are India's biggest"

					on the basis of number of students present in a single class is misleading. Also, the claim, "India's Best CAT training centre" not substantiated. **Ad modified.**
82. $	Novartis India Ltd(*) (Calcium Sandoz Tablets) Star Plus(*) (1/2011)	TVC shows - "a little boy dreaming of making his school bag and cricket bat lighter so he can carry them easily. An animated `Calcium Sandoz dog' helps him make his bag smaller. The mother advises his son to take 2 tablets of 'Calcium Sandoz'daily with breakfast. A lunch box worth Rs.45/- "Free" with every big pack of Calcium Sandoz".	TVC misleads parents in giving their children calcium pills daily. It depicts a child taking his breakfast that includes milk, fruits, energy drink and much more. If a child takes such a breakfast then his total intake of calcium through his daily diet would certainly meet the average daily recommended amount of calcium for children i.e. 1000 mg. Consuming calcium pills on a regular basis over and above a balanced diet, can supply too much of calcium to children. Giving a free gift with a medicine would result in unnecessary consumption of the medicine. The claim that "Calcium Sandoz daily with breakfast makes my child solid everyday", needs to be substantiated.	**March 2011** Ad contravened the Guidelines on disclaimers prescribed by ASCI. The intake of calcium through non-natural methods needed to be taken with precaution, and since the disclaimer "or as directed by a Physician", is less than the minimum 11pixel height. **Advertiser assured appropriate modification of the TVC.**

83. $	Naaptol.com (Tummy Control Shapewear for women) The Times of India(*) (1/2011) Mumbai Mirror(*) (2/2011)	Ad of "Get in Shape for Men" claims - "Instantly look 5 to 8 kgs thinner", "Flattens Tummy and supports Back", "Retracts to pull you into Shape". Ad of "Tummy Control Shapewear for Women" claims - "Instantly look 5 to 8 kgs thinner", "Flatters Tummy", "Retracts to pull you into shape", "Over 4 Lakh satisfied customers".	Claims appear to be false and misleading. Advertiser should provide supporting clinical information with details of any tests/trials conducted in substantiation of these claims.	**March 2011** Exparte (absence of comments from the Advertiser). Chapter I.4. Claim, "instantly look 5-8 kgs thinner", is misleading by ambiguity. **Ad modified.**

84.	TVS Motor Company Ltd (TVS Wego) Star Sports(*)	TVC shows - "two couples on two Wegos. The pillion on both scooters is a woman who is not wearing a helmet. This is illegal. The two women are showing doing indecent moves while on the scooter, in a manner such that one is competing with the other on a scale of indecency. The two women later on move on to do dangerous stunts on the scooter. One of the women stands on one leg on the scooter while it is being ridden. while the other lies down so as to touch the rear wheel / road almost".	TVC is very dangerous and will prompt the youth to do such dangerous stunts on the scooter. Compounded to that it exhorts consumers to do illegal practices. (Five similar complaints received against the same TVC)	**March 2011** Chapter III.3 of the ASCI Code, and Clause B of the Guidelines on Advertisements for Automotive Vehicles. The dance movement of the pillion riders whilst the vehicle is in motion shows a dangerous practice and manifests a disregard for safety without justifiable reason. **TVC modified.**

COMPLAINTS THAT WERE **UPHELD** BY THE CCC

From April 2010 to March 2011

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

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

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

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

85. $	Sri Bhagavathy Madom Ayurveda Nikethanam (Fitness Massage Oil and Fat Free tablets) The Hindu(*), Coimbatore (10/2009)	Claims - "Sri Bhagavathy Madom Fitness Massage Oil to shun loose fat, wrinkles, bulgings, swellings and dry skin", "Gives you 100% Surety", "Widely accepted in USA & Gulf Countries", "Gets you rid off the excess sweating and bad odour", "Fat Free is an ayurvedic tablet to reduce cholesterol and excess fat which is acclaimed by world over as 100% safe and secure", "Fat Free tablet is made with the dried fresh juice of vegetables like Radish, Horse gram, Garlic, Boerhavia leaves, Curry leaves, Turmeric, Pomegranate etc. which are scientifically proven as reducing excess fat and cholesterol", "Fat Free tablet is an ayurvedic gift safe even for kids", "Use Fat Free and Sri Bhagavathy Madom Fitness Massage Oil together and see the magical result within one month".	Claims need to be substantiated with supporting clinical information, and with details of reports of clinical tests/trials conducted.	**April 2010** Chapter I.1. Claims not substantiated.

86. #	IMS Learning Resources(*) (IMS – CAT Approach program) The Times of India(*), Bhubaneswar (3/2010)	Claim - "Highest number of IIM calls for IMS Orissa students".	Advertiser should substantiate the context in which the word "Highest" is being used and then authenticate the claim with certified figures.	**April 2010** Chapter I.4. Ad may lead one to believe that IMS has the highest number of IIM calls of all Education & Coaching Institutes. Ad misleading.
87. #	Career Launcher (I) Ltd (IIM Call-getters) The Times of India(*), Bhubaneswar (3/2010)	Claim - "8 IIM Selections per 10 Interview Calls".	Advertiser has not substantiated whether this claim is a claim over past records or an undertaking from their side. In case of former, they should provide supporting evidence, and if it's a promise then the claim is misleading as it would be a claim over a future event.	**May 2010** Chapters I.1 and I.4. Claim made in the Adin 2010 was based on the data for 2008. Claim is not substantiated with data for 2009-2010, and is misleading.
88. Suo motu	Moneta Marketing Pvt Ltd (Wellness Noni) Mumbai Mirror (3/2010)	Claims - "Protect yourself from Fatal Diseases ?", "Protect yourself from side effects of Chemotherapy and Radiotherapy", "Blood Sugar, High B.P., Heart Diseases, High Cholesterol, Asthma, Insomnia, Depression, Cancer, Aids, Society is worried of such type of diseases which are still a challenge for W.H.O."	Advertiser should provide proof, supporting technical submission, in substantiation of these claims.	**May 2010** Chapter I.1. Claims not substantiated with supporting technical information.

89. #	Aaj Samaj (No.1 Newspaper) Aaj Samaj (3/2010)	Claim - "Aaj Samaj - No.1 Newspaper".	Claim is unsubstantiated as it does not have any industry recognized independent body or any research agency of repute substantiating it.	**June 2010** Exparte (absence of comments from the Advertiser). Chapter I.1. Claim, Aaj Samaj is "No.1 Newspaper" of Chandigarh, Ambala, not substantiated.
90. suo motu	Institute of Indian Therapies (Ayu:Care – Lavana Tailam) Mumbai Mirror(*) (3/2010)	Claims - "Rock salt, the major component in Lavana Tailam absorbs the excess superficial water content and strengthens muscles. The other medicinal ingredient in it reduces the fat layer under the skin and helps to regain the lost shape within three months in normal cases. Frequent usage of Lavana Tailam would also serve in lessening over weight".	Advertiser should provide proof, supporting clinical information, in substantiation of these claims.	**June 2010** Chapter I.1. In the absence of clinical tests/trial reports from the Advertiser, the claim, "Frequent usage of Lavana Tailam would also serve in lessening over weight", was not substantiated.
91.	IMS Learning Resources Pvt Ltd(*) (C.A.T. Approach) The Times of India(*) (5/2010)	Claim - "IMS Goa Results – IIMs: 37, GIM: 42, XLRI: 9, IIFT:9, IIT: 8, FMS: 6, TISS: 5"	Advertiser is misleading the students by claiming the number of interview calls as Results (which refers to final admission offers). Ad suggests that their students have secured 42 final admissions from Goa Institute of Management (GIM). On contacting their office about the final results, the reply was that only about 20 students have secured final admissions.	**July 2010** Chapter I.4. Ad is capable of misleading the students to believe that the number of students who succeeded in the tests are the final admits for the IIMs.

92. #	IIT-ian's PACE Claims published on their Website	Claims - "Rank 1,2,3 & 4 in Maharashtra IIT-JEE 09", "Highest in Physics and Chemistry in IIT-JEE 09", "8 out of 10 in Maharashtra in AIEEE", "Total 184 selections out of 600 (Mains)", "Toppers of all 3 Boards join IIT-ian's PACE", "All these results are from our 2 yr classroom course", "Highest success ratio in the country 184 students + 152 EML selections out of 600 students".	Claims made by the Advertiser on their website are not substantiated and validated by any third party. Advertiser should provide supporting evidence for these claims.	**August 2010** Exparte (absence of comments from the Advertiser). Chapter I.1. Claims not substantiated.
93. #	Team Satyam (MBA Test Prep) Education Times(*), Lucknow (Mar-April 2010)	Claims - "12/12 students securing IIM Calls from Lucknow are Team Satyam full time classroom program students", "16 out of 18 students securing IIM calls from Lucknow are Team Satyam Classroom Program students".	Advertiser needs to provide data in substantiation of these claims.	**August 2010** Exparte (absence of comments from the Advertiser). Chapter I.1. Claims not substantiated with supporting data.
94.	Andhra Pradesh State Road Transport Corporation (APSRTC) Ad displayed on APSRTC Buses	Slogan in Telegu (as translated in English) says - "Travelling in APSRTC is safe whereas traveling in private bus is dangerous".	No one can give assurance to anybody's life how / when one will meet the accident is unknown. It is foolishness to boost 100% security will be given if travelled in APSRTC which is highly impossible.	**August 2010** Exparte (absence of comments from the Advertiser). Chapter IV.1(e). Slogan unfairly denigrated transport in private buses.
95. $	Usha International Ltd (Usha Water Coolers) The Times of India(*) (3/2010)	Claims - "15% Faster Cooling", "Low Power Consumption", "Eco-friendly".	Claims need to be substantiated with supporting technical information, comparative data, and with details of tests/trials reports from an independent recognised testing institution.	**August 2010** Chapter I.1. Claim, "15% Faster Cooling", was not substantiated with technical proof from a BIS approved laboratory.

96. $	Spaceage Multiproducts P. Ltd (Morning Walker) Sunday Times Of India(*) (8/2010)	Claims - "For a healthier body. For a positive mind", "Medically Endorsed", "Get the opportunity to draw therapeutic benefits of music to enrich your daily 10,000 steps of brisk walk in the comfort of your home", "Here is your chance to get fitter, more energetic and healthier to fight life – threatening ailments such as obesity, diabetes, cardiac ailments and joint pain at the press of a button", "Give your whole family a complete healthcare solution today", "World's 1st Morning Walker with Music Therapy".	Claims need to be substantiated with independent research data. The claims regarding "therapeutic benefits" and "medical endorsement" need to be substantiated with authentic certificate from the concerned institution.	**October 2010** Chapters I.1 and I.4. Claim, "for healthier body, for a positive mind" is misleading in the absence of adequate scientific substantiation. Claim of "Medically Endorsed" was not substantiated with authentic certification from concerned institutions (IMA, NIOH, AIIMS).
97.	Frankfinn Institute of Air Hostess Training (Frankfinn Institute) Radio Mirchi 98.3 FM, Big 92.7 FM	Ads are telling youngsters that higher and professional education is not important, all that is important is money, so youngsters should focus more on earning money and not on education. Ad says - "Why to do Master of Bullshit attitude".	This is misleading young generation from proper Education. The campaign questions a fraternity "MBAs". The advertiser has been trying to push its product in the market by indirectly mocking its competition which is management institutes. **(Two similar complaints received against the same Ad)**	**November 2010** Exparte (absence of comments from the Advertiser). Chapters I.1 and I.4. Claims were false and misleading. Concerned Media (Radio Mirchi 98.3 FM) confirmed that the Radio spot has been suspended.

98. Suo motu	Dhathri Ayurveda Pvt Ltd (Dhathri Real Slim Oil) Claims made on the Website	Claims - "Dhathri Real Slim oil acts by reducing unwanted cellulite, tightening of slack tissues and reducing water retention", "reduces weight".	Advertiser should provide supporting clinical information, with details of tests/trials conducted, in substantiation of the claims made in the advertisement.	**December 2010** Chapter I.1. The CCC considered the in vitro clinical trials submitted by the Advertiser, and the technical advice provided by the expert. The CCC concluded that the claims, "reduces unwanted cellulite, tightening of slack tissues and reduces water retention, reduces weight", were not substantiated.

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99. Suo motu	Career Launcher (I) Ltd (Online Proctored Mock CATs) Delhi Times(*) (8/2010)	Ad claims, "CL – the undisputed leader in MBA test prep".	Advertiser should provide supporting data in substantiation of this claim.	**December 2010** Chapter I.1. The CCC noted the CA certificate validating "1866 CL students having got 4300+ IIM calls". However as there was no comparative data, the claim of being "the undisputed leader in MBA test prep", is not substantiated. Also, the Ad contravened `Clause 4b' of the Guidelines for Advertising of Educational

				Institutions and Programs, which states, "Advertisement stating competitive rank of the Institution or its program shall also provide full name and date of the publication or medium which released the rankings".
100. #	New Look Skin Care Centre Pamphlet	Ad claims, New Look to be "Asia's largest chain of skin laser clinics presents revolutionary Hair regrowth treatment", "Advanced Laser treatments for instant Hair growth, Hair Weaving and Hair transplantation". Advertisement draws a graphic comparison between 2 photos, one depicting a man with a discernable bald patch on his head referring to the state of condition before taking treatment from New Look, and the other which obviously refers to the after condition post taking treatment from New Look which depicts a person with a full head having complete hair growth.	Ad fails to give any reference to the basis of such strong statements. The claims are not supported by any research findings or any other studies which is likely to substantiate the efficacy of their treatment or otherwise of the genuineness of their claims.	**January 2011** Exparte Chapters I.1 and I.5. Claims, "Asia's largest chain of skin laser clinics", and "Instant hair growth", were not substantiated. Also, the claims are likely to lead to grave and widespread disappointmen t in the minds of the consumers.

101. Lavanya Ayurvedic $ Cancer Hospital & Research Center (All System of treatment under one roof) Sandesh (9/2010)	Ad in Gujarathi (as translated in English) states, "Within two months cancer of all stages, such as uncontrolled multiplication of the cells, metastasis, are controlled", "Melting it by medicines in three to four months destroys cancerous tumor", "If it is bone tumor, then it takes eight months to one year", "If the process of rotting of external organs has started due to tumor, then it comes to an end (cured) in two to three months", "If the process of rotting occurs in internal organs then it is cured by surgery and the cancerous tendency of cells is uprooted through Lavanya's remedy".	Ad fails to give any reference to the basis of such strong statements. The claims are not supported by any research findings or any other studies which is likely to substantiate the efficacy of their treatment or otherwise of the genuineness of their claims.	**January 2011** Exparte Chapters I.1 and I.5. Claims, "Within two months cancer of all stages, such as uncontrolled multiplication of the cells, metastasis, are controlled", were not substantiated. Claims are likely to lead to grave and widespread disappointmen t in the minds of the consumers.
102. Hindustan # Unilever Ltd(*) (Pureit Water Purifier) Zee TV (*), Colors(*) (12/2010)	Advertiser claims that "there is a Times of India report wherein a government institute has failed most of the water purifiers because they do not remove all bacteria and viruses". Advertiser claims that "the same laboratory report states that only Pureit removes 1 crore viruses and this is proof of safety".	Since this laboratory report has not been made public nor the brands of purifiers failed have been reported, the advertiser has no right to show the products of different brands and disparage them. Also, the advertiser displays a product which is identical to "Kent Gold+ storage water purifier" which is a registered design. This is a totally false claim as The Times of India very clearly states that the names of the brands which have passed or failed have not been disclosed.	**February 2011** Chapters I.4 and IV.1(e). The operative word in the TVC claim is "Kitanu" which means diseases causing viruses or bacteria or both. The support for this claim is sought to be derived from the study done by NIV. However, the study clearly shows that it refers only to Hepatitis virus and not to all diseases causing

			Further, in addition, the Advertiser should provide supporting technical submission, details of tests/trials conducted, with comparative data in substantiation of the claim, "only" Pureit removes 1 crore viruses.	bacteria and viruses. Hence the advertisement misrepresents the actual findings of NIV. **Advertiser has requested for a review of the CCC decision, which is under consideration..**
103.	Indiatimes Shopping(*) (Best Sellers Lowest Price) The Times of India(*), Mumbai (11/2010)	Ad claims, "Free Shipping".	When the Complainant called to order a book, the advertiser said that he has to pay additional for shipping. This Ad misleads the prospective buyer.	**February 2011** Chapter I.4. As there is no mention of payment mode charges to be borne by the customer when he opts for COD mode of payment, the claim of "Free Shipping", is misleading.
104. #	Lokmat Newspapers P. Ltd(*) Lokmat(*), Pune (1/2011)	Ad (in Marathi, as translated in English), claims that Lokmat "is the first newspaper to publish all colour pages in Pune city".	This claim is false. Daily Sakal was the first newspaper to print all colour newspaper in Pune on 25th October 2008.	**February 2011** Chapter I.4. Claim is misleading by implication.

REPORT OF **CONSUMER COMPLAINTS COUNCIL** (CCC)

COMPLAINTS THAT WERE **NOT UPHELD** BY THE CCC

From April 2010 to March 2011

Sr. No.	Advertiser / Agency / Media	Claim / Description of Ad/TVC	Complaint	Comment/ CCC Decision
1.	Volkswagen Group Sales India Pvt Ltd (Volkswagen AG) Mudra Comm(*) Neo Cricket(*) (1/2010)	TVC shows - horn and head of a mountain goat	The horn and head of a mountain goat picked up from the forest – Himalayas, encourages people to collect trophies of animals in a day when people are trying to conserve wild life and the environment.	**April 2010** TVC does not depict "the use of the skull of the mountain goat as a trophy, and it was merely part of a carcass of a dead animal". TVC is not likely to cause widespread offence, and also does not violate any law.
2.	DLF IPL (Train Ticket) Disney XD(*) (2/2010)	TVC shows - "a passenger getting down from the train and hurriedly walking away. When the checker (TC) asks him for his ticket, he smartly replies that he is going to buy that. After funny arguments when the TC intends to fine him, the passenger answers "take this (train) ticket. Yeh kohi ticket hai? Main toh IPL ka ticket kharid ne jaa raha hoon".	The words "Yeh kohi ticket hai" which is deliberately correlated with a railway ticket (plus shows platform/TC etc) denigrates the Indian Railway.	**April 2010** TVC was done in good humour and did not denigrate the Indian Railways.

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

3.	J. G. Hosiery P. Ltd(*) (Amul Macho) TVC aired on various channels	A very cheap and vulgar dialogue inside the bus between a girl and a boy that – "jaise ki ghar main koi baap bhai nahin hai"	This dialogue projects women in a poor light.	**April 2010** Dialogue was not likely to cause grave or widespread offence.
4.	I.T.C. Ltd(*) (Sunfeast Dream Cream Biscuit) Zee TV(*) (2/2010)	TVC says that "there is information inside the pack to meet Sachin Tendulkar and win other prizes".	Complainant bought a pack of `Sunfeast Dream Cream strawberry flavour' (Batch No.M3A. Pkd 11/01/10). But he found no information / details card inside the pack in regard to this claim.	**April 2010** TVC was not misleading as it clearly stated that the "customers could win a chance to meet Sachin Tendulkar and win other prizes".
5.	Kotak Mahindra Old Mutual Life Insurance Ltd (Kotak Insurance) TVC aired on various channels	TVC says "what is the guarantee whether your child will become an Engineer or Doctor in future when he grows up, as per the dreams of parents. Whereas their Insurance scheme gives Guaranteed returns".	The presentation is very disappointing and de-moralising for parents, as the dreams of parents for their child cannot be compared with an insurance scheme.	**April 2010** As the TVC does not in any way compare a parents dream for their children with an insurance scheme, the TVC does not contravene the ASCI Code.
6. #	General Motors India P. Ltd(*) (Chevrolet Cruze) TVC aired on various channels	TVC shows "the product – Ford Endeavour"	The commercial indulges in negative comparison of `Ford Endeavour' and repetitively shows this product from different angles thereby conveying disparaging message to the viewers The commercial also portrays the customers of the Ford Endeavour in a very negative manner and demeans existing users of the Ford Endeavour.	**April 2010** TVC does not unfairly denigrate a competitor's product.

7.	Whirlpool of India Ltd(*) (Sab ka Jashn Sab ki Jeet) The Times of India(*), Nagpur (1/2010)	Ad shows a "Reebok watch worth Rs. 2599/-".	According to the Complainant, the assured gift of a Reebok watch given to him is duplicate which costs in the market for just Rs.150/-	**April 2010** Complaint was an individual perception of the Complainant that the gift given was not genuine. Even if it was an unintentional lapse by the Advertiser, it may not invalidate the Ad in terms of the ASCI Code.
8.	Kumbhat Holographics (Kumbhat Holograms) Hindustan Times(*), Delhi (1/2010)	Ad states - "Kumbhat Holograms 1 paisa only".	Ad is misleading as it does not specify the size of the Hologram. The prospective buyer is falsely led to believe that generally a Hologram should be of one paisa only. The Ad is not fair for competition.	**April 2010** Ad was not misleading.
9.	IBIBO Web Pvt Ltd (ibibo.com) Neo Cricket(*), Sony(*) Bindaas channel	TVC shows - "a person sitting on a commode with his pants down on the ankles. He is holding a magazine in his hands and posing as if he is driving a car. Suddenly another person appears on the screen holding a placard which reads `Why play Akele' followed by the text `social gaming ibibo'. Another TVC shows "three girls in conversation. One of them says that "someone stole her melons". A melon is shown going up and suddenly a placard appears saying `stealing melons', followed by the Ad of ibibo `why play Akele'.	These Ads are vulgar, indecent and disgusting **(6 similar complaints received against the same TVC)**	**May 2010** Exparte (absence of comments from the Advertiser). TVCs are not likely to cause grave or widespread offence.

10.	Havells India Ltd (H ells CFL Lamps) Set Max(*) (4/2010)	TVC shows "a hangman feeling guilty after executing a death sentence. He comes home with a heavy heart. However, switching on the CFL at his home makes him feel better. He realises that he is at least doing some good by saving the environment and saving electricity. The Voiceover says 'Zindagi main hum sabko paap karna padta hai, kuchh to punya kama sakte hai, bijli bachake'. The Ad then upholds the energy saving proposition of the brand's CFLs".	The Ad is showing the hanging procedure of a human being, which is not suitable for viewing by children. Also, the TVC shows the `hangman' in poor light implying he is a murderer. **(3 similar complaints received against the same TVC)**	**May 2010** TVC does not portray the Hangman in poor light. Also, as the actual act of hanging is shown through a shadow, the TVC is not likely to offend the sensibilities of children
11.	Havells India Ltd (Havells Fans) Set Max(*) (4/2010)	TVC shows "a child as a house servant cleaning the house and a vase breaks. The child says "uparwale bacha".	Depiction of child labor in this Ad is wrong and derogatory, and also has no relevance to the product advertised. **(3 similar complaints received against the same TVC)**	**May 2010** TVC does not come under the purview of `Child Labour', as the Advertiser has provided proof of the Actor's age (being 29).
12. #	Three-N-Products Pvt Ltd (Ayur Charcoal Moisturizing shampoo) Dmas Advertising & Comm Sony TV(*), Star Plus(*), Zee TV(*) (2/2010)	TVC of "Ayur Charcoal shampoo" is made in a way so as to show that the `background of the whole TVC is black in color and is completely intended to copy and plagiarize HUL's concept of "I Say No" in their TVC of "Clinic All Clear".	There is a clear copy of the peculiar style of head movement by the Advertiser as shown in "Clinic All Clear" TVC. The costumes of the models and celebrities as shown in the TVC of the Advertiser are very similar in style and color, as that shown in "Clinic All Clear" TVC.	**May 2010** Advertiser's TVC was not similar to the Complainant's TVC so as to suggest plagiarism.

13. #	Dabur India Ltd(*) (Dabur Amla Hair Oil) Rajasthan Patrika(*), Divya Bhaskar(*) (3/2010) TVC aired on various channels	TVC claims - "sadharan amla tel se hai kahin behtar". Print Ad (in Hindi), as translated in English, claims - "Dabur Amla is the only oil with asli (real) Amla". "Saste Amla kesh tel se kahi behetar hai". "Makes hair two times stronger than ordinary amla hair oils" ("sadharan amla kesh tel ke mukable balon ko banaye dho guna tak zyaada mazboot")	Advertiser, by using the word "sadharan" (ordinary) to compare the competitors product with Dabur Amla, is disparaging other Amla hair oils. This gives an impression to the consumers that all other Amla hair oils do not contain Amla and hence are false imitations. Dabur Amla is Amla hair oil and the ingredient Amla is only added through oil form. Hence, the Advertiser cannot claim that the product is added with real Amla (asli amla Dabur Amla). By claiming that a cheaper Amla oil i.e. a product offered at a lesser price point in comparison with the Dabur Amla hair oil, is bound to be inferior, without any basis or substantiation, is an attempt to mislead the consumers at large especially those of other Amla hair oils. Claim is misleading. The advertiser shall have to communicate to the consumers that to which other Amla hair oil it has done the comparison with and what were the results of the tests conducted.	**May 2010** Advertiser does not exclusively claim Dabur Amla to be the "only asli Amla hair oil". Claim, "makes hair 2 times stronger than ordinary amla hair oils", was substantiated with scientific data.
14. #	Mankind Pharma Ltd (Don't Worry Sanitary Pads) Prachar Comm Print Ad DD1 (12/2009), Colors(*), Zee TV(*) (1/2010)	Print Ad and TVC claims - "Cotton ho toh worry, Get ho toh Don't Worry".	The advertiser is falsely driving consumers to believe that only pads that have gel in them are effective during the female menstrual cycle, thereby making a further claim to say that the cottony cover pads are not effective and could make a woman feel uncomfortable and do	**June 2010** CCC considered the technical substantiation that gel based sanitary pads have a higher absorbent capacity than cotton sanitary pads.

			not live up to the consumer's need. The advertiser is disparaging and denigrating other sanitary pads existing in the cottony segment. Cotton cover pads as such deliver the benefits of softness to skin thereby avoiding the problem of rashes which indeed all women fear and which could be easily contracted by usage of pads with a plastic dry weave cover. Therefore, leading such a consumer to feel that "cotton" is giving her worry is misleading, especially when based on unsubstantiated scientific proof that "gel" pads can deliver all benefits of "cottony cover pads" especially the benefit of softness on skin. The advertiser in the TVC has highlighted the benefit of 'gel' in a sanitary pad.	Claim, "gel based sanitary pads are more absorbent than cotton pads", was substantiated, and also the Ad is not disparaging cotton sanitary pads.
15. #	Henkel India Ltd(*) (Pril Power Gel) Zee TV(*), Star Gold(*), Sony TV(*) (5/2010)	TVC shows "the Dishwash bar being pushed aside by the model" Claim - "Problem Bar mein hai".	This is disparaging the Dishwash bar category as a whole. The consumer perception would be that the Dishwash bar is inferior in performance on greasy tough stains. Claim is false and misleading the existing bar users. In terms of product differences, the efficacy of Dishwash bars is superior due to the presence of abrasives which aid for soil/stains removal from the utensils and demonstrates less effort.	**June 2010** Claim, "Pril power gel, bar se dugani shakti", is not misleading. Also, the TVC is not disparaging the Dishwash bar category.

		Claim - "Pril power gel, Bar se dugani shakti".	TVC is not able to demonstrate clearly this claim and does not define the attribute for being 2 times powerful. No evidence of better cleaning, better lather, fragrance etc has been mentioned.	
		TVC shows the "model using just one drop of Pril power gel product on the sponge (yellow) side of the implement while she cleans from the scrub (abrasive/green) side of the implement".	To any viewer, it is confusing as it is not clear as to whether cleaning is due to the abrasive action of the scrub or it is due to the product. Thus the advertisement fails to justify the claim "just 1 drop of liquid" (Pril power gel) and its intended application, required to clean the visually depicted grease.	
16. #	T. I. M. E.(*) (IIT-JEE 2011 / 2012) T.O.I.(*), New Delhi edition (2/2010)	Claim - "340 + T.I.M.E. rankers in IIT-JEE' 09".	Advertiser should provide supporting evidence for this claim.	**June 2010** CCC considered the detailed data of 341 names of T.I.M.E.'s candidates along with their IIT-JEE admit card nos., provided by the Advertiser. Claim was substantiated.
17. suo motu	Bajaj Allianz Life Insurance Co Ltd (Bajaj Allianz Shield Plus) Disney XD(*) (2/2010)	Claim - "170% minimum guaranteed"	Claim needs to be substantiated.	**June 2010** Claim not false or misleading.

18.	State Bank of India (The Banker to Every Indian) Mid Day(*), Mumbai Mirror(*)	Ad mentions - "The Banker to Every Indian".	This statement is incorrect and misleading. Admitted that SBI is the largest public sector bank in India with branches spread across every city, town and rural location in the country and with a substantial presence overseas. But even if clubbed with its subsidiaries & affiliates, it cannot claim to service every one of India's billion odd population.	**June 2010** Ad suggests that as SBI is India's largest Bank and is willing to offer banking services to every Indian, the claim, "The Banker to Every Indian", though using creative license, cannot be said to mislead customers.
19.	Kalyan Jewellers Nethra Advertising Malayala Manorama(*), Mathrubhumi(*)	Ad (in Malayalam), as translated in English, alleges that the "gold jewellery business field is full cheats and that all jewellers are untrustworthy"	Ad casts aspersions on the integrity of all jewellers. Ad is false.	**June 2010** Ad in Malayalam, as translated in English, states that "at times" and not "all times" few people who practice such unscrupulous cheating. Ad cannot be said to cast aspersions on the integrity of all Jewellers.
20. #	Career Launcher (I) Ltd (CAT'09, GMAT'09, CET'09 Results)	Claim - "5 CL students with 100 percentile in CAT'09".	This claim appears to be misleading by exaggeration, as there is no 100 percentile. This claim needs to be substantiated.	**June 2010** Advertiser submitted a copy of the score cards of the IIMs indicating 5 students receiving 100 percentile. Claim is not false.

21.	Coca Cola India P. Ltd(*) (Thums Up – Thunder Wheels Offer) Promotion message on the pack	Ad says "a Suzuki bike to be won hourly and a grand prize of Suzuki."	After the validity of the offer, the Complainant enquired to find out about the winners of the offer. The Advertiser refused to give any details. No details of the winners have been published in the newspapers.	**June 2010** Advertiser informed that the formalities of verification were not complete. Advertiser has been advised to publish the main results in the leading newspapers and inform the winners individually as per Chapter I.5 (f) of the ASCI Code.

22.	Kerala Co-operative Milk Marketing Federation Ltd (Milma Ice Cream) Leaflet	Leaflet (in Malayalam) as translated in English, claims - "The ingredients used to make frozen dessert are not based on milk".	One of the main ingredients in frozen dessert is either milk or skimmed milk powder which is a dairy product. Both ice cream and frozen dessert cannot be manufactured without addition of milk powder.	**June 2010** Advertiser provided technical data substantiating the claims made on two types of products mentioned in the leaflet – 1) frozen dessert and 2) ice cream. Claims were substantiated.
		Claim – "Ice cream is a product made out of pure milk, milk cream, sugar and permitted flavors".	Ice cream is made from milk or milk obtained from reconstitution of milk powder. Addition of milk powder is necessary in both products to raise total solids to 36%.	
		Claim – "At least 10% fat, 3.5% protein and 36% nutrition are to be present in ice cream".	As per PFA Rule, at least 10% fat, 3.5% protein and 36% total solids are to be present in ice cream and frozen dessert respectively. But the leaflet does not mention this fact with respect to frozen dessert. The claim "ice cream contains 36% nutrients" is wrong. Actually 36% is the percentage of total solids in ice cream.	

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23. #	Max Bupa Health Insurance Company Ltd TVC aired on various channels	Plagiarism of the soundtrack / background score of the TVC of "Zatak Deodorant".	Zatak deodorant TVCs soundtrack was recorded in March 2010, whereas Max Bupa TVCs soundtrack was recorded in April 2010.	**June 2010** The sound track of the Advertiser's TVC was not so similar to that of the Complainant's TVC so as to suggest plagiarism.
24. #	GlaxosmithKline Consumer Healthcare Ltd(*) (Horlicks) TVC aired on various channels Promotion message on the pack	Claim – "23 Vital Nutrients"	This claim has been the slogan/tagline of `Complan' for decades. The Complainant has been advertising Complan through various medium and claiming that Complan has "23 Vital Nutrients" that helps children to fill their key nutritional gaps. The use of "23 Vital Nutrients" by the Advertiser on their Horlicks pack as well as in their Ads amounts to plagiarism.	**June 2010** Claim was generic and not the intellectually proprietary right of the Complainant and hence did not amount to plagiarism.
25.	Travel Guru (Travelguru.com) Star Movies(*) (5/2010)	Punch line - "India on Sale".	TVC is in bad taste offensive to all citizens of India.	**June 2010** TVC is humorous and is not likely to cause grave or widespread offence.
26.	Paras Pharmaceuticals Ltd(*) (Zatak deodorant) ESPN, Star Cricket (5/2010)	TVC shows - "unethical, immoral depiction of moral values".	In India marriages are meant to be sacred. This TVC will create adverse effect on society, and bad impression on youth.	**June 2010** Visuals depicted in the TVC were not offensive to generally accepted standards of public decency. Also, the TVC is not likely to cause grave or widespread offence.

27. #	Noesis Education And Management Services (Free CAT – 10 Workshop) Print Ad Ad on company's website	Claim - `Mr. Byju is a serial CAT Topper'. Claim -"BYJU, has an unmatched record of personally sending more than 400 students into the IIMS in the last 2 years". Website claims - His centre (presumably his local office) is a College of Engineering, Pune.	Ad does not say if he is an overall topper i.e. 100 percentiler all subjects put together or only a 100 percentiler in a specific subject, like quant. Advertiser should substantiate the claim. Claim should be supported by a third party verification. He should cite the third party validation in the advertisement. This is a prestigious engineering college and the Complainant has checked with the college and they have categorically denied that their college is a centre for Noesis.	**June 2010** Claims were substantiated.
28. #	T.I.M.E.(*) (CAT 2010) The Times of India(*) (1/2010) Leaflet distributed in Cochin	Ad claim - "Trusted by 80,000+ students for CAT'09 preparation". Leaflet claim - "80,000+ students trusted T.I.M.E. for CAT'09 preparation".	Advertiser should provide supporting data in substantiation of these claims.	**July 2010** CCC considered the Chartered Accountant's certificate that 83747 students were trained for CAT 2009. Claim was substantiated.
29.	Reckitt Benckiser (India) Ltd(*) (Vanish detergent powder) Sony Max(*) (4/2010)	TVC shows - "a kitty party arranged by a film personality for the society women of her relation, wherein her pet dog is shown playing and jumping in that party hall and spoiling the clothes of all party women. On this mischief of her pet dog, she calls him by name – Hari Prasad to appease that pet dog".	To call the dog as Hari Prasad, is an insult of Hindu Deitism (Deity)	**July 2010** The naming of the dog as Hari Prasad does not hurt the religious sentiments of any community

30.	Maxx Mobile Communications Ltd (Maxx Mobile) 92.7 FM Vadodara station	Voice Over - "a child threatens his parents that if he doesn't get Maxx mobile, he will run away from the house".	Ad is likely to create a negative feeling in the society, particularly among minors.	**July 2010** Exparte (Comments not received from the Advertiser). Ad is not likely to cause a negative feeling in the society.

31.	Hindustan Unilever Ltd(*) (Close Up Toothpaste) Colors(*), NDTV Imagine(*), Zee TV(*) (5/2010)	TVC shows - "couples trying to kiss each other". Ad says that the freshness/fragrance of Close Up would provoke one to kiss ("Kiss karne ko Ji chahe").	Ad is vulgar and not suitable for viewing by children. **(Six similar complaints received against the same TVC)**	**July 2010** The dramatization was not indecent and not likely to cause grave or widespread offence.

32.	Hindustan Unilever Ltd(*) (Pureit Water Purifier) Zee TV(*) (21/4/2010)	TVC claim - "Pureit cleans 1 cr germs from dirty water".	Ad shows drinking of gutter water which is indecent, and can provoke children to drink dirty water which can be dangerous to health. Advertiser should provide supporting technical submission, details of tests/trials conducted, with comparative data in substantiation of this claim.	**July 2010** Water shown was dirty water from a tub, and not taken from a gutter. Claim was substantiated.

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33 #	Unicharm India Pvt Ltd (Mamy Poko Pants) Colors(*) (5/2010) India TV(*) (5/2010) Zee Cinema(*) (5/2010)	TVC claims - "Mamy Poko Pants provide complete leakage proof advantage" ("leakage na hone de").	This claim is false, baseless and uncorroborated by any independently generated scientific data or consumer studies. Ad does not refer to any source of support to the said claim.	**July 2010** Claim, "the diaper helps prevent leakage", was substantiated.

34.	Tata Teleservices Ltd(*) (Tata Indicom) Doordarshan (5/2010)	The tone of the conversation in a classroom shows disrespect towards a great warrior "Vishwasrao Peshwe".	TVC is likely to hurt the sentiments of Indians.	**July 2010** Reference made to "Vishwasrao Peshwe" in the TVC, is not likely to hurt the sentiments of Indians, and also not likely to cause grave or widespread offence.
35. #	T.I.M.E. (Coaching for Bank POP Exams) Mumbai Mirror(*) (6/2010)	Claim - "National Leader in Entrance Exams Training".	Advertiser should provide supporting evidence/data duly validated to prove this claim.	**August 2010** Claim substantiated.
36.	Vanesa Inc (Denver Deodorant) Zee Studio(*) Star Movies(*) (5/2010) Star Gold(*) (6/2010)	TVC shows - "a lady model in a skimpy Bikini trying to expose more".	This portrayal of lady model in indecent / obscene move is objectionable. TVC is also not for family viewing. (Two similar complaints received against the same TVC).	**August 2010** Visuals depicted in the TVC are not offensive to generally accepted standards of public decency, and the TVC is not likely to cause grave or widespread offence.
37.	Hindustan Unilever Ltd(*) (Axe Twist Deodorant) TVC aired on various channels (5/2010)	TVC shows - "lady models in minimal dress (bikinis)".	The body movements and exposed body parts of the female models are uncalled for in the TVC. **(Two similar complaints received against the same TVC).**	**August 2010** Visuals depicted in the TVC are not likely to cause grave or widespread offence.

38.	Hindustan Unilever Ltd(*) (Vim Liquid Gel) Star Movies(*) (6/2010)	TVC shows - "one drop of Vim liquid being directly poured on the greasy utensil, and turning into a tornado-like swirl that cleans the greasy utensil all by itself, without the use of any scrub pad or sponge".	This is not just false, but this over exaggerated demonstration of the power of one drop of Vim is clearly an attempt to mislead the consumer into over estimating the efficacy of the product. The Ad introduces the scrubbing sponge when the dish has been almost completely cleaned by the tornado-like magical drop of Vim liquid.	**August 2010** The interspersing of the use of the scrubber and the tornado like swirl, was within the boundaries of creative license
39. #	Colgate Palmolive (India) Ltd(*) (Colgate) Aaj Tak(*), Colors(*) (7/2010)	Claim - "Colgate protects the Dentist's teeth".	Advertiser is `communicating the message that Colgate toothpaste is actually used by dentists across the country. The claim is likely to mislead the consumers into believing that only Colgate toothpaste is endorsed recommended and used by dentists.	**August 2010** Claim, "Colgate protects the Dentist's teeth", was substantiated based on the Dentists Tracking Study of January 2010.
		Claim - "No.1 brand recommended by dentists" Super states that the claim is based on "dentist's tracking study (TNS) 2010".	There is no data provided in the Ad to substantiate the claim "Who protects the dentist's teeth? Colgate". Advertiser should furnish the details of such a survey conducted to show that dentists apart from recommending the advertiser's product also use the product.	
40. #	I.T.C. Ltd(*) (Vivel Active Fair Fairness Cream) TVC aired on various channels	TVC shows - "a butterfly emanating from the skin of the model (depicting the old/dull skin disappearing into the air) also followed by the activity story of the product of penetrating into the skin helping in `melanin reduction'. Further, ITC has chosen to depict a butterfly like	TVC of "Vivel Active Fair" is using the same two basic lines of the TVC of "Fairever Fairness Cream", which has two components i.e.- butterfly emanating out of the body part of the model, and the storyline linking butterfly emergence from the skin supported by a voice-over and activity story of `melanin reduction'.	**September 2010** Brand idea and the storyline of the Advertiser's TVC is not so similar to that of the Complainant's TVC, so as to suggest plagiarism.

		object in its product pack, to give justification for its usage of the butterfly like object disappearing and merging into the product pack shot in the TVC.		
41.	Nivea India P. Ltd(*) (Nivea Cool Kick Deodorant) Star World(*), Star Movies(*), Sony TV(*) (5/2010)	TVC shows - "a bedroom scene"	This is obscene and not suitable for family viewing.	**September 2010** Bedroom scene depicted in the TVC, is not likely to cause grave or widespread offence.
42.	Mankind Pharma (Manforce Chocolate Flavoured Condoms) Prachar Comms Colors(*), Star Ananda (7/2010)	TVC shows - "seducing a man using a chocolate flavoured condom".	The language and depiction of the Ad is unsuitable to be viewed in the presence of small children. **(Four similar complaints received against the same TVC).**	**September 2010** Whilst the TVC was not likely to cause grave or widespread offence, it was not suitable for family viewing. Advertiser has been advised to air the TVC after family viewing hours, viz., 11.00 p.m. to 6.00 a.m.
43.	Mankind Pharma (Manforce Chocolate Flavoured Condoms) Prachar Comms Bombay Times(*) (7/2010)	Ad states - "I was mesmerized, as if he has cast a spell on me. I was enjoying obeying his orders. I was a slave by choice".	This smacks of Sado-masochism and female enslavement. The Ad is vulgar and offensive to women.	**September 2010** Ad copy "slave by choice" does not connote female enslavement. The Ad is not likely to cause grave or widespread offence.

44.	Lovable Lingerie Ltd (Fiona Lovable Fashion Lingerie) Advertising Avenues(*) The Times of India(*) (6/2010)	Ad shows – "a woman in her undergarments"	Ad is indecent.	**September 2010** In view of the product advertised, the Ad is not indecent.
45. #	IMS Learning Resources P. Ltd(*) (Open Sim CAT) Mumbai Mirror(*) (6/2010)	Claims – "India's Largest Simulated CAT", "The Open Sim CAT will be the closest you can get to the actual CAT", "50000+ student base", "Trusted for Success". Claim - "IMSuccessful Events" Claim - "Open Sim CAT will be closest you can get to the actual CAT"	Advertiser should provide supporting evidence/data duly validated to prove these claims. Claim has been made even before the occurrence of event. Claim is a promise based on a future event.	**October 2010** As the Advertiser provided proof of their claims endorsed by a certified Chartered Accountant, the claims were considered substantiated.
46.	Hardcastle Restaurants Pvt Ltd(*) (McDonalds - Happy Meal) Cartoon Network (7/2010)	TVC shows that McDonalds is using cartoon characters and offering toys and merchandise to sell food.	Advertiser is instigating children to adopt unhealthy eating habits.	**October 2010** TVC does not violate any specific guidelines or Code Provisions of ASCI.
47. $	Hindustan Unilever Ltd(*) (Pureit Marvella Water Purifier) The Times of India(*), Chennai (8/2010)	HUL have cited having met the "germkill safety" standards of US EPA.	The advertiser uses the same TCCA tablets for germ killing as do all variants of Pureit storage water purifiers. The Ad is misleading by implying that US EPA has approved Pureit when in fact it has not and more importantly, the TCCA used in the manner and method in Pureit is in contravention to US EPA's strict regulations	**October 2010** CCC considered the Advertiser's proof of its "4 step process to provide safe drinking water without traces of chlorine, and also that the TCCA used is NSF approved for drinking water".

			concerning the use of this chemical. Advertiser needs to provide letters from world renowned regulatory and certifying agencies (namely, US EPA, WHO, and NSF) specifically addressing the safety concerns about Pureit.	Ad mentions that Pureit Marvella "meets US EPA standards", and not "US EPA approved".
48.	Kuoni Travel (India) Pvt Ltd The Times of India(*), Kolkata (8/2010)	Ad offers "6 Days Malaysia & Singapore at R.53990 per family of 2 adults + 1 child. Visas and Taxes extra".	Complainant called up the SOTC office in Kolkata to find out the visa and taxes component and was surprised to know the amount of Rs.60510, which is more than the advertised amount. The Ad is misleading the general public.	**October 2010** Advertisement clearly mentions, "Visas and Taxes extra". The Ad is not misleading.
49. #	Institute of Indian Therapies (Ayu: Care – Lavana Tailam) The Mathrubhumi(*) (8/2010)	Ad mentions "slim oil", and has displayed an image of the `Real Slim Oil' pack shot. The registered `Warriers Hospital' logo is visible in the same and so is the pack colour and the pneumonic used in the brand name. Ad criticizes Real Slim Oil as to be having higher amount of salt content in comparison to Lavana Tailam and the same has been illustrated through a comparison of the package of Real Slim oil.	Ad is directed at tarnishing the brand image of "Real Slim oil".	**October 2010** Ad did not denigrate the competitive product of another advertiser. **Ad discontinued.**

50.	The Economist Group (Economist Magazine) O & M(*) Discovery channel(*), HBO, National Geographic, NDTV 24x7(*), Sony Pix(*) (5/2010)	TVC states - "African children lose their childhood because of global demand for diamonds".	This remark will affect the demand of diamonds and diamond jewellery negatively in India and in turn detrimental for the Indian Diamond Industry.	**October 2010** As the TVC portrayed an issue discussed in the Economist, it was not considered to be misleading.
51.	Kothari Products Ltd (Pan Parag) Radio One 94.3 FM, Radio City 91.1 FM	Ad says - "subah ke dus baj rahe hain, Pan Parag khaya kya"	This is highly unacceptable Ad. Radio FM channels are primarily heard by youth and such reckless Ads would mislead youth into Pan Parag habit. Also, the warning that "tobacco chewing is injurious to health" is told so fast, that one can hardly understand it. **(One similar complaint received against the same Ad)**	**October 2010** As the product advertised contains "no tobacco", the Ad is not in breach of the law, and does not contravene the ASCI Code.
52. #	Nestle India Ltd(*) (Bar One Chocolate) MTV (8/2010)	"5 Star" TVC has a product window where chocolate, caramel, nougat fall on the chocolate bar.	"Bar One" has copied the same product window in their latest commercial.	**October 2010** Brand idea as cited in the complaint, was not similar to that of the Advertiser's TVC so as to suggest plagiarism.
53. #	Mankind Pharma Ltd (Don't Worry Sanitary Napkins) Prachar Comm	TVC shows - "Three women in a boat cruising in a lake. The mobile phone of one of the women rings and while taking out the mobile phone, a pack of `Don't Worry Sanitary Napkin' falls in the lake and absorbs all the water of the lake".	TVC expressly and by implication creates an impression that the product's gel technology is superior which can even absorb the entire water of the lake, and there is no other sanitary napkin which can functionally perform superior to Don't Worry.	**October 2010** Visual depicted was within the purview of Chapter I.6 of the Code being "exaggeration likely to amuse or catch the eye of the consumer

			The intended messaging in the TVC is unsubstantiated by way of any independent study to show/prove the efficacy of the product.	provided they are clearly seen to be humorous or hyperbolic".
54. #	Career Launcher (I) Ltd (Career Launcher – Online Proctored Mock CATs) Delhi Times, The Times of India(*) (8/2010)	Claims of Career Launcher's students getting "4300+ IIM calls in CAT'09".	This claim has not been backed up and substantiated by a list of their students and the details of IIM calls received by each of them. In addition, there is no validation by any independent agency that confirms this claim. The advertiser should provide the supporting data in substantiation of this claim.	**November 2010** Claim, "4300+IIM calls in CAT'09", was substantiated through data validated by an independent certified Chartered Accountant firm.
55. #	Career Launcher (I) Ltd (CL celebrates 39% more IIM calls in CAT'09) The Times of India(*), New Delhi (9/2010)	Ad claims, "1888 students received IIM calls in CAT'09". Poster claims, "1888 CL students who secured IIM calls in CAT'09".	This claim has not been backed up and substantiated by giving a detailed list of the students and the IIM calls received by each of them. There is no validation by any independent agency that certifies this claim. The poster mentions some names of students. The Complainant have tried to collate the same, the list shows less than 500 students names. Hence this claim appears to be misleading.	**November 2010** Claim, "1888 students received IIM calls in CAT'09", was substantiated through data validated by an independent certified Chartered Accountant firm.
56. #	Artsana India Pvt Ltd (Chicco Skincare Products) McCann-Erickson India(*) Star World(*), NDTV 24x7(*), Zee	TVC and print Ad claims, "The world's favourite baby care brand is now in India".	The Advertiser has used this claim only in India. Moreover, since the brand is not available in India, and Indian consumers are not aware of this new brand, the Indian consumer could be misled to believe that	**November 2010** Exparte. Claim is not false.

	Studio(*), Discovery(*), Zoom(*) (9/2010) Hindustan Times(*), The Times of India(*) (7/2010)		Chicco is the world's number 1 baby care brand, which it is not. Chicco brand does not figure in the consumer off-take panels of leading syndicated data provider AC Nielsen in any category in India as per the September 2010 retail audit panel for popular consumer products. World-wide market shares of Chicco are at 0.4% in value terms. With such a miniscule market share, there is absolutely no basis for a tall claim of being the `world's favourite baby care brand' even in countries that they have been present in. Hence this claim is false and misleading.	
57.	Cadbury (India) Ltd(*) (Bournvita Plus Plus) Fever 104 radio station	Radio commercial (in Hindi) claims, "Bournvita Plus Plus din bhar charge ···.. ab rakhiye apne bachche ki battery hamesha full, Bournvita Plus Plus ke saat"	Ad does not say as to what is the basis of claiming Bournvita Plus Plus can give energy to a child charged for a full day. Advertiser should provide clinical studies, comparative data, with details of reports of tests/trials conducted from an independent recognised testing institution, in substantiation of this claim.	**November 2010** With the product composition being what it is, the claim, though a puffery is not false.
58. #	Tata Sky Ltd(*) (TruChoice Packages) Star Plus(*) (10/2010)	TVCs claim, "Pehli baar Tata Sky laye hein TruChoice packages".	The Commercials seek to promote customer's freedom and flexibility in choosing channels as a first in India. In reality, all the DTH operators, from the inception of DTH operations in the country, have been giving the customers the option to	**November 2010** The commercial is not advertising a "promotional offer with Terms & Conditions" but the launch of a new

select the base pack and add-on packages of their choice. The TVCs show the other DTH operators in poor light.

The customer is given the impression that he is getting "TruChoice" and that the channels will be available to the customer as per his/her choice. Whereas in fact he has to choose between sets of channels packaged in a predetermined manner by the operator. The TVCs are misleading to the customer.

The visuals in the commercials showcase a stack containing the base packages offered by Tata Sky, which are pushed aside by a hand indicator, only to give place to a stack containing the regional/genre packages offered by them. The commercials by the misleading use of the hand indicator give the impression that the set of base packages can be replaced by the add-on packages and that the customer can subscribe to the add-on packages without subscribing to the base packages.

The advertiser has not specified anywhere in the commercials that the offer advertised therein is subject to certain terms and conditions or that the add-on packages are made available only with the base packages.

packaging structure named `TruChoice Packages', the claim, "Pehli baar Tata Sky laye hein TruChoice packages", indicating availability of choice to consumers is not false. The TVC does not show other DTH Operators in poor light.

59.	Reckitt Benckiser (India) Ltd(*) (Harpic Power Plus) TVC aired on various channels (7/2010)	TVC claim, "Naya Harpic hai 5 guna behtar…". The actual disclaimer claims "it is better than phenyls, detergents and bleach". Claim, "iska advanced formula de sadharan cleaners se 5 guna behtar safai".	The comparison would be valid only if the claim is being made on an equitable basis of cost / wash. That is if the so called "ordinary product" is x times cheaper than Harpic, has the comparison been made at x times the dosage of the product of Harpic? Harpic refers to their ability to deliver 5 times better cleaning than ordinary cleaners (super qualifies them as bleach, detergents, phenyls). Detergents are basically for soil removal, phenyls are used for germ kill and bleach for both. All the three have their unique chemistry and their use in household is consistent with their properties. Therefore claiming that Harpic is better than bleach / phenyl / detergents for limescale removal is superfluous as the comparison is irrelevant. The assertion of "Maare saare kitanu" is false. It gives the impression that all germs are killed. The usage instruction on back of pack is for 20 mins contact time but by their own admission (however questionable the basis might be) the germ kill benefit is only delivered by contact with neat product for 60 mins. Advertiser needs to submit their current test protocol and resubmit data based on an internationally accepted test protocol.	**December 2010** CCC considered the technical data from the independent research laboratory, submitted by the Advertiser. Claim, "5 times better" than phenyls, detergents and bleach was substantiated.

60.	Pantaloon Retail India P. Ltd (e-zone) Mudra Comms(*) The Times of India(*) (10/2010)	Ad offers "Philips 32" LCD (32PFL5409) for INR 22,990 with features like Full HD and 4 HDMI".	When the Complainant contacted Future Group Toll Free number to book the same, he was informed that the relevant T.V is out of stock. Accordingly, he visited E Zone, Pushkar Enclave, Paschim Vihar and was surprised to learn that the Philips TV advertised by Future Group was only HD Ready and that too with 2 HDMI. When enquired from sales staff on discrepancy they had no reply and most of the sales staff had no knowledge on various LCD's being displayed. Display board for various TV Models found were mismatch to actual T.V Configuration and were truly misleading to public. In view of misleading Ad of Future Group, the Complainant bought Toshiba 32"LCD from Pushkar Vihar which has not been installed despite repeated reminders and wall mounting bracket has not been sent. Mostly the telephone numbers of Pushkar Vihar outlet are not answerable and their sales ends with receipt of money from Customer.	**December 2010** Exparte In mass manufacturing and distribution of goods, it is not always possible for the advertiser to envisage out of stock positions. Such a lapse does not invalidate the Ad in terms of the ASCI Code.
61.	Naaptol.com (Exchange Offer of Smartphone – X' Five Q8) Hindustan Times(*), Mumbai (10/2010)	Ad states "Exchange your old mobile with new Smartphone – X' Five Q8 @ Just Rs. 1999/- with 6 months warranty".	Enticed by the offer, the Complainant placed an order on the given phone number. The package box containing the promised phone and accessories, received by him, did not specify the mandatory details like MRP, manufacturer or importer/supplier name, address, mail/phone, invoice/bill, warranty etc. On testing the handset, it	**December 2010** Mentioning the warranty in the Ad and not giving a separate warranty card did not invalidate the Ad in terms of the ASCI Code.

			got "locked". The given complaint phone number, when contacted, responded that "neither any "after sales service" nor any phone number of "merchant" was available". The offer advertised is false and misleading.	
62.	Tata Motors Ltd(*) (Nano car)	Claims that "Tata Nano car has a fuel consumption of 23.6 kmpl".	The Nano car purchased by the Complainant is giving a fuel efficiency of less than 14 kmpl (without A.C.). The Ad appears to be misleading.	**December 2010** The mileage of "23.6 kmpl" claimed in the Ad was as per ARAI tests in standard conditions, which was mentioned in the disclaimer. Mileage claim is not false or misleading.
63. #	R. R. Industries (Doms Zoom Pencils) Cartoon Network, Nick, Pogo (11/2010)	TVC is trying to convey that the red and black pencil is of old times and that it will not work, by showing that its lead breaks easily.	"Nataraj 621 pencils" have red and black design as exactly shown in the said TVC. The TVC of Doms Zoom Pencils is unfairly denigrating and discrediting Nataraj 621. This is because red and black design pencil is unfailingly known to one and all as Nataraj 621.	**December 2010** CCC considered the market research data by an independent agency submitted by the Advertiser, and concluded that since there are many red and black pencils of different companies in the market, the 'red and black design pencil' shown in the TVC is not denigrating the Complainant's brand. **Decision on Review**

				February 2011 CCC considered the independent market research conducted by the Complainant, and concluded that the said commercial does not denigrate the Complainant's brand as the `red & black pencil' is not exclusively that of the Complainant. The earlier decision of **Not Upheld** stands.
64.	Axis Bank Ltd (Foreign Currency) NDTV	TVC shows "a person whose money has been stolen to finding it impossible to differentiate between mongoloid looking people".	In a county where almost the all of North East India is termed as `chinky', this Ad keeps on adding to the stereotype. The Ad is racist and in poor taste. **(One similar complaint received against the same TVC)**	**December 2010** The CCC noted that the TVC was set in Bangkok and did not stereotype the people of North East India. The scene was humorous as the protagonist was not able to distinguish between locals, irrespective of what race they may be. The TVC was not racist. **TVC withdrawn.**

65.	Perfetti Van Mellie India Pvt Ltd(*) (Center Fresh Chewing Gum) O & M(*) Disney channel(*)	TVC shows, "a child is being slapped by his father for failing in the examination".	This is an instance of physical abuse of children.	**January 2011** The boy shown in the TVC was above 13 years of age. The Ad is in lighter vein and also executed without showing the impact of the slap. Ad is not likely to cause grave or widespread offence.
66. $	Akzo Nobel India Ltd (Dulux Weathershield Paints) TVC aired on various channels	TVC claims that Dulux Weather Shield Paints "keeps the walls upto 5 degree cooler as against ordinary paint" ("Deewaro ko rakhe sadharan paint ke mukable 5 degree tak thandha").	Advertiser should provide supporting technical information, comparative data, with reports of tests/trials conducted from an independent recognised testing institution, in substantiation of this claim.	**January 2011** CCC considered the technical submission made by the Advertiser, and the laboratory reports which proved that the Sun Reflect Technology used, resulted in significantly higher reflectivity for solar radiation and consequently the exterior walls were considerably cooler. Claim was substantiated.
67. $	Ferrero India Pvt Ltd(*) (Kinder Joy) Grey Worldwide(*) TVC aired on various channels	TVC shows "a boy playing with a number of toys, such as car, aircraft, tricycle, animals, etc., making an impression that these toys are commonly supplied with the product".	TVC deliberately lures children to buy more and more of this product. The amount of fat (32.4g) and sugar (50.1g) per 100g of the product is very high, and therefore, the consumption of this product may result in obesity and many other serious complications in children.	**January 2011** CCC observed that since the portion of the chocolate in each pack was only 20 gms, the fat and sugar content would not lead to obesity.

			TVC depicts the product as a source of vitamin E, besides calcium and protein. Advertiser needs to provide independent data in substantiation of these claims.	
68.	Perfetti Van Mellie India Pvt Ltd(*) (Happy Dent White Gum) McCann Erickson(*) TVC aired on various channels	TVC of 'Happy Dent white gum' with tag line, ' Muska Le Jagmaga Le'	TVC shows slavery and is against Human Right.	**January 2011** Through creative license and humour, the Ad does not promote slavery, nor is the Ad likely to cause grave or widespread offence.
69.	TVS Motor Co Ltd (TVS Scooty Pep) McCann Erickson(*) MTV	TVC shows "a traffic constable approving a girl to break the rule and proceed on a road which is blocked for a VIP Convey".	TVC shows the traffic police in bad light of being weak towards their responsibilities, and promotes youngsters to adopt such careless approach of protesting against the traffic rules.	**January 2011** TVC is a hyperbole and the entire commercial is to be taken in a light hearted manner and it is not to be construed as a serious comment on the working of the police.
70.	Multiscreen Media Pvt Ltd(*) (Kaun Banega Crorepati 4) Sony TV(*) (9/2010)	Promotional Ad slogan - "Tum mujhe khoon dho main tumhe Aazadi doonga"	Promotional Ad has used the Netaji Subash Chandra Bose's slogan in a light and derogatory manner.	**January 2011** Promotional campaign attempted to enhance the general knowledge of viewers with reference to the contributions made by

				patriots and leaders like Netaji Subhash Chandra Bose. It was done with a tinge of humour but definitely not derogatory to the great leader.
71.	Bharat Business Channel Ltd (Videocon Mobile) TVC aired on various channels	TVC shows "a Bengali man with typical Bengali attire is scared in a room and he is calling his mother who is also in typical TVC aired on various channels	This is just to vindicate of a prejudice concept that Bengalis are not so brave. This is a humiliating depiction of a linguistic community and it is racist.	**February 2011** Exparte. TVC does not deride any caste and is not racist.
72. #	Cadbury (India) Ltd(*) (Cadbury's Dairy Milk Chocolate) Disney channel(*), Sony TV(*), Star Plus(*), Zee TV(*) (1/2011)	TVC depicts "a young man eating potato chips from a pack and then carelessly throwing the empty pack on the road. He then pauses and picks up the pack from the road to avoid littering".	TVC obliquely maligns the reputation of Pepsi Co owing to the use of a chips packet which appears to be "Lays Classic Salted". The packet of chips shown in the TVC is identical to the "Lays Classic Salted". The TVC gives a palpable impression that littering is done by consumers of Lay's chips.	**February 2011** The "instant reaction of the young man in picking up a packet which he threw down on the road" does not give an impression that littering is done by consumers of Lays chips. Also, the packet of Chips thrown down is not easily identifiable as Lays chips.
73. #	Shakti Bhog Foods Ltd (Shakti Bhog Atta) PTC, PTC News (1/2010)	Claim - Shakti Bhog Atta is "Apne Desh ka number one atta".	Claim is misleading as the Advertiser has not mentioned the basis on which they have made this claim. This claim needs to be substantiated with comparative data from research conducted by recognised independent agency.	**June 2010** Exparte (absence of comments from the Advertiser). Chapter I.1. Claim not substantiated. **Decision on Review** February 2011

				CCC considered the Chartered Accountant's certificates provided by the Complainants and the Advertiser, and noted that Shakti Bhog Atta is the "No.1 Atta" in terms of sales. Claim was substantiated. Complaint was **Not Upheld** on review.
74.	Tribhovandas Bhimji Zaveri & Sons (TBZ Diamond Jewellery) Ambience Publicis(*) NDTV(*) (11/2010)	TVC shows - "the mother-in-law shows disdain for her to-be daughter-in-law because she is not bedecked and is a plain Jane. The mother-in-law's reaction undergoes a sea change when the girl emerges with the fine ornaments that her new to-be family presents".	Ad has a very regressive connotation, and it perpetrates serious social ills.	**March 2011** The implied context is marriage, the gift to the girl by the boy's mother, cannot be construed to be dowry and thus does not perpetuate a social ill.
75. #	Gillette India Ltd(*) (Duracell Batteries) TVC aired on various channels	Product shot claims - "AA size batteries lasts 10 times longer". Ad depicts that Duracell batteries in high power toys powered by `C' batteries lasts upto 200 minutes and ordinary zinc carbon batteries only upto 20 minutes. Product shot claims "Duracell AA batteries lasts upto 10 times longer vs ordinary zinc batteries in standardized tests for flash cameras simulating actual consumer usage", with the comparison as	`C' batteries comprise of a miniscule market of less than 1% of the battery market and cannot be the basis of comparison. TVC suggests that Duracell batteries are 10 times better than other batteries, thus claiming that zinc carbon batteries are ordinary and have low efficacy as compared to the Duracell batteries. The misleading nature of the TVC is also apparent from the fact that while the visual of the TVC compares the batteries as applied to toy cars, the	**March 2011** Claim of Duracell Batteries being "10 times longer than ordinary batteries", when being used in flash cameras was substantiated. Claim, "Duracell lasts upto 10 times longer vs ordinary zinc batteries", is not false.

		claimed, not visible in the TVC. The audio of the TVC goes on to specify that "Duracell lasts upto 10 times longer than your ordinary batteries"	product shot of the Duracell AA batteries compares the batteries as applied to flash cameras being a totally different product and having a totally different application. The battery referred to as so called ordinary zinc carbon battery is red in colour. Red is the trade dress of the complainant. By referring the red battery as ordinary and having poor performance, the batteries of the complainant have been unfairly denigrated.	
76.	Bajaj Auto Ltd(*) (Bajaj Discover 150DTSi) Lintas India(*) Star Plus(*) (1/2011)	TVC shows - Two boys (minors) imitate driving two bikes; one sits on Bajaj Discover and the other on ordinary bike. They compare the features of the two bikes. A girl (minor) prefers to take lift from the boy riding the Discover bike."	TVC would encourage minors to try and drive 2-wheelers as shown in the Ad. Showing kids below the licencing Age driving Motorcycle will encourage other kids to adventure, which may be against traffic rules and can be dangerous. Imitating driving on a stationary 2-wheeler may cause fall of the vehicle and the rider, causing major injury to the rider.	**March 2011** The motorbikes shown in the TVC were stationary and secured on a centre stand, and as the children depicted were below the age of 8; the older children were not likely to be induced to riding a bike thus causing a major injury to the rider.
77. #	Unicharm India P. Ltd (Mamy Poko Pants) Dentsu Creative Impact(*) Star(*), Sony(*), Zee(*) (1/2011)	TVC shows - "a visual of a baby wearing a taped diaper, with the claim, "Aur gaps rehne se leakage hoti hai" (And due to the gaps, there are leaks). The copy shows the baby rolling as he is getting changed, and expresses difficulties fitting the taped diaper. It visually shows the gaps in the taped diaper suggesting that the gaps lead to leakage".	This visual of the taped diaper is highly incorrect and disparaging. This does not reflect appropriate use of taped diapers. The tapes which should land on the front of the baby's body, is at his sides – this does not reflect how taped diapers are fitted on babies' bodies. The sagging diaper as shown in the copy is highly exaggerated and irrelevant to actual consumer situation. It is	**March 2011** Claim is not false and the depiction of perfectly fitting pants did not disparage taped diapers.

			highly misleading to compare a perfectly fitting pants product vs. an inappropriately fitted taped diaper to give an inaccurate impression that pants fit better than taped diapers. It constitutes disparagement of taped diapers in general. There is no super indicating any independent test report which substantiates what is being shown in the Ad. The claim, "No gaps matlab···.leakage na hone de", needs to be substantiated.	
78. #	Eureka Forbes Ltd(*) (Aquaguard Total Water Purifier) Aaj Tak(*) (8/2010)	Claim - Aquaguard Total - `paani ka doctor'	TVC is trying to mislead the consumers on a sensitive issue like health equating it to the level of professional knowledge/competence of a doctor, without any proof or substantiation. Advertiser by using a child to advertise its product is trying to mislead not only the adults but also the children viewers in every household, making them to believe that a device could actually be a doctor.	**March 2011** The byline "Paani ka doctor" is a creative expression of stating that Aquaguard is capable of recommending the appropriate technology for water treatment.
79.	Colgate Palmolive (India) Ltd(*) (Colgate Toothpaste) DD1 (1/2011)	TVC is equating the Colgate toothpaste with a Dentist.	Ad is misleading the viewers to believe that Colgate toothpaste does the same for a Dentist, what a qualified Dentist does for children.	**March 2011** TVC does not equate Colgate with a Dentist.
80.	Hindustan Unilever Ltd(*) (Liril 2000 bathing soap) TVC aired on various channels	Ad is being broadcast on the channels specially offered for kids	Ad is embarrassing and it is giving bad learning to younger generation.	**March 2011** Showing of affection in a playful manner, is not likely to cause grave or widespread offence.

COMPLAINTS THAT WERE NON ISSUES BY THE CCC

From April 2010 to March 2011

Sr. No.	Advertiser / Agency / Media	Claim / Description of Ad/TVC	Complaint	Comment/ CCC Decision
1.	Tapan Milk Products Dainik Jagran (2/2010) Ad on company's websit	Ad states - "ISO : 9001 : 2008 company" Website states - "An ISO 9002 : 2000 company". Ad claims - "Mild Fat" Website claims - "Mild Fat", "Low Cholesterol Fat".	Advertiser needs to provide proof of the same. Advertiser needs to provide technical specifications and substantiation of the same.	**May 2010** Complaint made was against a `legal notice' advertised, and was not an Ad. Complaint was not decided as it was outside the purview of ASCI activities.
2.	I I P M (B-School Admissions 2010) Hindustan Times(*) (3/2010)	Claim - "IIPM gives BBA, MBA and EMBA degrees". Claim - "All IIPM students doing IIPM's programmes in Planning and Entrepreneurship additionally become eligible for a Postgraduate Degree in Management / Graduate Degree in Management respectively from IMI, Europe".	IIPM is not recognized by AICTE, UGC or is affiliated to any recognized university. Hence it cannot give BBA, MBA and EMBA degrees as the Ad indicates. There is only one IMI in Europe which is IMI Belgium. IMI of Belgium is not authorized to give post graduate degrees.	**May 2010** Exparte (absence of comments from the Advertiser). Chapter I.4. Claim, "IIPM gives BBA, MBA and EMBA degrees" is misleading, as the Advertiser is not recognized by AICTE or UGC, it is not authorised to give the said degrees. Advertiser informed that IIPM filed a Writ Petition before the Hon'ble Delhi High Court. In the said Writ Petition, Delhi High Court passed an Interim Order laying down the guidelines

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

				for the Ad relating to courses by IIPM and this Ad is exactly as per the Hon'le Court's order.
3. #	John's Umbrella Mart (Johns Umbrella) Surya TV (5/2010)	TVC of "Johns Umbrella" has a baseline – "Lokathile Ettavum Valiya Cheriya Kuda".	Advertiser of "Popy Nano Umbrella" has been using this same baseline for the last 3 years. This is likely to create confusion to the customers.	**June 2010** CCC considered the prevailing situation of a Suit filed in the Court of District Judge, Alappuzha, on a similar complaint. 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 conditions.
4.	IBN 18 Broadcast Ltd	CNN IBN channel carries the letters "ibnlive.com" under the logo "CNN IBN" which is an Ad for ibnlive.com website.	The name of the website appears on the TV screen throughout the telecast of news programmes.	**September 2010** The mention of the Advertiser's website is part of their logo and cannot be construed to be an Ad. The complaint is outside the purview of the ASCI, and the CCC does not have the locus to rule on this issue.

5.	New Delhi Television Ltd	NDTV channel carries the letters "ndtv.com" under the logo "NDTV" which is an Ad for ndtv.com website.	The name of the website appears on the TV screen throughout the telecast of news programmes.	**September 2010** The mention of the Advertiser's website is part of their logo and cannot be construed to be an Ad. The complaint is outside the purview of the ASCI, and the CCC does not have the locus to rule on this issue.
6.	World Alliance of Parsi Irani Zarthoshtis Pioma Industries (WAPIZ Page) The Free Press Journal, Mumbai (9/2010)	Ad on behalf of RASNA is being used to malign an individual and that too when the facts stated therein are completely untrue.	Complainant, on behalf of the Maloo family, confirms that no Maloo family member has ever approached any WAPIZ Committee member. This written matter has been written without checking the identity and clarifying facts with the affected party thus publicly trying to damage the image of the Maloo family and thereby provoking the general public.	**October 2010** CCC observed that the Ad does not pertain to "goods, services, facilities", and decided that it was not within the purview of ASCI. By implication, the issue did not constitute a Complaint under the ASCI Code and therefore the CCC had no locus standi to rule on it.



THE ASCI PLEDGE TO ADVERTISE WITH A CONSCIENCE

To my organisation, business associates , industry
and to society at large, I pledge:

To ensure
Honesty , Truthfulness
Decency in advertising, non-exploitation of
vulnerable sections of society especially children ,
Fairness in competition

I commit myself to
Advertising with a Conscience.



No more fake campus ads

Ad Council Prescribes Code To Curb Tall Claims By Institutions

M Ramya | TNN

Chennai: Instances like that of an IIT Kharagpur professor cheating students by running a fake institute from the campus and even doling out degrees using the IIT tag can now be avoided, thanks to the Advertising Standards Council of India (ASCI) coming out with a new advertising code for the education sector.

From December 1, universities, colleges, schools and coaching classes coming out with advertisements which claim '100% placement' and 'world class infrastructure,' will have to prove their claim or face the music. The code also applies to advertisements for educational programmes.

ASCI had introduced the draft of the new advertising code in August asking for feedback and inputs from the public and educational institutions. A release from the council says that four sub-clauses in the code are based on the feedback received.

ASCI chairman Rajiv Dube said, "We received a number of suggestions and inputs on the draft guidelines, largely from lay citizens and institutes. Such a response reinforced the importance we placed on the education sector and the need to treat it as a special case. We now know that our belief is a major public concern too, and sincerely hope that the code will reduce incidences of wrongful advertising in the education sector."

TOUGH STAND



- The new code prohibits advertisements claiming corporate ranking of institutes without giving details of the ranking organisation and the date the ranking was published
- Display of a building or infrastructure facilities created using models or computer graphics is prohibited
- The code prohibits institutions and programmes from claiming recognition, accreditation or affiliations without providing proper evidence

The code prohibits advertisements claiming corporate ranking of institutes without giving details of the ranking organisation and the date the ranking was published.

The code also prohibits display of a building or infrastructure facilities created using models or computer graphics. It requires visuals of the infrastructure of the institution shown in the advertisement to be real and existing at the time the ad is released.

It attempts to clamp down on misleading testimonials of high-flying students who may not even have been part of the educational programme, exam or subject. ASCI has made it mandatory for advertisements to give exact details of students giving testimonials.

It also asks advertisers to mention the total number of students who passed out from the class, whenever they claim an absolute number of students placed in jobs.

ASCI has prohibited institutions and programmes from claiming recognition, authorisation, accreditation or affiliations without providing proper evidence.

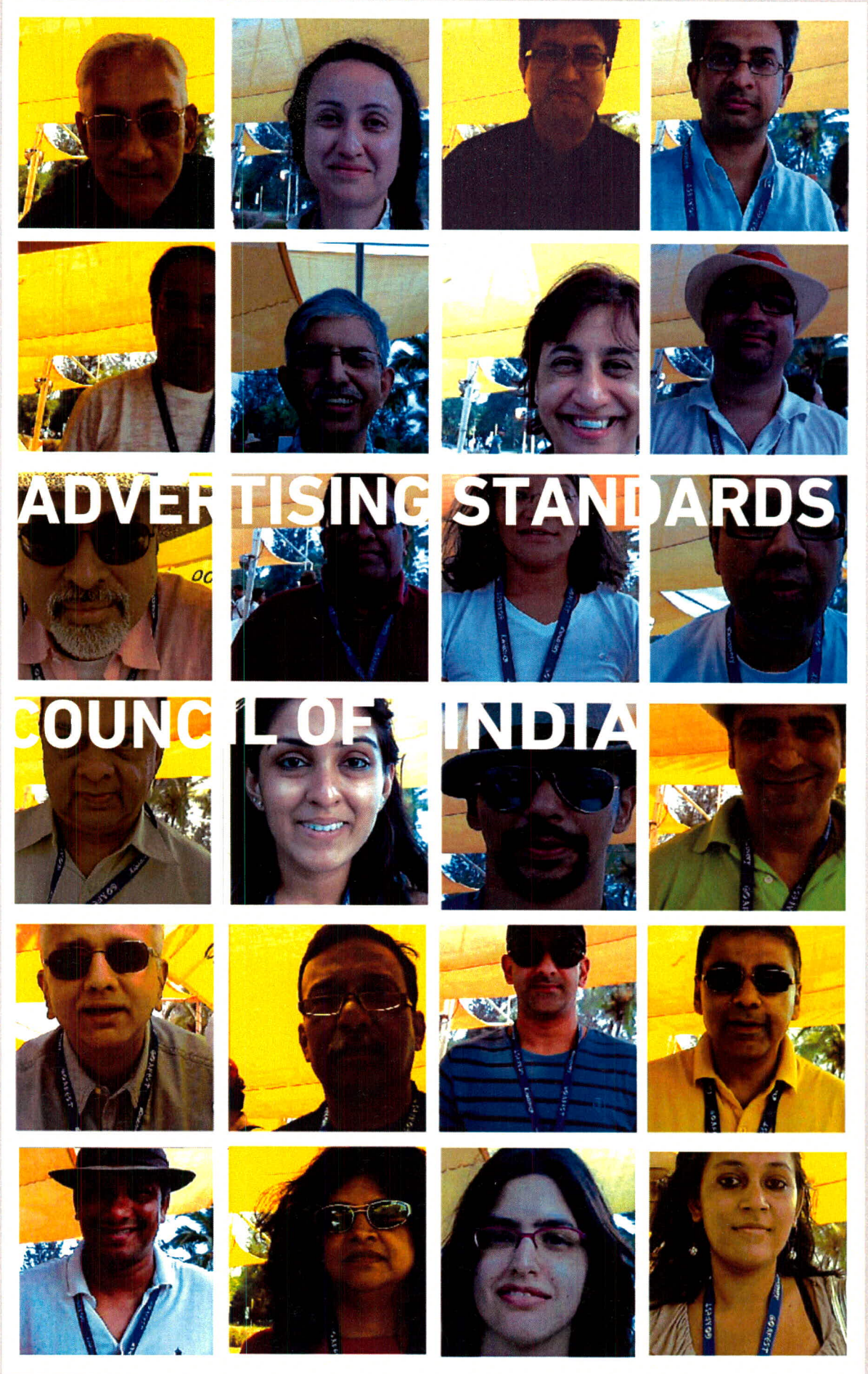
The guidelines also require the name and place of the affiliation institution which provides degrees and diplomas on behalf of the educational institution to be prominently displayed on the ad.

"With the new guidelines, educational institutions will not be able to promise jobs, admissions, job promotions and salary increase without substantiating such claims," the council release said.

Commenting on the need for the new guidelines, vice-chancellor of Madras university G Thiruvasagam said, "Students should be careful about which institution or course they enroll themselves in, because the effects will be known only after three years. This is why the UGC provides updated information about recognised universities on its website."

ramya.m@timesgroup.com

ASCI's DIGITAL WALL



ASCI launched its Ambassador Program at the Goafest where Advertising Industry stalwarts signed the ASCI Pledge to "Advertise with a Conscience". The mentor influence worked with hundreds signing the Pledge on the Digital Wall.

Advertise with a Conscience

GOAL
- Why Self-Regulation
- Why ASCI
- Object of ASCI
- ASCI Mission
- Role of Function of ASCI

REGULATION
- ASCI Code-Pertinent Extracts
- How to Complain
- Schematic Process

SUPPORT
- Application of Membership
- ASCI Members
- Board of Governors
- Members of Consumer Complaints Council (CCC)
- Members of Board of Governors since inception
- Members of CCC since inception

PROGRESS
- The Board of Governors Report
- The Genesis of ASCI
- Awareness : a) Read; b) View

FEEDBACK
- Recent decisions by CCC on complaints
- FAQ
- Recent Developments
- Self-Regulation in Advt-Global perspectives

SOCIAL MEDIA
- Facebook
- Twitter

The Advertising Standards Council of India is a Self Regulatory voluntary Organisation (SRO) of the advertising Industry.

The Role and Functioning of the ASCI & its CCC in dealing with complaints received from Consumer and industry, against Advertisements which are considered as False, Misleading, Indecent, Illegal, Leading to Unsafe Practices and Unfair to competition, and consequently in contravention of ASCI's Code for Self- Regulation in Advertising.

The Advertising Standards Council of India

The watch tower of the Indian Advertising Industry