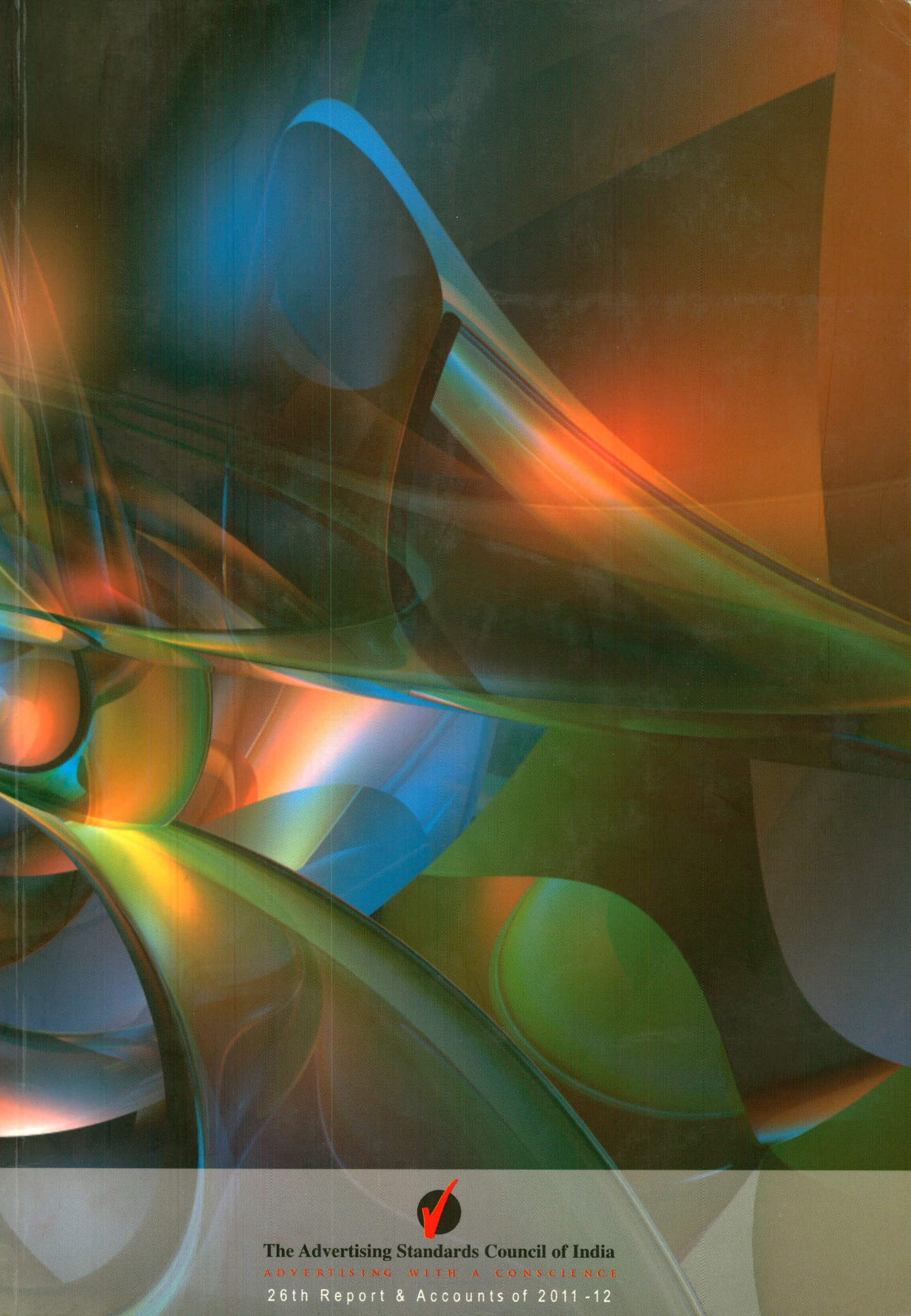


The Advertising Standards Council of India

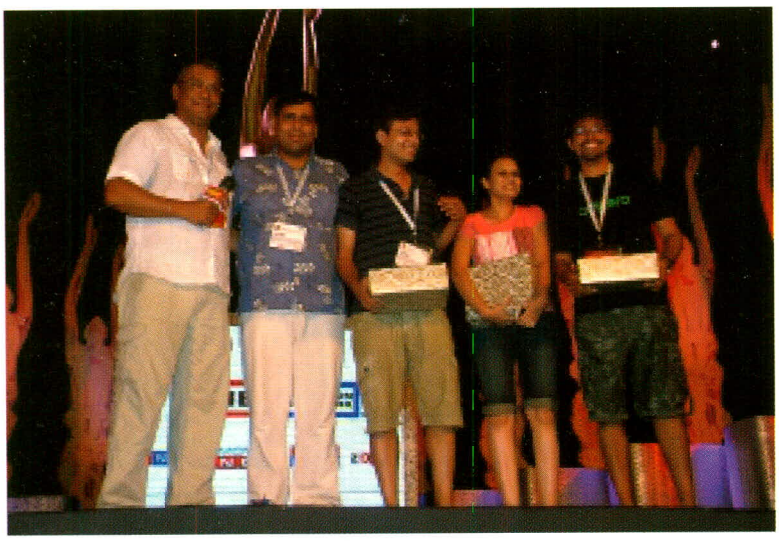
ADVERTISING WITH A CONSCIENCE

26th Report & Accounts of 2011-12

STRENGTHENING SELF REGULATION OF ADVERTISING CONTENT



Arvind Sharma,
Vice Chairman ASCI
addresses DCA
(Dept. of Consumer Affairs)
Conference on
Misleading Advertisements
in Ahmedabad.



Subhash Kamath
with the winners of
the Mobile Film Contest
at Goafest.



Bharat Patel
addressing the Press
Conference on
NAMS.

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

022-23513982, 1-800-22-2724 asci@vsnl.com

The Advertising Standards Council of India
219 Bombay Market, 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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Fast Track Complaints Committee

a) Upheld Complaints - Ads Modified Appropriately / Withdrawan / Concluded 88

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AUDITORS:

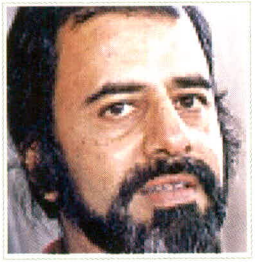
Lalit Khanna & Co., Commissariat Building, 231 Dr. D. N. Road, Mumbai

REGISTERED OFFICE:

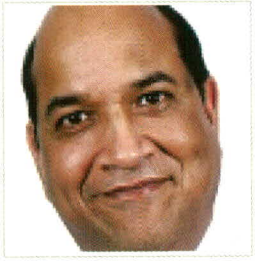
219 Bombay Market, 78 Tardeo Road, Mumbai 400 034

P : 23513982 / 23521066 F : 23516863 Toll : 1800222724 E : asci@vsnl.com W : www.ascionline.org

BOARD OF GOVERNORS



1.
Mr. I. Venkat
Chairman (ASCI)
Director
Eenadu



2.
Mr. Arvind Sharma
Vice- Chairman (ASCI)
Chairman of India
Sub-Continent
Leo Burnett



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



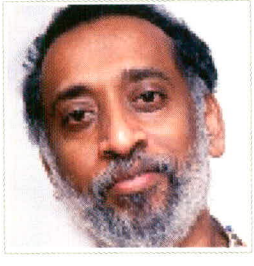
4.
Mr. Narendra Ambwani
Director
Agro Tech Foods Ltd.



5.
Mr. Rajan Anandan
Managing Director
Google India P. Ltd.



6.
Mr. Hemant Bakshi
Executive Director - HPC
Hindustan Unilever Ltd.



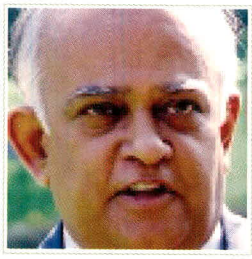
7.
Mr. Dilip Cherian
Consulting Partner
Perfect Relations Ltd.



8.
Mr. Rajiv Dube
Director-Group Corporate Services
Aditya Birla Management Corporation P. Ltd.



9.
Mr. Subhash Kamath
Managing Partner
BBH Comms India P. Ltd.



10.
Dr. Dhananjay Keskar
Director
IBS



11.
Mr. Sunil Lulla
Managing Director & CEO
Times Global Broadcasting Co. Ltd.



12.
Mr. Shantanu Khosla
Managing Director
Procter & Gamble Hygiene and Health Care Ltd.



13.
Mr. Pranesh Misra
Chairman & Managing Director
Brandscapes Consultancy P. Ltd.



14.
Mr. Partha Rakshit
Proprietor
Partha Rakshit Associates



15.
Mr. Benoy Roychowdhury
Executive Director
HT Media Ltd.



16.
Mr. Srinivasan K. Swamy
Chairman & Managing Director
R.K. Swamy BBDO P. Ltd.

CONSUMER COMPLAINTS COUNCIL MEMBERS



1
Mr. Arvind Sharma
Vice-Chairman (ASCI)
Chairman of India Sub-Continent
Leo Burnett



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



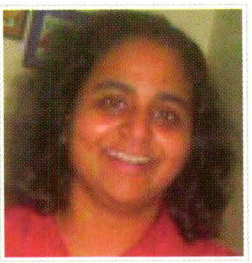
3.
Dr. (Ms.) Suma Chitnis
Educationist
Ex Vice Chancellor
SNDT



4.
Mr. Paritosh Joshi
CEO
Star CJ Network



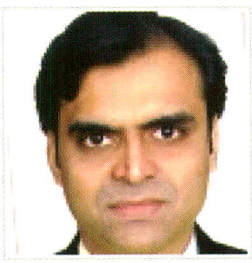
5.
Mr. Prem Kamath
Consultant: Leadership & Organizational Transformation



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 , I.I.T.



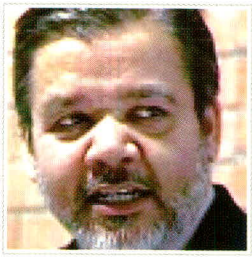
16.
Ms. Nandini Sardesai
Maharashtra State
Commission for Women
Central Board of Film
Certification



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



17.
Mr. Sumedh Shah
Former Director
Professional Management Group



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



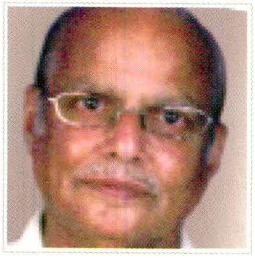
18.
Ms. Kalpana Sharma
Independent Journalist,
Columnist, Media
Consultant, Author:
Rediscovering Dharavi



13.
Ms. Hephzibah
Pathak
President
Ogilvy & Mather



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



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



20.
Mr. Shashi Sinha
Executive Director
Lodestar Universal Media



15.
Mr. R.
Ramakrishnan
Vice Chairman & Jt.
Managing Director
Polycab Wires P. Ltd.



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

BOARD MEMBERS ATTENDANCE

Attendance of the members of the Board of Governors of The Advertising Standards Council of India at Board Meetings from 289th meeting held on April 8th, 2011 to the 301st, meeting held on March 7th, 2012. (13 Meetings held)

Name of Member		Meetings Applicable	Meetings Attended
Mr. I. Venkat		13	10
Mr. Arvind Sharma		13	10
Mr. Vikram Sakhuja		13	5
Mr. Narendra Ambwani		11	7
Mr. Rajan Anandan	(a)	7	3
Mr. Dilip Cherian		13	3
Dr. Bhaskar Das	(b)	5	0
Mr. Rajiv Dube		13	10
Mr. Subhash Kamath		13	3
Dr. Dhananjay Keskar		13	4
Mr. Shantanu Khosla		13	6
Mr. Sunil Lulla	(c)	6	1
Mr. G. Krishnan	(d)	5	3
Mr. Pranesh Misra		13	5
Mr. Partha Rakshit		13	9
Mr. Benoy Roychowdhury		13	7
Mr. Srinivasan K. Swamy		13	9
Mr. Gopal Vittal	(e)	13	2

(a) w.e.f. 9/2011
(b) resigned 9/2011
(c) w.e.f. 10/2011
(d) resigned 9/2011
(e) resigned 3/2012

CCC MEMBERS ATTENDANCE

Attendance of the members of the Consumer Complaints Council of The Advertising Standards Council of India at CCC Meetings from 294th meeting held on April 26th , 2011 to the 309th meeting held on March 27th , 2012. (16 Meetings held)

Name of Member		Meetings Applicable	Meetings Attended
Board Representative		16	12
Mr. Pramesh Arya		16	5
Dr. (Ms.) Suma Chitnis		16	15
Mr. Paritosh Joshi		16	11
Mr. Prem Kamath		16	10
Ms. Sangeeta Kapila		16	5
Mr. Sanjay Kher		16	0
Dr. Vaibhav Kulkarni		16	4
Mr. Arvind Mahajan		16	3
Prof. Anurag Mehra		16	6
Mr. Bejon Misra		16	12
Mr. S. K. Palekar		16	11
Ms. Hephzibah Pathak		16	5
Dr. R.D. Potdar		16	7
Mr. R. Ramakrishnan		16	6
Ms. Nandini Sardesai		16	13
Mr. Sumedh Shah		16	13
Ms. Kalpana Sharma	(a)	8	0
Dr. A. R. Shenoy		16	15
Mr. Shashi Sinha		16	8
Mr. Umesh Shrikhande		16	6

(a) resigned 12/2011

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	-	
Anandan Rajan	9/11	-	
Bakshi Hemant	3/12	-	
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	-	8/11
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	-	9/11
Lulla Sunil	10/11	-	
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	-	3/2012

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

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

a) The Board of Governors shall appoint Consumer Complaints Council consisting of 21 members, 12 of whom shall be from professions and activities not related to advertising and the remaining 9 being members of the Company to examine and investigate the complaints received from the Consumers and the General public including the members regarding any breach of the Code of Conduct and/or advertising ethics and to recommend the action to be taken in that regard.

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

Agarwal Rajiv	9/90 -	7/95
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 -	
Dalal Sucheta	4/12 -	
Dasgupta A.	12/93 -	7/95
Das Gurcharan	10/85 -	4/88
Das Bhaskar	9/06 -	8/07
Deshpande Anuradha	10/04 -	11/09
D'Monte Darryl	12/99 -	11/09
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 -	9/11
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 Arvind	9/11 -	
Sharma Kalpana	1/10 -	12/11
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

LIST OF MEMBERS - AS ON MARCH 31ST, 2012

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. Air India Ltd.
8. Amara Raja Batteries Ltd
9. Ambuja Cements Ltd.
10. Aptech Ltd.
11. Asian Paints (I) 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.
22. Castrol India Ltd.
23. Ceat Ltd.
24. Cholamandalam MS General Insurance Co. Ltd.
25. Citibank N.A.
26. Coca-Cola India Inc
27. Colgate Palmolive (India) Ltd.
28. Crompton Greaves Ltd.
29. Dabur India 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 Health Care 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. Gujarat Tea Processors & Packers Ltd.
46. GTM Teleshopping P. Ltd.
47. Hawkins Cookers Ltd.
48. Hardcastle Restaurants P. Ltd.
49. HCL Technologies Ltd.
50. Heinz India P. Ltd.
51. Henkel India Ltd.
52. Hero MotoCorp Ltd.
53. Hindalco Industries Ltd.
54. Hindustan Pencils P. Ltd.
55. Hindustan Unilever Ltd.
56. Hindustan Petroleum Corp Ltd.
57. HDFC Bank Ltd.
58. H.D.F.C. Ltd.
59. Honda Siel Power Product Ltd.
60. ICICI Bank Ltd.
61. ICICI Prudential Life Insurance Co.
62. IDBI Bank Ltd.
63. Indian Oil Corporation Ltd.
64. Indofil Chemicals Co.
65. ING Vysya Life Insurance Co. Ltd.
66. I.T.C. Ltd.
67. ION Exchange (I) Ltd.

68. Jet Airways (India) Ltd.
69. J.G. Hosiery P. Ltd.
70. J.K. Helene Curtis Ltd.
71. J.K. Tyre & Industries Ltd.
72. Jyothy Laboratories Ltd.
73. Johnson & Johnson Ltd.
74. Kansai Nerolac Paints Ltd.
75. Kellogg India P. Ltd.
76. Kimberly Clark Lever P. Ltd.
77. Life Insurance Corporation of India
78. Lodha Group
79. L'OREAL India P. Ltd.
80. Max Newyork Life Insurance Co. Ltd.
81. Max Bupa Health Insurance Co. Ltd.
82. McCoy Group of Companies
83. McNROE Consumer Products P. Ltd.
84. MRF Ltd.
85. Madras Cements Ltd.
86. Mahindra & Mahindra Ltd.
87. Marico Ltd.
88. Maruti Suzuki India Ltd.
89. Naaptol Online Shopping P. Ltd.
90. Nestle India Ltd.
91. NIIT Ltd.
92. Nirma Ltd.
93. Nivea India P. Ltd.
94. Nokia India P. Ltd.
95. Novartis (I) Ltd.
96. N. Ranga Rao & Sons
97. Nuzen Herbal P. Ltd.
98. Orient Paper & Industries Ltd.
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. Sistema Shyam Teleservices Ltd.
114. S.C. Johnson Products P. Ltd.
115. Siemens Ltd.
116. Shree Maruti Herbal
117. Shriram Chits (Karnataka) P. Ltd.
118. S.Kumars Nationwide Ltd.
119. Tata Chemicals Ltd.
120. Tata Coffee Ltd.
121. Tata Consultancy Services Ltd.
122. Tata Motors Ltd.
123. Tata Services Ltd.
124. Tata Steel Ltd.
125. Tata Global Beverages Ltd.
126. Tata Teleservices Ltd.
127. The Bombay Dyeing & Mfg. Co. Ltd
128. The Hongkong & Shanghai Banking Corp Ltd.
129. The Peerless General Finance & Inv. Co. Ltd.
130. 3 M India Ltd.
131. Titan Industries Ltd.
132. Total Oil India P. Ltd.
133. Triumphant Institute of Management Education
134. TTK Healthcare Ltd.
135. TTK Prestige Ltd.
136. United Biscuits P. Ltd.
137. United Spirits Ltd.
138. VIP Industries Ltd.
139. Vodafone Essar Ltd.

140. Volkswagen Group Sales India P. Ltd.

141. Voltas Ltd.

142. VST Industries Ltd.

143. Whirlpool of India Ltd.

144. Wipro Ltd.

145. Wrigley India P. Ltd.

146. Wyeth Ltd.

147. WWS Skyshop P. Ltd.

148. 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 Communications India
12. Divya Broadcasting Network P. Ltd.
13. Eenadu
14. Google India P. Ltd.
15. HT Media Ltd.
16. Independent News Service P. Ltd.
17. The Indian Express Ltd.
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. Multi Screen 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 India TV Network
32. Sakal Papers Ltd.
33. Star India P. Ltd.
34. Taj Television India P. Ltd.
35. Tata Sky Ltd.
36. Television Eighteen India Ltd.
37. Times Global Broadcasting Co. Ltd.
38. The Bombay Samachar P. Ltd.
39. The Hind Samachar Ltd.
40. The Mathrubhumi Printing & Pub 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

Advertising Agencies

1. Abhishek Advertisers
2. Adcircle P. Ltd.
3. Advertising Avenues (I) P. Ltd.
4. Adsyndicate Services P. Ltd.
5. Airads Ltd.
6. Akar Advertising & Mktg. P. Ltd.
7. Akshara Advertising Ltd.
8. Adwit (India) P. Ltd.

9. Astral Advertising & Mktg. India P. Ltd.
10. Avanti Communications
11. Base Communication P. Ltd.
12. Bates India P. Ltd.
13. BBH Communications India P. Ltd.
14. Bensons Advertising P. Ltd.
15. Bhavya Publicity
16. Capital Advertising P. Ltd.
17. Carat Media Services (I) P. Ltd.
18. Cheil India P. Ltd.
19. Contract Advertising India
20. Crayons Advertising Ltd.
21. Dattaram Advertising P. Ltd.
22. daCunha Communications P. Ltd.
23. Degree 360 Solutions P. Ltd.
24. Dentsu Communications P. Ltd.
25. Dentsu Creative Impact P. Ltd.
26. Dentsu Marcom P. Ltd.
27. Draft FCB-Ulka Advertising P. Ltd.
28. Egg Communications P. Ltd.
29. Equus Advertising Co. Ltd.
30. Euro RSCG Advertising P. Ltd.
31. Everest Brand Solutions P. Ltd.
32. Galaxy Creation & Business Service Centre
33. Garuda Advertising P. Ltd.
34. Goldmine Advertising Ltd.
35. Grey Worldwide (I) P. Ltd.
36. Group M Media India P. Ltd.
37. HTA Mktg. Services P. Ltd.
38. Indo Aryan Publicity
39. Interads Advertising P. Ltd.
40. Interface Communications P. Ltd.
41. Inter Publicity P. Ltd.
42. Jaya Advertising P. Ltd.
43. J. Walter Thompson
44. Karishma Advertising P. Ltd.
45. Leo Burnett
46. Law & Kenneth Communications (I) P. Ltd.
47. Lintas India P. Ltd.
48. Maa Communications Bozell Ltd.
49. Magnum Intergrafiks P. Ltd.
50. Marketing Consultants & Agencies Ltd.
51. McCann-Erickson (I) P. Ltd.
52. Metieta Media Solutions P. Ltd.
53. Madison Communications P. Ltd.
54. Manipal Advertising Services P. Ltd.
55. Mass Mktg. & Advertising Services P. Ltd.
56. Mediacom Communications P. Ltd.
57. Mindset Advertising P. Ltd.
58. Mode Advertising & Mktg. P. Ltd.
59. Moulis Advertising Service P. Ltd.
60. Mudra Communications P. Ltd.
61. Multimedia Aquarius P. Ltd.
62. Multi Media Features P. Ltd.
63. Nakshatra
64. Naren Advertising & Marketing
65. Navnitlal & Co.
66. Network Advertising P. Ltd.
67. Newfields Advertising P. Ltd.
68. Nirman Advertising P. Ltd.
69. Ogilvy & Mather P. Ltd.
70. Overture Communications P. Ltd.
71. Pamm Advertising & Mktg.
72. Pen A Trait Communications (I) P. Ltd.
73. Percept H P. Ltd.
74. Publicis Communications P. Ltd.
75. Prem Associates Advertising & Mktg.
76. Pressman Advertising Ltd.
77. Quadrant Communications Ltd.

78. R.K.Swamy BBDO P. Ltd.
79. Raka Advertising & Mktg. P. Ltd.
80. Ratan Batra P. Ltd.
81. Rediffusion Y & R
82. Remya Advertising
83. Roger Pereira Communications P. Ltd.
84. Saatchi & Saatchi Ltd.
85. Sai Advertisers
86. Sanjeevanin Advertising Co.
87. Seasons Advertising Associates
88. Shutters Advertising Services
89. Six Inches Communication P. Ltd.
90. Sky Star Advertising
91. Snappers Advertising & Mktg P. Ltd.
92. Sobhagya Advertising Service
93. Span Communications
94. Sreshta Communications
95. Standard Publicity P. Ltd.
96. Sunflower Mktg & Advertising
97. Surya Adsystems P. Ltd.
98. Swift Intermedia Convergence Ltd.
99. TBWA Anthem P. Ltd.
100. The Flagship Advertising P. Ltd.
101. Touchstone Advertising & Mktg Service
102. Triton Communications P. Ltd.
103. TV Ads
104. XEBEC Communications 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. Captions Outdoor Advertising
6. CIABC
7. CESC Ltd.
8. Dorab R. Sopariwala
9. Henry Raval Production
10. Highlight Films P. Ltd.
11. IHCTM
12. IBS
13. IMS Learning Resources P. Ltd.
14. Indus Pictures
15. MGM's Institute of Management Studies & Research
16. Mudra Institute of Communications
17. Neonite Corporation
18. NMIMS University
19. Partha Rakshit Associates
20. Paul Media Promoters
21. Perfect Relations Ltd.
22. Sayani Radiotel Advertising
23. S.P. Jain Institute of Management & Research
24. Steve Cragg Advertising P. Ltd.
25. The Nielsen Company
26. The Tobacco Institute of India
27. Unique Blocks
28. UTV Software Communications Ltd.
29. Xavier Institute of Communications

Report of the Board of Governors

We take pleasure in presenting the Twenty-Sixth Annual Report of the Advertising Standards Council of India, together with the Statement of Accounts for the period April 2011 to March 2012.

HIGHLIGHTS OF THE YEAR

ASCI Conference on "Strengthening Self Regulation of Advertising Content" (Delhi November 2011)
Mr. I Venkat, Chairman, The Advertising Standards Council of India updated the assembly on the various initiatives undertaken by ASCI in recent times. He said, "As part of our evolving self-regulatory system, we have increased the frequency of our Consumer Complaints Council's meetings to twice a month. The Fast Track service announced recently has already received positive response. The support we expect from government will ensure that ASCI continue to create global standards and international benchmarks in self-regulation of advertising content."

Keynote Address: Prof. K.V. Thomas, Minister of State, Consumer Affairs, Food and Public Distribution said, "Together - ASCI and us - we will work towards the best possible solution that will ensure that consumers interest are protected.Our ministry is examining the possibility of putting in place a legal regime to control the incidence of misleading advertisements".

Inaugural Address: Smt. Ambika Soni, Minister, Information & Broadcasting, Government of India said, "I must compliment ASCI - whatever the failings - since 1985, and in the last two years that that I have been I & B Minister, we have had a good interaction with all of you. There are still concerns like the one about timing, I am glad that you responded and you have reduced the time frames. ASCI is a valued member in the inter-ministerial committee. We have worked on a self-regulating system, we have to improve and look at to further strengthen self-regulation If you want self-regulation to succeed, as I would like it to succeed, you must increase your membership- to make it as near full as possible".

Technical Sessions The Conference also comprised three technical sessions. Each interactive technical Session had speakers representing Industry, Regulators and Activists. They were moderated by Popular TV Anchors of Advertising related Programs. The first Panel was"Decency in Advertising - the Sensible, Sensitive, Sensational, Sexy - Where do we draw the line?" The second Panel was - "Honesty & Truthfulness in advertising- Defining the black and white and dealing with the grey." And the final panel dealt with "F&B advertising - promoting processed foods, nutrition or obesity?"

PR & Marketing Initiatives

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

ASCI's Marketing Consultant IncValue also helped increase the awareness of ASCI amongst its stakeholders. They helped execute marketing strategy for ASCI by activating ASCI programs at the Goafest, organize ASCI's Delhi Conference on Strengthening Self Regulation of Advertising Content and the production and release of the mass media advertising campaign for ASCI. Here we would like to thank the contribution of Rs. 18.15 Lakhs by the World Federation of Advertisers (WFA) for partly reimbursing the expenses incurred by ASCI for activities driving an increase in awareness and usage of ASCI.

ASCI at the Goafest

ASCI created a mobile Video short film contest that not only informed various agencies about ASCI and its work, but also interacted with them and educated them about the 4 tenets of the ASCI Code. The Creative Brief was to promote among industry members the 4 principles of the ASCI code viz 1. False and Misleading Advertising. 2. Indecent and Obscene advertising. 3 Irresponsible and Dangerous Advertising which can have a negative influence, especially on children. 4. Unfair and Denigrating Competitive Advertising.. A Microsite, Facebook and YouTube pages were designed specifically for the ASCI Mobile Movie Challenge Contest. At the end of the festival there were two teams which won an ASCI award each.The Board lauds the efforts of Mr. Subhash Kamath and the support from Leo Burnett for this initiative.

Conferences Organized by The Department of Consumer Affairs (DCA)

The Department of Consumer Affairs of the Ministry of Food, Public Distribution and Consumer Affairs was inclined to introduce new regulations to protect the interest of Consumers against misleading ads. They organized Workshops across the country- Bangalore, Ahmedabad, Kolkatta, Guwahati and New Delhi to discuss this issue. ASCI was invited in each of these Workshops to make a Presentation on its role and activities..These Workshops ended with a greater appreciation by the participants of the work and the role of ASCI in self regulating advertisements. ASCI will continue its efforts to convince DCA that self regulation of advertising is working well and new regulations penalizing defaulters should come in only against ads which do not comply with CCC decisions.

Fast Tracking Intra Industry Complaints

ASCI, introduced a new procedure to fast track redressal of complaints lodged by industry members. Effective **1st September 2011**, the fast track procedure seeks to provide a speedy resolution to intra industry complaints. Any Advertiser Category ASCI member company, which wishes to lodge a complaint against an ad of another ASCI Advertiser Category member company under the Fast Track procedure, will be required to notify ASCI accordingly. The whole process from receiving the complaint to the decision of the FTCC takes no more than seven working days . The FTCC decided 12 complaints during the year.

National Advertising Monitoring Service (NAMS)

In a bid to further strengthen the process of reducing advertisements making misleading and false claims which harm the interests of consumers ASCI, announced the path-breaking NAMS initiative to keep continuous monitoring and tracking of advertisements nationally starting May 2012. As per the arrangement, AdEx India, a division of TAM Media Research, with support from ASCI trained personnel, checks on a continuous basis all newly released TV and Newspaper print ads, specifically for violation ASCI's ad code related to unsubstantiated, misleading or false claims in the ad. On an average about 1,500 TV and 45,000 newspaper ads per month, which are newly released across India, are monitored under this arrangement.

NAMS focuses on monitoring of ads in the Auto, Banking Financial Services & Insurance, FMCG (incl. F&B), Consumer Durables, Educational Institutions, Health Care Products & Services, Telecom and Real Estate sectors. They track leading newspapers contributing to 80% of national readership and all TV Channels across the country in all languages. Ads seen as potentially violating Chapter 1 of ASCI Code are then forwarded to ASCI on a weekly basis, post which ASCI processes them as per its normal complaint procedure involving its Consumer Complaints Council (CCC) for adjudication.

Board of Governors Members

During the year, Dr. Bhaskar Das and Mr. G. Krishnan resigned from the Board. The Board wishes to place on record its appreciation of the valuable services rendered by their tenure. Mr. Rajan Anandan was elected to the Board. Mr. Sunil Lulla was co-opted to the Board, to fill the consequential vacancy created by Mr. G. Krishnan in the 'Press/Media' category.

Consumer Complaints Council (CCC) Members

During the year, Ms. Kalpana Sharma resigned from the CCC and Ms. Sucheta Dalal was appointed to fill the consequential vacancy..

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

CCC - Analysis of Decisions on Complaints

The CCC met 16 times and considered on 2,986 complaints against 176 Ads of which, 103 were Upheld, whilst 69 were Not Upheld and 4 were considered Non-Issues. The provisions of the ASCI Code which have been contravened the most, appear to be Chapter I. false & misleading claims (73 Ads), Chapter II offensive to generally accepted standards of public decency (8 Ads), Chapter III promotion of products & actions considered hazardous (15 Ads).

Compliance of the CCC decisions

Out of the 103 complaints which were Upheld, in 89 cases the Advertisements have been withdrawn or modified appropriately in line with the CCC decisions. Written assurance of compliance for 14 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 ASCI members, media and relevant Government. organisations and NGOs. 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). A 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 176 Ads during the year, 66 were intra industry complaints received from advertisers and ad. agencies, in respect of misleading or unfair competitive advertising. Of these, 45 were Upheld, 20 were Not Upheld and 1 was a Non-Issue; assurance of compliance has been received for 39 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 the ASCI Secretariat or the CCC, 6 were Upheld; of these, in all 5 cases the Advertisements have been withdrawn or modified appropriately in compliance with the CCC decisions, whilst assurance of compliance is awaited for 1 Ad & 1 was a non issue. Of the 11 complaints received from Consumer Organisations, 9 complaints were upheld; in 8 cases the Ads have been withdrawn or modified appropriately; assurance of compliance is still awaited for 1 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 92 Ads, 43 were upheld, 47 were not upheld, and 2 were non-issues. Out of 43 upheld complaints, 37 Advertisers confirmed written compliance while for 6 complaints no confirmation in writing of compliance was received. Your council's focus is to communicate more and more to the general public the existence of ASCI and where they will get redressal incase they find an advertisement objectionable.

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 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 a 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 the incidence of complaints being made or upheld against members' advertisements.

Membership

Your Council is pleased to report that due to active follow-up by the Board members and the Secretariat, 27 new members have enrolled during the year. However, 11 members did not renew their memberships. The total number of members now stands at 328.

ASCI Wins EASA Bronze Award

ASCI has won the European Advertising Standard Alliance (EASA) Bronze Best Practice Award 2012.This year the Jury commended ASCI's extensive threefold Awareness Campaign aimed at the general public (with a Television campaign), future and current Advertising Professionals (through Goafest) and Regulators by organizing a Conference.

ASCI Ezine

ASCI brought out its third Ezine 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. The Fourth Ezine sent out in December 2011 covered the Conference on Strengthening Self Regulation of Advertising Content. The Fifth Ezine highlighted ASCI's path-breaking National Advertising Monitoring Service (NAMS) initiative to keep continuous track of advertisements nationally as well as ASCI's involvement at the Goafest through the creation of a mobile Video short film contest that not only informed various agencies about ASCI and its work, but also interacted with them and educated them about the 4 tenets of the ASCI Code.

Website

ASCI'S website is interactive. The Facebook and Twitter Page has been a hit with the young creatives. Updates of Press Clippings and Press Releases are done regularly. The online complaint system is linked to the Home Page. The 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 our website. Content of mission, about us, objectives and why ASCI have been redrafted in simpler English. The ASCI Website has become more attractive and has got more hits than ever before.

Status of Legal Cases Against Your Council

A complaint has been filed by **Vicco** before The Competition Appellate Tribunal, praying inter alia against ASCI publishing the impugned decision of the Consumer Complaints Council. Final Arguments are scheduled to begin 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 a 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 has retained M/s DSK Legal as its legal counsel who are actively following up on the cases.

ASCI In the News

Thanks to the efforts of Ketchum 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, Hindu Business Line, Mint, 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. ASCI grabbed the headlines with, "Ad industry watchdog's collaborative models to monitor all print & TV ads; "Misleading ads: ASCI monitors 55 ads in May"; "ASCI, TAM Launch ad-monitoring service", "Advertising Standards body hires TAM to check misleading ads", "AD Council for Self-regulation in advertising", "ASCI and Goafest 2012 come together for Self-Regulation" and more.

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

Thanks

The Board of Governors wishes to place on record its gratitude to the Ministry of Information & Broadcasting as well as the Ministry of Consumer Affairs for its support to ASCI & its operations during the year. Our thanks are due to the Consumer Complaints Council for their contribution to the cause of Self Regulation.

On behalf of all members of the Council, the Board of Governors places on record its tremendous gratitude to the members of the Board Consultative Committee consisting of Bharat Patel, Sam Balsara, Dorab Sopariwala and Ram Poddar for their very generous contribution of valuable time and expertise.

We wish to thank the ASCI Secretariat for their bearing the many fold increase in workload to support the operations and objectives of ASCI.

And finally, I would like to thank my colleagues in the Board of Governors who have collectively furthered the cause of ASCI and Self Regulation in Advertising.

Financial Results

	This year ₹	Previous year ₹
Income	1,47,33,464	1,32,89,208
Expenditure	75,95,118	68,90,630
Excess of Income over expenditure for the year	71,38,346	63,98,578
Add:		
(i) Balance at the beginning of the year	44,78,051	46,54,686
(ii) Transfer from Accumulation under Section 11 (2) as amount no longer required	29,30,624	28,94,664
	1,45,47,021	1,39,47,928
Less:		
(i) Accumulation under Section 11(2) of Income tax Act 1961	80,25,000	76,00,000
(ii) Accumulation under Section 11(1)(a) of the Income tax Act 1961	20,82,200	18,69,877
	1,01,07,200	94,69,877
Balance carried to Balance Sheet Rs.	44,39,821	44,78,051

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 2012, 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-sixth Annual General Meeting will be held on Thursday 13th, September 2012.

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

Category A-Advertisers

Mr. Narendra Ambwani & Mr. Hemant Bakshi

Category B-Press/Media

Mr. Sunil Lulla & Mr. I. Venkat

Category C-Advertising Agencies

Mr. Srinivasan K. Swamy & Mr. Subhash Kamath

Category D-Allied Profession

Dr. Dhananjay Keskar & Mr. Pranesh Misra

On behalf of the Board of Governors,

I VENKAT
CHAIRMAN
Mumbai

NOTICE

A MEETING OF THE Board of Governors shall take place immediately after the Annual General Meeting on **September 13th, 2012.**

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 Six Annual General Meeting are requested to attend this meeting.

I VENKAT
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, 2012 and the Statement of Income and Expenditure 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 Statement of Income and Expenditure dealt with by this report are in agreement with the books of Account;

   (iv) In our opinion, the Balance Sheet and the Statement of Income and Expenditure 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) 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, 2012 ; and
   (b) in the case of the Statement of Income and Expenditure, of the excess of income over expenditure for the year ended on that date.

5. 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, 2012 from being appointed as a Director in terms of clause (g) of sub-section (1) of Section 274 of the Companies Act, 1956.

For Lalit Khanna & Co.
Chartered Accountants
(Registration No. 105564W)

(Lalit Khanna)
Partner
Membership No. 5185

Place : Mumbai, Date : July 12th, 2012

BALANCE SHEET AS AT 31ST MARCH 2012

	Note	As at 31st March 2012	As at 31st March 2011
		₹	₹
EQUITY AND LIABILITIES			
Corpus and Reserves			
(a) Council's Corpus	2	36,52,180	35,98,180
(b) Reserves and Surplus	3	3,99,09,094	3,27,70,748
		4,35,61,274	3,63,68,928
Non-Current Liabilities			
Long term Provisions	4	2,78,449	2,40,038
		2,78,449	2,40,038
Current Liabilities			
(a) Trade Payables	5	63,976	1,07,178
(b) Other Current Liabilities	6	33,000	35,350
		96,976	1,42,528
Total		4,39,36,699	3,67,51,494
ASSETS			
Non-current Assets			
(a) Fixed Assets			
Tangible Assets	7	13,70,710	14,37,942
(b) Non-current Investments	8	3,40,00,000	2,76,00,000
(c) Long-term Loans and advances	9	1,36,007	58,360
(d) Other Non-current Assets	10	48,13,530	48,00,391
Current Assets			
(a) Cash and Bank Balances	11	27,23,888	15,55,352
(b) Short term Loans and Advances	12	1,09,796	2,56,446
(c) Other Current Assets	13	7,82,768	10,43,003
Total		4,39,36,699	3,67,51,494

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

(Lalit Khanna)
Partner
Membership No. 5185
Mumbai

For and on behalf of the Board of Governors

Chairman
I. Venkat

Members
Narendra Ambwani
Hemant Bakshi
Partha Rakshit
Arvind Sharma
Srinivasan Swamy

INCOME AND EXPENDITURE STATEMENT FOR THE YEAR ENDED 31ST MARCH 2012

	Note	Year ended 31st March 2012 ₹	Year ended 31st March 2011 ₹
I Revenue from Operations	14	17,54,134	21,32,262
II Other Income	15	1,29,79,330	1,11,56,946
		1,47,33,464	1,32,89,208
III Expenses			
(a) Employee benefit expenses	16	11,40,527	10,50,641
(b) Operation and other expenses	17	63,50,224	57,26,139
(c) Depreciation and Amortization expenses	7	1,04,367	1,13,850
Total Expenses		75,95,118	68,90,630
Surplus before tax		71,38,346	63,98,578
Tax expenses		-	-
Surplus for the year		71,38,346	63,98,578

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

(Lalit Khanna)
Partner
Membership No. 5185
Mumbai

For and on behalf of the Board of Governors

Chairman
I. Venkat

Members
Narendra Ambwani
Hemant Bakshi
Partha Rakshit
Arvind Sharma
Srinivasan Swamy

NOTES FORMING PART OF THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31ST MARCH 2012

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 mployees will retire at the end of the accounting year.

	As at 31st March 2012 ₹	As a 31st March 2011 ₹
2 COUNCIL'S CORPUS		
Balance as at the beginning of the year	35,98,180	35,58,180
Add :		
Entrance Fees received during the year	54,000	40,000
	36,52,180	35,98,180
3 RESERVES & SURPLUS		
Reserves and Surplus consist of the following :-		
a) Accumulation under Section 11(2) of the Income Tax Act.1961		
As at the beginning of the year	1,92,82,873	1,45,77,537
Less : Transferred to Income and Expenditure Statement as amount no longer required	29,30,624	28,94,664
	1,63,52,249	1,16,82,873
Accumulated during the year	80,25,000	76,00,000
As at the end of the year	2,43,77,249	1,92,82,873
b) Accumulation under Section 11(1)(a) of the Income Tax Act.1961		
As at the beginning of the year	90,09,824	71,39,947
Accumulated during the year	20,82,200	18,69,877
	1,10,92,024	90,09,824

	As at 31st March 2012 ₹	As a 31st March 2011 ₹
c) Surplus in the statement of Income and Expenditure		
(i) Opening Balance	44,78,051	46,54,686
(ii) Surplus for the year	71,38,346	63,98,578
(iii)Transfer from accumulation under section 11 (2) as amount no longer required	29,30,624	28,94,664
	1,45,47,021	1,39,47,928
Less : Appropriations :		
(a) Accumulation under section 11(2) of the Income tax Act, 1961	80,25,000	76,00,000
(b) Accumulation under section 11 (1) (a) of the Income tax Act, 1961	20,82,200	18,69,877
	1,01,07,200	94,69,877
	44,39,821	**44,78,051**
Total	3,99,09,094	3,27,70,748

4 LONG-TERM PROVISIONS

Long-term Provisions consist of the following :-		
Provision for employee benefits (Being provision for Leave Encashment)	2,78,449	2,40,038
	2,78,449	2,40,038

5 TRADE PAYABLES

	63,976	1,07,178

5.1 Disclosures required under the Micro, Small and Medium Enterprises Development Act, 2006.
According to the information available with the Company, there is no supplier of goods / services to the Company who is a micro or small enterprise under the Micro, Small and Medium Enterprises Development Act, 2006.

6 OTHER CURRENT LIABILITIES

Other current liabilities consist of the following :-		
(a) Advances received for Membership Subscription	33,000	25,500
(b) Other Payables		
Statutory Liabilities	-	9,850
	33,000	35,350

Notes forming part of the Financial Statements for the year ended 31st March 2012 (continued)

7 FIXED ASSETS

Tangible Assets

Sr. No.	Description of the Assets	COST			DEPRECI ATION			NET BOOK VALUE	
		As at the beginning of the year ₹	Additions during the year ₹	As at the end of the year year ₹	Upto the beginning of the year ₹	For the year ₹	Up to the end of the year ₹	As at 31st March 2012 ₹	As at 31st March 2011 ₹
1.	Office Premises	22,13,159	0	22,13,159	9,48,385	63,239	10,11,624	12,01,535	12,64,774
2.	Computers	4,21,124	33,665	4,54,789	3,84,221	19,672	4,03,893	50,896	36,903
3.	Air Conditioners	38,000	0	38,000	27,933	1,400	29,333	8,667	10,067
4.	Office Equipments	1,61,690	3,470	1,65,160	94,603	9,357	1,03,960	61,200	67,087
5.	Furniture & Fixtures	2,41,708	0	2,41,708	1,82,597	10,699	1,93,296	48,412	59,111
	Total Rupees	30,75,681	37,135	31,12,816	16,37,739	1,04,367	17,42,106	13,70,710	14,37,942
	Previous Year Total Rupees	30,70,881	4,800	30,75,681	15,23,889	1,13,850	16,37,739	14,37,942	15,46,992

	As at 31st March 2012 ₹	As a 31st March 2011 ₹
8 NON-CURRENT INVESTMENTS		
Non-Current Investments consist of the following :-		
Non Trade Investments (Unquoted at cost)		
1 Bonds		
8% Savings (Taxable) Bonds, 2003		
(a) 1 (Previous year 1) Bond of ' 2,00,000	2,00,000	2,00,000
(b) 7 (Previous year 9) Bonds of ' 5,00,000 each	35,00,000	45,00,000
(c) Nil (Previous year 1) Bond of ' 6,00,000	-	6,00,000
(d) 7 (Previous year 8) Bonds of ' 10,00,000 each	70,00,000	80,00,000
(e) 3 (Previous year 3) Bonds of ' 15,00,000 each	45,00,000	45,00,000
(f) 1 (Previous year 1) Bond of ' 25,00,000	25,00,000	25,00,000
(g) 2 (Previous year 2) Bonds of ' 20,00,000 each	40,00,000	40,00,000
(h) Nil (Previous year 1) Bond of ' 13,00,000	-	13,00,000
	2,17,00,000	2,56,00,000
2 Fixed Deposits with Housing Development Finance Corporation Ltd.		
(a) 9.75% Cumulative Deposits - Platinum		
(i) 2 (Previous year Nil) Deposits of ' 20,00,000 each	40,00,000	-
(ii) 1 (Previous year Nil) Deposit of ' 13,00,000	13,00,000	-
(b) 1 (Previous year 1) 8% Deposit of Annual Income Plan	10,00,000	10,00,000
(c) 1 (Previous year 1) 9.10% Deposit of ' 10,00,000 of Non-Cumulative Plan - Platinum	10,00,000	10,00,000
(d) 10% Annual Income Plan - Platinum		
(i) 2 (Previous year Nil) Deposits of ' 10,00,000 each	20,00,000	-
(ii) 2 (Previous year Nil) Deposits of ' 15,00,000 each	30,00,000	-
	1,23,00,000	20,00,000
	3,40,00,000	2,76,00,000

	As at 31st March 2012 ₹	As a 31st March 2011 ₹
9 LONG-TERM LOANS AND ADVANCES		
Long-term Loans and Advances consist of the following:-		
(a) Deposits	18,000	18,000
(b) Prepaid taxes (including refunds receivable) (net)	1,18,007	40,360
	1,36,007	58,360
10 OTHER NON-CURRENT ASSETS		
Long-Term Bank Deposits	48,13,530	48,00,391
	48,13,530	48,00,391
11 CASH AND BANK BALANCES		
Cash and Bank Balances consist of the following :-		
(a) Cash and Cash equivalants		
(i) Balance with Banks In Saving (including Savings Plus Deposit) Accounts	27,21,563	15,52,194
(ii) Cash on hand	2,325	3,158
	27,23,888	15,55,352
12 SHORT-TERM LOANS AND ADVANCES		
Short-term Loans and Advances consist of the following :-		
(a) Considered good		
(i) Loans and Advances to Employees	25,000	85,000
(ii) Other loans and advances	84,796	1,71,446
	1,09,796	2,56,446
Other loans and advances considered good comprise :		
Prepaid Taxes less Provision	84,796	83,522
Other amounts recoverable in cash or in kind or for value to be received	0	87,924
	84,796	1,71,446

	As at 31st March 2012 ₹	As a 31st March 2011 ₹

13 OTHER CURRENT ASSETS

Other Current Assets consist of the following :-

(a) Unbilled Revenue	-	6,77,522
(b) Interest accrued on investments and Bank Deposits	7,82,768	3,65,481
	7,82,768	10,43,003

	For the year ended 31st March 2012 ₹	For the year ended 31st March 2011 ₹

14 REVENUE FROM OPERATIONS

Revenue from operations consists of the following :-

(a) Receipts for the project to increase awareness and usage of ASCI	8,54,134	18,57,512
(b) Delegate fees for Seminars	-	2,74,750
(c) Fast Track complaints fees	9,00,000	-
	17,54,134	21,32,262

15 OTHER INCOME

Other Income consists of the following :-

(a) Interest income	32,40,830	25,40,946
(b) Membership Subscription	77,78,500	72,51,000
(c) Sponsorships and Donations	19,00,000	13,50,000
(d) Miscellaneous Income	60,000	15,000
	1,29,79,330	1,11,56,946

	For the year ended 31st March 2012 ₹	For the year ended 31st March 2011 ₹
Interest Income comprises :		
Interest on bank Deposits	6,33,086	5,01,826
Interest on Investments	26,07,744	20,39,120
	32,40,830	25,40,946

16 EMPLOYEE BENEFIT EXPENSES

Employee Benefit Expenses consist of the following :-		
Salaries, Allowances, Bonus and Incentives	10,15,616	8,71,706
Staff Welfare Expenses	24,120	25,672
Leave Encashment	1,00,791	1,53,263
	11,40,527	10,50,641

17 OPERATION AND OTHER EXPENSES

Operation and Other Expenses consist of the following :-		
(a) Legal & Professional Charges (See Note (i) below)	13,13,042	10,15,830
(b) Honorarium	3,00,000	0
(c) Printing, Stationery and Xerox Charges	2,76,012	2,47,041
(d) Travelling & Conveyance	2,57,752	1,94,689
(e) Telephone Charges	1,98,933	1,55,040
(f) Audit Fees	32,562	27,000
(g) Public Relations Consultancy Services	9,92,700	9,92,700
(h) Marketing Consultant's Fees	6,06,650	3,30,900
(i) Website Expenses	6,27,112	1,80,000
(j) Seminar Expenses	7,47,017	15,84,204
(k) Other expenses to increase awareness and usage of ASCI	5,57,570	6,47,680

	For the year ended 31st March 2012 ₹	For the year ended 31st March 2011 ₹
(j) Other Expenses (See Note (ii) below)	4,40,874	3,51,055
	63,50,224	57,26,139

Notes:-

(i) Legal and Professional Charges include ' 20000/- (previous year ' 20000/-) being fees paid for Taxation Services 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.

(ii) Other Expenses include :-

Repairs to Premises	23,417	24,306
Repairs to Computers	57,057	53,670
Other Repairs	7,181	6,150
Insurance	1,026	1,026

Repairs to premises include society outgoings comprising Municipal Taxes, common maintenance charges etc.

18 These financial statements have been prepared in the format prescribed by the Revised Schedule VI to the Companies Act 1956. Previous year's figures have been recast / restated.

COMPLAINTS THAT WERE UPHELD BY THE CONSUMER COMPLAINTS COUNCIL (CCC)

From April 2011 to March 2012

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.	Paras Pharmaceuticals Ltd(*) Set Wet Deodorant) Zoom TV(*) (2/2011) C-3639	Ad shows graphical depiction of erotic gestures suggesting love making.	Ad is sexually explicit, highly offensive, portrays women as a sexual tool, which is unsuitable for children and for the family. **(One similar complaint received against the same TVC)**	April 2011 Chapter II. Ad is likely to cause grave and widespread offence. ***TVC discontinued.***
2. #	Jyothy Laboratories Ltd(*) (Exo Dish Shine Bar) Sony TV(*), Zee Cinema(*), Sahara One(*), Aaj Tak(*)(1/2011) Print Ad	TVC claims - "Exo has `cyclozan' which can kill disease causing germs in just 20 sec" "Exo kills germs and keeps vessels protected from germs for hours which gives them shine". Print Ad claims - "Cyclozan – the uniquely formulated substance in Exo kills bacteria (such as E.coli, S.typhii, S.auerus etc) in 20 secs and prevents it from recurring and spreading".	Advertiser should provide supporting technical submission, comparative data, and details of tests/trials conducted, in substantiation of these claims made in the TVC and in the print Ad.	April 2011 Chapter I.4. The voiceover stating that "Exo kills disease causing germs in 20 secs" is not in consonance with the technical proof that it starts "killing germs in 20 secs." Ad is misleading. ***Advertiser assured appropriate modification of the Ad.***
3. #	IMS Learning Resources Pvt Ltd(*) (IMS Test Prep) T.O.I.(*), Delhi (2/2011)	Claims - "8 out of 10 toppers in CBS", "CLAT'08 & '09 toppers from IMS", "1500+ calls in IP University", "200+ calls in Symbiosis".	These claims need to be substantiated with supporting evidence/data duly validated by an independent agency.	April 2011 Chapter I.1. Claims were not substantiated with supporting evidence duly validated by an independent agency. ***Ad withdrawn.***

4. #	Roots Education Initiative (mbaguru) T.O.I.(*), Delhi (1/2011)	Claims - "No.1 CAT coaching in Delhi", "Maximum faculty from IIMs/IITs/Top B-Schools", "Most preferred by students from Top colleges".	These claims have not been backed up and substantiated with data/ evidence. Also, there is no validation / check by any independent agency.	April 2011 Chapters I.1 and I.4. Claims were not substantiated with supporting evidence duly validated by an independent agency. Claims were misleading. ***Advertiser assured that the claims will not be repeated again in their Ads.***
5.	J. G. Hosiery P. Ltd(*) (Amul Body Warmer) TVC aired on various channels	TVC depicts a scene of 'Draupadi Chirharan' in a very objectionable and indecent manner, wherein the lady seems to be enjoying the act, throwing flying kisses on others.	This kind of outrageous depiction of a character from the much revered epic Mahabharat in such a ridiculous manner will hurt the mythological faith and religious sentiments and will not be acceptable to millions of people across the country.TVC is causing a disgrace to women and insulting for a womanhood.	April 2011 Chapters II and III.1(b) "Depiction of Draupadi in a frivolous manner" is likely to hurt the religious sentiments of a large section of society, thus causing grave and widespread offence. ***TVC discontinued.***
6.	Agro Tech Foods Ltd(*) (Sundrop Heart) Star Plus(*) (2/2011)	Ad claims - "the change of oil reduces the level of cholesterol", "By the presence of the element Oryzonal, the same has attributed to reduction of cholesterol, the effect of which is in one month only", "Sundrop Heart reduces cholesterol and increases life".	Advertiser needs to provide supporting technical information, comparative data, with details of tests/ trials conducted from an independent recognised testing institution, in substantiation of these claims. The presence of Oryzonal as suggested by the Advertiser, is a false and misleading statement, since the said element is present in majority blended oil categories and therefore the message that is being sought to be made that it is only Sundrop Heart that contains the element of Oryzonal and nobody else, is absolutely false and untruthful.	May 2011 Chapter I.4. Statement in the voiceover "Jeene ka dang nahi" discounts the value of a healthy lifestyle by implication. Claim, "the change of oil helps reduce the level of cholesterol", was substantiated. ***TVC discontinued.***

7. #	Procter & Gamble Hygiene and Healthcare Ltd(*) (Pantene Pro-V Hair Fall Control) T.O.I.(*) (4/2011) Sahara One(*), Star World(*), Zee Cinema(*) (4/2011) Outdoor hoardings in Mumbai	Ads claim - "150000000 women and we have left behind our hair problems. But don't take our word for it. You try. You decide". The claim in the TVC which mentions 15 crore distinctly is in complete contradiction with the figure appearing in the print communication which is 150 crores.	The advertiser has depicted an extra "zero" in the form of a stylized golden circular drop, so as to depict a figure of 150 crore women who have found Pantene to be effective against hair problems.	May 2011 **Upheld**. Chapter I.4. The depiction of a stylized golden circular drop misleads the consumers to believe that 150 crore and not 15 crore women have found Pantene to be effective against hair problems.
		In the print and outdoor Ads, the advertiser claims- "150 crore women and I have left behind our hair problems".	Pantene shampoo variant advertised is only the "Pantene Hair Fall" variant which is sought to addressing only one of the problems of hair i.e. "hair fall" and cannot be said to be used as a product effective against all hair problems.	Claim, "80% of Indian woman say that New Pantene is better than anything else they have ever tried before", based on a study of 360 women, is misleading by implication.
		Print Ad claims, "80% of Indian women say that new Pantene is better than anything else they have ever tried before. That's why it's the World's No.1 shampoo".	It is not clear as to what are the parameters on which the 80% consumers have chosen the product and over which shampoo. The advertiser needs to furnish scientific technical data generated independently to prove that no other shampoo can give the benefit as projected to have been delivered by the advertiser's product.	Complaint against the "Pantene Hair Fall variant being used against all hair problems" was **Not Upheld** as the Ad does not make this claim. ***Advertiser assured appropriate modification of the Ad.***
		Claim "World's No.1 shampoo". Super-"from data of Hair Care product, sales shares of Global coverage from July 2008-June 2009 by AC Nielsen".	Advertiser is attempting to rely on a data that is pertaining to the time period from July 2008 to June 2009, when the advertiser's product was No.1 in terms of sales shares, however a study in June 2009 is a very old study. Therefore calling a product No.1 based on an old sales shares data is completely misleading.	
		The disclaimer to the claim "150000000 women and we have left behind our hair problems....." is "based on third party household panel data from 2009-2010 across Asia".	Ad is false and misleading in as much as it does not mention the number of consumers who have found Pantene to be a solution to their hair problems in India, but instead mentions the number of consumers who have found Pantene to be a solution to their hair problems across Asia. A claim cannot be substantiated and / or qualified by a super which cites a study done in another country and / or across a continent.	

		All Ads claim "15 crore women have signed up for Pantene"	Advertiser needs to furnish proof to this effect.	
8. **$**	Shree Maruti Herbal (D-Diabetes SMART) Powder T.O.I.(*), Ahmedabad Times (4/2011)	Ad states, "Avoid Kidney failure, Cataract, Vision Loss and Erectile Dysfunction by effective blood sugar management with Ayurvedic D-Diabetes SMART powder", "The right supplement with 19 key nutrients", "It acts as a powerful and comprehensive supplementary which helps promote efficient glucose utilization and influences hormonal insulin secretion".	These claims need to be substantiated with supporting clinical information and with details of tests/ trials reports conducted from an independent reports recognised testing institution.	May 2011 Chapter I.1. Claims not substantiated with clinical trials and technical data. ***Ad modified.***
9. **#**	Dish TV India Ltd (Offer of 30 True HD) T.O.I.(*), New Delhi (4/2011)	Dish TV claims to "offer 30 True HD channels", and also claims "to offer the maximum number of HD (High Definition) channels in India".	Technically, Dish TV is providing only limited HD channels. The other claimed HD channels are actually Standard Definition channels which have been upscaled to High Definition at the DTH Operators end. This is misleading to customers who are expecting an HD experience but get an SD experience instead. At present, the total number of True HD channels in the country is limited only to 4-5 channels. Thus, Dish TV's claim of "30 True HD channels" is completely baseless. TVC claims "to provide 30 True HD channels" while their print Ads put the number of true HD channels at 35. There is a complete disparity in the claim of number of HD channels by Dish TV.	May 2011 Chapter I.4. The use of the word `Tru' to denote upscaled Standard Definition channels as HD channels is misleading. ***Advertiser assured appropriate modification of the Ad.***

10. suo motu	Sri Balaji Society (Management Programmes offered by Management Institutes) The Economic Times(*), Mumbai (4/2011)	Ad mentions, "829 students from the batch of 2009-11 placed" Ad shows pictures of building of the four institutes Ad shows ranking of the institutes by various publications. Some of them are of the years 2004, 2007, 2008 etc.	But does not mention the total number of students passed out from this batch. Which clearly look like taken from a model and does not seem to be real. Signboards on the institutes building look super imposed. How can the ranking of 2004 be the latest published. The advertisement should mention the ranking of the institute of the latest academic years. Moreover, substantiation with evidence of all the competitive ranking advertised is required.	May 2011 Sections 4e and 4c of the ASCI Guidelines for Advertising of Educational Institutions and Programs. Ad mentions "829 students from the batch of 2009-11 placed" without mentioning the total number of students which passed out from the batch. Ad shows images of the colleges which does not appear to be real. ***Ad discontinued.***
11. #	Hindustan Unilever Ltd(*) (Pureit Water Purifier) Ad - Leaflet	Leaflet states – 1) Protects against harmful viruses. Protects against harmful Bacteria - Pureit (tick mark) Tata Swach (cross mark) 2) Pureit Safety Challenge – If the above claims are proven wrong for Swach, Pureit will give you Rs. 1000 back 3) Provides consistent protection from water borne diseases over the life of the consumable – as per USA's EPA's norms - Tata Swach – X Germkill power declines over the consumable life 4) Will I get good after sales service - Tata Swach - X 5) Does the purifier shut itself automatically once its germkill power is over - Tata Swach – X Doesn't shut automatically after six months life is over 6) Has a good flow rate to suit your requirement (approx litres of water that can be purified in one	Reasons why these statements are misrepresentation of the truth - 1) Tata Swach has been successfully tested for bacteria & virus removal as per the log reduction value norms prescribed by US EPA at an international, well-known and acclaimed laboratories in India, United Kingdom and in the Netherlands. 2) Advertisers of Pureit have claimed this leaflet to be an internal sales training document. However, the 'Safety Challenge' stated that they will give Rs 1,000/- back to any person who proves that the aforesaid claims are wrong with respect to the product – Tata Swach, clearly shows that the Leaflet is intended for the consumers and thereby not a 'Internal document' but meant for mass distribution. 3) The life of a Tata Swach bulb has been determined on the basis on performance tests and it has been proven to deliver safe drinking water as per US EPA specified log-reduction norms for bacteria & virus throughout the stated life of 3000 liters. It is a gross misrepresentation of the truth. 4) Advertisers of Tata Swach have	June 2011 Chapter IV.1(e) Statement made in the Leaflet regarding "The Safety Challenge" indicates that 'Tata Swach' "does not protect against harmful viruses and does not protect against harmful bacteria", is false and unfairly denigrates a competitive product. ***Leaflet withdrawn.***

		hour) - Tata Swach - 3 liters (given 50ml / min flow rate) 7) Introductory Offer price (MRP. Rs.) - Tata Swach - 999 8) Ongoing consumables price (MRP. Rs.) - Tata Swach - 299 9) You buy consumables only if you use them. Consumables don't have to be forcibly replaced after six months - Tata Swach – X	in place a toll-fre customer services helpline to address customer complaints, as well as large on-field personnel equipped to cater to any servicing requirements. 5) Tata Swach is equipped with a mechanism, called the Tata Swach Fuse which automatically stops the flow of water through it once 3000 liters of water have been purified. The life of the Tata Swach Bulb is 3000 liters, based on actual quantum of water purified by the Bulb. It is not based on time period for which the Bulb has been used. 6) As per the User Manual of Tata Swach, the product has a flow rate of 3 to 4 liters per hour. However, the Pureit User Manual mentioned that the water would flow in 1 to 5 hours, thereby having a flow rate that varies from 1.8 liters per hour to 9 liters per hour. 7) In comparison to all the Pureit variants, Tata Swach has the lowest MRP at Rs 999/- It is unclear what impression the advertiser is trying to convey to the consumers by putting a cross against Tata Swach whereas all the Pureit variants are at much higher prices. 8) The MRP of the Tata Swach consumable, viz. the Tata Swach Bulb is Rs. 299/- As mentioned earlier this has a life of 3000 liters. On a cost per liter basis, the Tata Swach Bulb is much cheaper than all Pureit germkill batteries that are available in the marketplace. 9)The life of the Tata Swach bulb is based on actual quantity of water purified by the bulb. It is not based on time period for which the bulb has been used and there is no mandatory need to change it after 6 months, if the usage has been lesser than 3000 liters.	
12. #	Career Launcher (I) Ltd (CL Hall of Fame – Results 2010) T.O.I.(*), New Delhi(3/2011)	Claims – "303 Calls in DU (BBS / BFIA)". "80% success in Hotel Management – JEE" "Top 20/20 AIR in CLAT" "Top 20/20 AIR in NLU", Delhi	These claims are not backed / substantiated with data/evidence. Also, there is no validation / check by any indepdendent agency that confirms these claims.	June 2011 Chapters I.1 and I.4. Claims not substantiated with supporting evidence duly validated by an independent agency, and the claims were misleading. ***Ad withdrawn.***

13.	Hindustan Unilever Ltd(*) (The Axe Effect) Z News(*) (5/2011)	TVC shows - "a female security staff frisking a man at an airport and as she uses her metal detector on his chest and arms, she is shown in a spell of lust. She is shown closing her eyes and clinging to his body in a display of sexual passion overpowering her and the background voice says, "The Axe Effect".	The depiction and portrayal in this TVC is overtly sexual in overtone. The Ad overly portraying woman as lustily hankering after the man under the influence of the deodorant. The Ad appears to be indecent, vulgar and suggestive.	June 2011 Chapter II. Visual of "the female security staff frisking the man at the airport" was overtly sexual, and keeping in view the generally prevailing standards of decency and propriety, the TVC is likely to cause grave and widespread offence. ***TVC withdrawn.***
14.	Micromax Informatics Ltd (Micromax Mobile) Star Cricket(*), Star Sports(*) (4/2011)	TVC shows - "a medical student in a laboratory playing music with laboratory equipments which are filled with chemicals. As a result there is a blast in the laboratory."	Ad is sending wrong message to young students who are engaged in such activities.Carelessness in laboratories may lead to mishaps causing loss of life.	June 2011 Exparte (absence of comments from the Advertiser). Chapters III 2 (b) & III 3. Visual of "a student blowing up the lab by acting carelessly" showed a dangerous act which is likely to encourage minors to emulate such acts in a manner which could cause harm or injury. Also, the visual depicted manifests a disregard for safety. ***TVC withdrawn.***
15.	Paras Pharmaceuticals Ltd(*) (Zatak Axe Deodorant) Filmy(*), IBN (5/2011)	TVC shows - "a boy goes to a lady dentist after using the Deo. As he sprays it, the lady dentist is shown closing her eyes and moaning suggestively. When the boy says that he has toothache, the lady dentist is shown unbuttoning his shirt. She asks him to breathe and demonstrates it by sensuously thrusting her bust forward. In doing so, her white coat is off and her inner garment is clearly showing off her cleavage".	The depiction and portrayal in this TVC is overtly sexual in overtone. The Ad portrays woman as lustily hankering after the man under the influence of the deodorant. The Ad appears to be indecent, vulgar and suggestive.	June 2011 Chapter II. Visual depiction with sexual overtones, was both demeaning to women in general and to dentists in particular.Keeping in view the generally prevailing standards of decency and propriety, the TVC is likely to cause grave and widespread offence. ***TVC withdrawn.***

16.	Paras Pharmaceuticals Ltd(*) (Set Wet Deodorant) Filmy(*), IBN 7 (5/2011)	TVC shows - "a man using the Deo and then he is shown with a female clinging to him in a passionate display of her desire. An onlooking man tries the Deo and soon a female is shown coming behind him and is shown taking off her garment and clinging to him lustfully".	The depiction and portrayal in this TVC is overtly sexual in overtone. The Ad portrays woman as lustily hankering after the man under the influence of the deodorant. The Ad appears to be indecent, vulgar and suggestive.	June 2011 Chapter II. Visual was overtly portraying the woman as lustily hankering after the man, and keeping in view the generally prevailing standards of decency and propriety, the TVC is likely to cause grave and widespread offence. ***TVC withdrawn.***
17. #	International Tractors Ltd (Sonalika Tractors) Punjab Kesari, Jalandhar edition (11/2010)	Ad mentions - "Mileage ka Master".	Farm Equipment Sector, M & M Limited, has first released a Mileage ka Master campaign for its Master Brand (Mahindra Tractors) on television across popular channels, leading dailies and at Points of Sale from 24th April 2006. With Sonalika Tractors using the creative property of "Mileage ka Master", in their creative unit, is in contravention of the ASCI Code.	June 2011 Chapters IV.2 and IV.3. The usage of the creative property "Mileage ka Master" of Mahindra Tractors, by the Advertiser, takes unfair advantage of the goodwill attached to the Complainant's product (Mahindra Tractors). Also, this phrase used by the Advertiser appears to be similar to that used by the Complainant in their Ads, so as to suggest plagiarism. ***Ad discontinued.***
18. #	Reckitt Benckiser (I) Ltd(*) (Dettol Skincare Soap) TVC aired on various channels T.O.I.(*) (4/2011)	Print Ad claims - "Your skin is exposed to germs everyday. These germs get trapped in your skin pores and cause it to look dull and dry, which is why you need the protection of Dettol Skincare". TVC portrays "a woman with normal and healthy skin, but complaining of dull, dry skin". It is claimed that "the germs are a cause for dull, dry skin and that Dettol Skincare soap helps provide glowing skin by removal of germs from skin pores".	Advertiser is misleading the consumers by making incorrect and misleading claims by wrongly linking the cause of this skin state to germs. The real cause for dull and dry skin is primarily due to impairment of the water-binding capacity of the stratum corneum (uppermost layer of skin) As per the super shown in the Ad – "As per standard testing protocol against bar and liquid soap without actives", the advertiser has sought to defend the basis of their claim using a standard in-vitro test which does not clinically prove that the product when used as directed actually removes germs from the pores as depicted in the advertisement or from the layers of	June 2011 Chapter I.4. Visual depiction of the "skin becoming smooth because of removal of germs", is misleading by ambiguity, as there is no co-relation between the two. ***Print Ad and TVC withdrawn.***

			the skin wherein they are alleged to reside in and cause the claimed problems. There is no clinical conducted by the advertiser which shows that regular bathing with Dettol Skincare alone leads to a reversal of the alleged germs causes dullness and dryness resulting in a radiant complexion as claimed.	
19.	ITM Institute of Fashion, Design & Technology (Programs offered in Fashion & Design) Mumbai Mirror(*) (5/2011)	Ad states "Institute's "B.Sc. Interior Design and M.Sc. Interior Design programs approved by PIFT, MS University (a UGC recognized state university)".	Ad only mentions name and shows logo of the MS University and does not provide its full name and location. Also, PIFT's name in full and its location is not provided in the Ad.	June 2011 Exparte (absence of comments from the Advertiser). Clause 2b) of the ASCI Guidelines for Advertising of Educational Institutions and Programs ("In case the advertised Institution of Program is not recognized or approved by any mandatory Authority, but is affiliated to another Institution which is approved or recognized by a mandatory Authority, then the full name and location of the said Affiliating Institution shall also be stated in the Ad."). ***Ad discontinued.***
20.	ITM Institute of Hotel Management (Rewarding careers in Hospitality) Mumbai Mirror(*) (5/2011)	Ad states B.Sc Hospitality Studies degree is "recognised by & affiliated to Mumbai University". Ad states - "Voted Top Hotel Management College of the country by Competition and Success Review".	Ad only mentions name of Mumbai University and not of a specific institution or college of the University nor its location. Ad requires mention of not just the name of the publication providing competitive ranking but also date of the publication which is not mentioned.	June 2011 Exparte (absence of comments from the Advertiser). Clause 4b) of the ASCI Guidelines for Advertising of Educational Institutions and Programs ("Ad 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."). ***Ad discontinued.***

21. #	Maruti Suzuki India Ltd(*) (Estilo Magic) Hindustan Times(*), Chandigarh (5/2011)	Ad mentions the mileage of i10 (1.1) Era as "16 kmpl"	This is wrong. i 10 (1.1) Era ARIA certified mileage is 19.8 kmpl.	July 2011 Chapter I.1. Data stated in the Ad about the mileage of the competitor did not tally with the ARIA Certification. The mileage mentioned in the Ad false. ***Ad withdrawn.***
22.	Bata India Ltd (T h i n k Weinbrenner, Think Outdoors) Promodome Comm Outlook(*) (3/2011 issue)	Ad reads - "SMS Bata <space> <your e-mail id> to 58888 to win exclusive gifts".	Acting on the line, twice, the Complainant was never offered or sent any gifts. This is how Bata is just creating a databank by misleading the readers and dishonest in the sense, that they promise exclusive gifts and send none.	July 2011 Chapter I.4. Statement, was misleading as the Ad did not state clearly all material conditions as to enable the consumer to obtain a true and fair view of their prospects in such activities. ***Ad modified.***
23. #	Hindustan Unilever Ltd(*) (Pureit Water purifier) TVC, leaflets, POP material	Commercials claim "Pureit 1 Crore safety challenge". As per the terms and conditions of the challenges as detailed out in the Pureit website, HUL believes that Pureit is the only water purifier that "Meets USA's EPA stringent germ-kill criteria". Website states - "Only those purifiers that were commercially sold on or before 31st December 2009, in at least 5 cities of India with a population of 1 million and above, can qualify for this challenge". In the website, HUL claims - "It's been 2 years and till date no purifier in India has been able to meet	As per US EPA, the purifier should be able to reduce by log 6, log 4, and log 3 respectively of harmful bacteria, viruses & cysts. However, as per Pureit's own product performance statistics, the Pureit products only work against 2 of the three criteria required by US EPA (i.e. bacteria and viruses) This condition disqualifies many new entrants that have been launched in or after December 2009. This condition of disqualifying all eligible products launched post 31st December 2009, is not mentioned at all in the Ads being aired thus misleading the consumers to believe that Pureit is superior to all other existing water purifiers currently available. HUL must clarify Pureit in this challenge is only competing with old generation products launched earlier to December 2009, and that	July 2011 Chapter I.4. Whilst Pureit "meets USA's EPA stringent germ-kill criteria", it is not the only one to do so, is misleading. Claim, "It's been 2 years and till date no purifier in India has been able to meet Pureit's Safety challenge", is misleading as this challenge is only against old generation products launched earlier to December 2009 creating a false impression that Pureit is the best water purifier. ***Ad modified.*** CCC accepted the claim "Pureit cleans 1 cr. Germs in one litre of water'. This complaint was Not Upheld.

		Pureit's Safety challenge"	this is the main reason why the challenge remains unclaimed. The Ads do not clearly convey that the electric water purifiers are excluded from the challenge, thereby confusing the consumers and creating a false impression that Pureit is the best water purifier.	
24. #	Glen Appliances Pvt Ltd (Triply Stainless Steel Cookware) Isha Advertising T.O.I.(*), Mumbai edition (6/2011)	Print Ad claims - "Is your cookware safe? Do you know aluminium cookware can cause cancer?" Website claims - "Is your cookware safe? Do you know aluminium cookware is carcinogenic (cancer causing) and banned in most European nations?"	These claims are not truthful. It has not been substantiated by any reputed international organization such as WHO or by any country noted for a high standard of vigilance in consumer protection.The comparison between stainless steel and aluminium cookware is not based on fact at all, and these claims need to be substantiated.The Ad unfairly and directly denigrates, attacks and discredits all aluminium cookware, and misleads the consumer about the safety of the same.	July 2011 Chapters I.4 and IV.1(e). Statement that the "use of aluminium cookware can cause cancer" is misleading due to lack of conclusive proof, and derogatory to the category of aluminium cookware. ***Ad withdrawn.***
25. #	T.I.M.E.(*) (CAT 11/12) T.O.I.(*), Delhi (6/2011)	Claim - "Largest student base: 1,30,000+ students trained for CAT'09 & CAT'10" Claim - "Best faculty team in Delhi – NCR" Claim - "Leader in online Tests : 7,00,000+ computer based full-length mock CATs successfully conducted so far" Claim - "Best Results: 50%+ of students in the IIMs are from T.I.M.E."	Claim is not validated by any third party nor the advertiser has compared any data of other service providers in the same category. Claim is not supported by any comparative data. Claim is false and unsubstantiated/ validated by any independent agency. Moreover, the period over which the tests were conducted is also not specified. Claim is neither validated nor supported with any independent data , and the claim is based on 2009 and 2010 data as mentioned in the Ad.	July 2011 Chapter I.4. Pending the validation of the data by the independent auditors, the claim, "Largest student base: 1,30,000+ students trained for CAT'09 & CAT'10", is misleading. ***Ad suspended pending validation by the independent auditors.***

26. #	Career Launcher (I) Ltd (MBA Test Prep) T.O.I.(*), Delhi (6/2011)	Claims - "4300+ IIM calls in CAT"10", "CL scores: 4/8 100 %ilers in CAT'10, FMS'10 & 11 Toppers, JMET'10 Topper".	These claims have not been backed up and substantiated with data / evidence. Also, there is no validation / check by any independent agency that confirms these claims.	July 2011 Chapter I.4. Pending the validation of the data by the independent auditors, the claims are misleading. ***Advertiser subsequently provided validation of the data by an independent Chartered Accountant.***
27.	Greenply Industries Limited (Greenlam Laminates) Times Now(*), NDTV 24/7(*), TLC(*), AXN(*)	TVC shows - "an old man going through Catholic sacrament of baptism by portraying a priest pouring water over his head and thereafter a funeral. In it appears a religious symbol of the Cross. Also, it shows a beautiful coffin made with Greenlam Laminates which actually prompts the old person to pray for his own early death so that he gets into this beautiful coffin."	TVC is extremely offensive and mocks the Roman Catholic faith, by unnecessarily using sacraments to promote its product. The TVC is disgusting and hurts the religious sentiments of the Catholics.	July 2011 Chapter III.1(b). TVC appears to trivialize conversion and thus is likely to hurt religious sentiments. TVC also contravened The Cable Television Network Rules 1994, Sec.7.1 which states "No advertisement shall be permitted which (i) derides any race, caste, colour, creed and nationality". ***TVC withdrawn.***
28. #	Team Satyam (Clat Possible) T.O.I.(*), Lucknow (6/2011)	Claims - "75+ Students and counting, in National Law Schools", "95% of call getters from Lucknow are Clat Possible These students", "5/5 NLU-Delhi call getters from Lucknow are Clat Possible students", "3 NLSIU, 5 NALSAR, 7 NUJS, 8NLU-D 75+ Students to National Law Schools", "40+ Students to National Law Schools"	claims These are not supported by any duly validated and substantiated data.	July 2011 Chapter I.4.Pending the validation of the data by the independent auditors, the claims are misleading. ***Ad discontinued.***

29. #	Team Satyam (IIM and XLRI call getters) T.O.I.(*), Lucknow (5/2011)	Claims - "20 IIM & 4 XLRI call getters".	This claim is not supported by any duly validated and substantiated data.	July 2011 Chapter I.4. Pending the validation of the data by the independent auditors, the claim is misleading. ***Ad discontinued.***
30. Suo motu	Mosons Extractions (Indulekha Gold Hair Care Oil) Malayala Manorama (*)(2/2011)	Claim - effectiveness of the product	Advertiser should provide scientific evidence with clinical trials in substantiation of the claim.	August 2011 Exparte (absence of comments from the Advertiser). Chapter I.1. Claim not substantiated with technical data through clinical research. ***Subsequently the Advertiser provided clinical report in substantiation of the claim.***
31. #	Hindustan Unilever Ltd(*) (Dove Damage Therapy) O & M(*) Print Ad, TVC and Hoardings	Claim - "Dove. Most recommended shampoo by Indian women" Super - "Based on a study conducted amongst 400 women".	A base size of 400 is far too small to be used to support this claim.The claim does not clarify the parameters for which the Dove shampoo is recommended, and the claim is being used by Dove for promoting its variants such as Dove Hair fall therapy and Dove Split Ends.The super "Based on a study conducted amongst 400 women", does not state the source of the study and nor does it state the date on which the said study was conducted. Also, the super in the said Ads are blurred and illegible from a consumer point of view.	August 2011 Chapter I.4. Claim, "Most recommended shampoo by Indian women", is misleading as the `universe' studied in the Market Research was smaller than the claim made. The study was done on Indian women who use shampoo whilst the claim talks of Indian women. ***Ad discontinued. Advertiser assured appropriate modification of the Ad.***

32. #	Hindustan Unilever Ltd(*) (Dove Hair Fall Rescue shampoo) TVC aired on various channels	Claim - "No Hair Fall No Damage" Super - "No hair breakage and split ends according to the `sampling based on lab test' when regularly used Dove Shampoo".	This claim needs to be substantiated with independent technical data. The super does not state the source of the study and nor does it state the date on which the said study was conducted. The super speaks only of sampling based on lab test which is not adequate to make such a technical claim. The super in the TVC is blurred and illegible from a consumer point of view.	August 2011 Chapters I.1 and I.4. Claim, "No Hair Fall No Damage", was an absolute claim which is not mitigated by the super. Claim not substantiated and was misleading. ***TVC withdrawn.***

33. #	Procter & Gamble Home Products Ltd(*) (New Ariel Oxyblu – Deep Clean Technology) Colors(*), Sony Max(*), Star Gold(*), Zee Cinema(*)	TVC shows - "the removal of three difficult stains, namely ink, oil and tea by use of Ariel Oxyblu". Super - "Creative visualization. Based on technical test by independent laboratory (Prema Labs, 2011) tested on ink stain in three different layers of polyster fabric vs ordinary powder".	It is clear from the same that the claims about removal of oil and tea stains are completely unsubstantiated. The action of cleansing the stained glove has been portrayed as though by merely swirling the glove in Ariel Oxyblu solution, the stain is dramatically removed. This is followed by a voiceover "Ariel Oxyblu deep clean technology ke saath. Jo kapadon ke reshe reshe mein samaye ziddi daagon ko nikale" ("Helps remove stubborn stains from every strand of the fabric"). The impression created by the TVC is that Ariel Oxyblu is an extremely powerful detergent which dispenses with the normal activities of soaking, scrubbing and brushing of clothes, which is false. The claim, "which helps remove stubborn stains from every strand of the fabric" needs to be substantiated.	August 2011 Chapter I.4. Claim of "removal of three stains of ink, oil and tea by the use of Ariel Oxyblu", read in conjunction with the visual depiction of "a person mixing tea, ink and oil in a bowl; and dipping his gloved hands in it and immediately dipping it in Ariel Oxyblue showing immediate cleansing of the said ingredients", is misleading by implication. ***Advertiser assured appropriate modification of the TVC.***
		Claim - "Chamak rahe nayi jaise" with a qualifier states - "Based on tests conducted by AC Nielsen tested on polycotton fabric using ink stain".	This super does not state the year in which the tests were conducted. This claim is unsubstantiated without technical data to back the same. Advertiser falsely misleads the consumers to believe that the tests conducted by AC Nielsen bear out the claim that Ariel Oxyblu keeps shine of clothes as new, whereas the fact is that AC Nielsen has no such expertise to conduct such tests.	

34.	United Spirits Ltd(*) (McDowell's No.1 Platinum Soda) CNBC TV 18(*) (7/2011)	Ad begins with the visuals of a Sikh boy resembling cricketer Harbhajan Singh. He is shown sitting on a large ball and saying, "Have I made it large". Then they show the arrival of his father and upbraiding him for making a large ball of bomb instead of ball bearings. The cricketer Mahendra Singh Dhoni says, "Zindagi mein kuchh karna hai to large chhodo. Kuchh alag karo, yaar", "McDowell's No.1 Platinum Soda. No.1 Spirit of Leadership".	Ad is a clever ploy of capitalizing on the image of a liquor brand sought to be created in the Ad of "Royal Stag - Mega Cricket", and then extrapolating it with another liquor brand "McDowell". The use of the word "Spirit" in its tag line further enhances the image of the liquor brand and therefore the Ad is an indirect and surrogate Ad of liquor. Ad violates Rule 7(2)(viii)(A) of The Cable Television Networks Rules, 1994.	August 2011 Chapters III.6 (c) and III.4. TVC uses a phrase pertaining to a liquor product. Also, as the TVC violated the Rule 7(2) (viii) (A) of The Cable Television Network Rules 1994, the TVC is in breach of the law. ***TVC withdrawn.***
35.	Pernod Ricard India Pvt Ltd(*) (Royal Stag – Mega Cricket) Aaj Tak(*) (6/2011)	Ad begins with the visuals of the cricketer Harbhajan Singh on his first day in a ball bearing factory. He is shown saying, "Have I made it large? This is followed by the logo – "Seagram's Royal Stag. Mega Cricket. Its your life. Make it large".	The repeated use of the word "large", which is normally referred to as a measure of liquor drink and by associating it with Royal Stag, which is a liquor brand, the Ad is an overt insinuation aimed at conjuring up the image of a liquor brand and therefore the Ad is an indirect and surrogate Ad of liquor.The Ad violates Rule 7(2)(viii)(A) of The Cable Television Networks Rules, 1994.	August 2011 Chapters III.6 (c) and III.4. TVC uses the brand name and logo of a liquor product. Also, as the TVC violated the Rule 7(2) (viii) (A) of The Cable Television Network Rules 1994, the TVC is in breach of the law. ***Subsequently the Advertiser provided a certificate from the Central Board of Film Certification.***
36. #	Ford India Ltd(*) (Ford Figo)J JWT India(*) T.O.I.(*), Delhi edition (7/2011)	Ad states -"Ford Figo leaves its competition far behind", and has made comparison of Figo Advantage vs Hyundai i10 in terms of Space and Maintenance.	The facts used in the Ad are based on Ford's internal Benchmarking study, and has no valid support. The Ad is misleading the consumers.	August 2011 Exparte (absence of comments from the Advertiser). Chapters I.1 and I.4. Claims not substantiated on the basis of an independent survey, and were misleading. ***Subsequently, Advertiser provided supporting information in substantiation of the claims.***

37. #	General Motors India P. Ltd(*) (Chevrolet Beat Diesel) T.O.I.(*), Mumbai (7/2011)	Tagline - "India's most fuel efficient car"	Chevrolet Sales while launching "Beat Diesel" late in July 2011, adopted the tagline of "India's most fuel efficient car", and have, with a view to mislead the consumers tried to justify the same by relying upon a stray comment in an article published in `Autocar India' of August 2011 issue, whereby the magazine by its own non-standard method tried to give a general sense to the consumers of city driving fuel efficiency of the `Beat Diesel'. The Beat Diesel Ad uses the tagline which is same as that used by "Indica eV2" in their Ad of being "India's most fuel efficient car". This fuel efficiency claim is backed by ARAI who have certified `Indica eV2". Apart from plagiarism, the Ad is disparaging the `Indica eV2'.	August 2011 Upheld.Chapter I.1. Claim, "India's most fuel efficient car", was not backed by the data of ARAI, and hence it was not substantiated. Not Upheld.Advertiser does not plagiarise nor disparage the `Indica eV2' claim of "India's most fuel efficient car". ***Ad modified.***
38.	Titan Industries Ltd(*) (Fast Track Watches) Tata Sky Home channel(*), UTV Bindass(*)	TVC shows - "a young woman takes off her innerwear (bra) from underneath her T-shirt and holds it out as if to discard it". The Ad is promoting a new offer of 20% off on watches.	Ad is offensive to women, damaging to young minds, and totally unrelated to the subject of the Ad. The Ad shows a derogatory portrayal of a woman.	August 2011 Chapter II. Visual depicted is likely in the light of generally prevailing standards of decency and propriety, to cause grave or widespread offence. ***TVC withdrawn.***
39. $	TVC Skyshop Ltd (Sandhee Sudham Oil) HT Cafe(*) (7/2011)	Claims - "Treatment to get immediate relief from Joint Pain (Arthritis) 100% Effective", "Sandhee Sudham is an effective ayurvedic treatment to get relief from knee pain, all joint pain and arthritis", "It increases the flow of joint fluid, repairs and strengthens the damaged tissues to make your joints strong and give quick relief from pain and swelling", "Solves all your joint pain problems".	These claims need to be substantiated with technical data through clinical research.	September 2011 Chapter I.1. Claims not substantiated with clinical trials and technical data. Claims appeared to be gross exaggerations and inferred that the product advertised, inclusive of its ingredients, possesses such special property which is not proved scientifically. This is likely to lead to grave or widespread disappointment in the minds of the consumers.

				Advertiser assured appropriate modification of the Ad.
40.	GTM Teleshopping P. Ltd(*) (Divyarishi's Kuber Kunji) TVC aired on various channels	Claims - "Kuber Kunji will protect you if you have not got the fruit of your labour, if you are continuously in debt, if your money is spent as soon as you earn, if you have to struggle for anything in life".	TVC is false, misleading, and the claims are likely to cause grave or widespread disappointment in the minds of the consumers.	September 2011 Exparte (absence of comments from the Advertiser). Chapter I.1. Claims not substantiated and was likely to cause widespread disappointment in the minds of the consumer. ***TVC withdrawn.***
41.	GTM Teleshopping P. Ltd(*) (Shani Shubh Yantra) TVC aired on various channels (March & April 2011)	TVC claims - "Shani Shubh Yantra will protect you from your business failing, from your marriage being on the rocks, from you not getting interview calls for a job, from your family members falling sick inspite of eating well, from marriage proposals for your beautiful daughter breaking down".	TVC is false, misleading, and the claims are likely to cause grave or widespread disappointment in the minds of the consumers.	September 2011 Exparte (absence of comments from the Advertiser). Chapter I.1. Claims not substantiated and was likely to cause widespread disappointment in the minds of the consumers. ***TVC withdrawn.***
42.	Tata Teleservices Ltd(*) (Tata Docomo Mobile Network) TVC aired on various channels	TVC shows - "a female domestic help is stealing a mobile phone at her employer's house and finally being caught in the act. The maid is dressed in Maharashtrian clothes and the madam employer is shown modern and elitist".	Ad has class bias, is offensive, and perpetuates a stereotype that people who work in the upper class houses are nothing but thieves. It is an insult to the Maharashtrians.	September 2011 Chapters II and III.1 (b). Ad was repulsive which is likely in the light of generally prevailing standards of propriety to cause grave or widespread offence. Also, the Ad derides a category of maid servants belonging to the working class. ***TVC withdrawn.***

43. $	Shri Lal Mahal Limited (Shri Lal Mahal Empire Basmati Rice) Claims made on the website Colors(*) (4/2011)	Website claims - "Empire Basmati rice is India's first sugar free, fat free rice with no cholesterol content". TVC claim - "Sugar and fat free rice".	Claims need to be substantiated with data from an independent scientific research.	October 2011 Chapters I.1 and I.4. Claim, "India's first sugar free, fat free rice", was not substantiated and is misleading. ***TVC discontinued. Advertiser assured appropriate modification of the Ads in future.***
44. #	Popular Finance(Gold Loan) Asianet TV(9/2011)	TVC claim - Popular Finance is "India's No.1 Gold Loan Company".	This claim is false, as Muthoot Finance is "India's largest Gold Loan company" (in terms of Gold Loan Portfolio source: ICRA Management Consulting Service Ltd – IMACS report on Gold Loan Market in India).	October 2011 Chapter I.1. Claim, "India's No.1 Gold Loan company", was not substantiated with market research data. ***TVC modified.***
45.	Yatra Online Pvt Ltd (Yatra.com) TVC aired on various channels	TVC shows - "a wife asking her husband "Customs ki settings bhi karta hai kya yatra.com". The husband replies "of course".	TVC contains unwarranted reference to customs which is highly objectionable.	October 2011 Chapter II. Ad casts aspersions on the Customs Department which is likely to cause grave offence. ***TVC modified.***
46. $	TVC Sky Shop Ltd (Dr. Slim Tea) T.O.I.(*), (Ahmedabad Mirror) (9/2011)	Ad claims - "Lose weight with a cup of Herbal Tea", "Ayurveda offers a comprehensive approach to tackle this Lifestyle Disease", "Dr. Slim Tea is a premium blend of therapeutic herbs like Garcinia, Gymnema, Licorice, Ocimum,. Pippali & Marich etc, formulated to boost your Metabolism & Digestion, Improve your immune system and shed kilos of extra fat, weight and inches", "You will feel a noticeable effect from the first cup of Dr. Slim Tea".	These claims need to be substantiated with technical data based on an independent clinical research.	October 2011 Exparte (absence of comments from the Advertiser). Chapter I.1. Claim, "Lose weight with a cup of Herbal Tea", was not substantiated. ***Ad modified.***

47.	Monsanto India Ltd (Bollgard) Hindustan Times(*), New Delhi (8/2011)	Claims - "Bollgard boosts the Indian cotton farmers income by over 31,500 crores", Bollgard has lead to "reduced insecticide usage", "increased yields", "increased farmer income", "in built plant protection".	These claims need to be substantiated. The Ad promotes BT cotton which has proved highly hazardous to society, individuals and farmers. Unfair practice alternative and other sustainable means available to handle Bollgard are available.	November 2011 Chapter I.1. Claims not substantiated. ***Ad modified.***
48.	Dhupar Sales Org. India Pvt Ltd (Pass Port Deodorant) Sony TV(*)	TVC focusses on woman's anatomy and lewd expressions on the face of the male actor.	TVC is obscene.	November 2011 Chapter II. In the light of generally prevailing standards of decency and propriety, the TVC was likely to cause grave or widespread offence. ***TVC modified.***
49.	Telemart Shopping Network Pvt Ltd (Sandhi Sudha) Sahara One(*), UTV Movies(*), Zee TV(*), 9X (9/2011)	TVC claims - "Sandhi Sudha cures the disease of Arthritis and Spondolytis".	Claim needs to be substantiated by scientific methods. Complainant bought the product – Sandhi Sudha on payment of Rs. 3100/-. As this product was ineffective, he sent back the same to Telemart Shopping, Indore, who assured him that he would get back the money immediately as per the Ad. In October, the Complainant then spoke to the Customer Care Executive of Telemart about the refund of the amount. In response, he was informed that as the product sent back reached 3 days late, they will not execute the money back. In the Ad anchored by the film star, it is no where said that the product must reach the advertiser within 15 days, then only the money will be refunded. The Ad is misleading.	November 2011 Chapters I.1, I.4 and I.5(e). In the absence of scientific substantiation, the claim was not substantiated and was misleading. Complaint regarding "money back guarantee" was misleading as the terms and conditions for the refund was not mentioned in the TVC. ***TVC modified.***

50.	Association of Mutual Funds in India (Mutual Fund) TVC aired on Sab TV Booklet of "Mutual Fund – Saving ka naya Tareeka"	Booklet states - "Every Mutual Fund is managed by a fund manager, who using his investment management skills and necessary research works, ensures better returns than what an investor can manage on his own".	The booklet as well as the TV Ads do not contain statutory risk factors which are there in any MF Ads. The objection is to the word "ensures". No fund manager is in a position to do that for longer term and never forever. The booklet also recommends putting EMI money in Liquid mutual fund till EMI is paid to earn more returns along with liquidity and safety. This is misleading.	November 2011 Chapter I.4. Claim in the booklet that the Fund Manager will "ensure better returns", was misleading. ***Contents of the booklet modified.*** In view of the disclaimers such as "Mutual Funds are subject to market risk, kindly read .....", the TVC was not likely to mislead the viewers.
51.	World Class Services (Dr. Ayurveda Power Prash and Body Growth) Sahara Filmy(*), B4U Movies, India News(*),SS Music (9/2011)	TVC of "Power Prash" is "for enhancement of sex power", which claims of "sperm count increase, having kids for people suffering from infertility". TVC of "Body Growth" claims of "increasing height, increasing overall body growth in terms of breast mainly".	These claims are not achievable and the TVCs are disturbing in large the social life of people, and not good to be seen by children. Advertiser should provide clinical data in substantiation of these claims.	November 2011 Chapters I.1, III.4 and I.5(d). Claims "enhancement of sex power" and "sperm count increase", were not substantiated. TVC contravened The Drugs & Magic Remedies Act. Ad tends to create by implication, a perceived inadequacy of a physical attribute, in this case the impotence and infertility, which could be objectionable to both men and women. ***TVC modified.***
52. #	Vanesa Inc (Denver Deodorant) TVC aired on various channels	TVC for 'Denver' contains the tagline "play it cool".	This tagline / slogan is identical to the prior existing tagline / slogan "play it cool" used in respect of "John Players" brand. This slogan has been in use in the Ads of John Players since October 2005. Copying of this slogan by the Advertiser amounts to plagiarism.	November 2011 Chapter IV.3. Tagline used by the Advertiser was so similar to the tagline used by the Complainant in their earlier run Ad, so as to suggest plagiarism. ***Advertiser assured appropriate modification of the TVC.***

53. #	Glen Appliances Pvt Ltd (Tri Ply Stainless Steel Cookware) Sunday Times of India(*) (10/2011)	Print Ad claims - "Do you know cooking in aluminium can be harmful?" Website claims - "Do you know aluminium cookware is not safe?"	These claims are not truthful, and have not been substantiated by any reputed international organization such as World Health Organisation (WHO) or by any country noted for a high standard of vigilance in consumer protection.By making false unsubstantiated claims about the harmful effects of aluminium cookware, the advertiser has misled the consumer. Ad unfairly denigrates, attacks and discredits all aluminium cookware directly.	November 2011 Chapters I.1 and I.4. Print Ad claim and the website claim implying that cooking in aluminium is harmful and is not safe, were false and misleading. ***Subsequently, the Advertiser provided sufficient data and research citations.***
54. #	Heinz India P. Ltd(*)(Complan) Sun TV, Sony Aath(*), Star Jalsha(*), Zee Bangla(*) (9/2011)	TVC shows - mother saying to her kid that "all the health drinks are same". Claim - "the most important thing in any health drink is the first ingredient" Claim - "children who drink Complan grow 2 times faster than children who drink other health drinks".	TVC disparages the entire category of health drinks. Claim is incorrect and distorts the facts. It is a combination of ingredients and not just the first ingredient (milk solids or milk protein) which are important to help optimal growth. The suggestion of growth through milk protein to the exclusion of all other important factors is false. This claim is not capable of being substantiated as it is neither based on a robust study nor is an outcome of any clinical research. Claim needs to be substantiated.	December 2011 **Not Upheld.** Claim - "children who drink Complan grow two times faster than children who do not drink Complan", was substantiated. **Upheld.** Chapter I.4. Comparison in the Chart between Complan and non Complan drinkers is likely to mislead consumers that Complan is superior on the basis of its main ingredient. ***TVC withdrawn.***
55. #	Noesis Education And Management Services (A Revolution in IAS coaching) The Hindu(*), Delhi (9/2011)	Claims - "One of our Batches – Biggest in India, attended by 1200 students at a time", "An unbelievable track record with 2 out of 5 students clearing the prelims this year", "Attend a free CSAT+GS workshop by the Best Trainers in the country", "Do not miss out on being trained by the best subject experts from all over the country", "High quality contents from Best selling authors, rank	These claims are neither validated nor substantiated by any third party / independent agency.	December 2011 Exparte (absence of comments from the Advertiser). Chapter I.1. Claims not substantiated ***Ad withdrawn.***

		holders and subject matter experts ....."		
56.	Pfizer Ltd(*) (Gelusil Antacid) TVC aired on various channels	TVC shows - "a boy running along a parked vehicle and using a sharp article scratching the vehicle, possibly scraping the paint and even denting the body. The next question asked is "Does this make your Heart burn" and then the proposal that "Gelusil be used to avoid heart burn and acidity".	Ad is totally insensitive and in a way encouraging miscreants and youngsters in general, in doing wrongful deeds, with which they could get away with.	December 2011 Chapter III.2 (c). Depiction of "a young boy vandalizing the car by scratching it with a sharp instrument", is likely to encourage minors to emulate such acts, the careless use of which could lead to their suffering cuts or other injury. ***Advertiser assured compliance with the CCC decision.***
57. #	Eureka Forbes Ltd(*) (Aquasure Xtra water purifier) Leaflet	1) Leaflet states - Trust of Eureka Forbes Ltd – Makers of Aquaguard – Pureit Classic (X), Pureit Compact - (X) 2) Experience in drinking water purification – Pureit Classic (less than 5 years), 3) Product safety for in-home drinking water purification system – Pureit Classic (?), Pureit Compact (?) 4) Water storage for daily use - Pureit Classic (Low 9 ltrs approx), Pureit Compact (Low 5 ltrs approx)	Reasons why these statements are a misrepresentation of truth 1) Pureit is the only water purifier in most trusted brands awards under the kitchen appliances category, ahead of Eureka Forbes, as per an independent brand survey conducted by the Economic Times Brand Equity Survey 2011. Pureit is a market leader in the purifier category (where Aquasure Xtra, Pureit Classic, Pureit Compact and Tata Swach, the brands compared in the leaflet) in India and enjoys the trust of over 4.5 million households in India. 2) It's Eureka Forbes which has an experience of over 25 years in water purification and not Aquasure Xtra. Aquasure Xtra was introduced a year back whereas Pureit Classic that it is being compared to was launched in Tamil Nadu in 2004. Hence Pureit Classic has over 7 years of experience in drinking water purification. 3) Pureit has safety features like end of line indicator and auto shut off, which gives advance warning to its	December 2011 Chapters I.4 and IV.1(e). Whilst Eureka Forbes has gained a trust is true, to say that Pureit and Tata Swach have not gained trust is disparaging. It also creates doubt in the minds of

			consumers to change the germ kill kit, once the germ kill power is exhausted; the devices automatically shut off ensuring that at no point consumers consume unsafe water. These safety features are not available in Aquasure Xtra. 4) This statement is factually incorrect as Pureit Classic has been designed to hold 23 litres of water and Compact to hold 14 litres of water.	
58. #	Eureka Forbes Ltd(*)(Aquasure water purifier) Star Plus(*) (10/2011)	Claim - "Aquasure ka kitanu Magnet deta hai Duniya ka sabse surakshit paani" (Aquasure gives World's safest water).	TVC does not provide any basis, facts or reference to any study or research work which substantiates this claim. The claim "World's safest water" necessitates that the water from Aquasure is safer than any other source of water which includes other purifiers based on technologies like UV purifiers, RO purifiers and natural sources of water. Hence, at a generic level this claim is not correct. There are no credentials or certifications available on Eureka Forbes website or in their collaterals which guarantee Aquasure's capability to handle contaminants present in the water like lead, arsenic, magnesium etc. Aquasure water purifiers do not meet the USEPA (United States' Environmental Protection Agency) – a stringent germ kill criteria.	December 2011 Chapter I.4. Whilst the water emanating from Aquasure water purifier is safe, to claim it to be the "World's safest water", is misleading. ***TVC modified.***
59. #	Evolution(IAS Mentor Interaction Sessions) The Hindu(*), Delhi edition (11/2011)	Ad claims - "Interact with Abhishek Kalra (CAT 2010, 99.99 Percentile) and Saral Nashier (CAT 2009, 2010 100 Percentile). Guided more than 200 students to success in CSAT 2011", "Interact with Dr. Abhishek	Advertiser needs to prove these claims by way of third party / independent agency validated data.	December 2011 Chapters I.1 and I.4. Claims not substantiated and misleading. ***Ad withdrawn.***

		(A mentor with more than 10 years of teaching and 1000+ results"), "We are now in our 9th year, having produced 34 Top Ten ranks in IAS and IFS (Indian Foreset Service) Examinations. A consistency that makes us one of the Top Most IAS & IFS examinations preparation academics in the country".		
60. **$**	Naaptol.Com (Electric Insect & Pest Control Machine) Ahmedabad Mirror (11/2011)	Claim - "Save your home from flies, rats, mice, cockroaches etc", "Special sound wave for pests, not harmful for human being", "Environment friendly".	These claims need to be supported with data based on an independent scientific research. Constant exposure to sound wave would be harmful for all living beings including humans.	January 2012 Chapter I.1. Claims not substantiated with technical data. ***Ad suspended.***
61.	Vegan Skyshop (Gymnedine Capsules) Sahara Samay(*) (9/2011)	Claim- "Gymnedine is a medicine for treatment and cure of Diabetes".	TVC begins with the scary nature of the disease and its wide incidence and then refers to the special quality of the product as a cure. Though the TVC has run a disclaimer in the beginning, the portrayal in the Ad is likely to mislead the indiscernible viewers on the use of the product, the scientific and medical basis of which has not been clearly brought out in the Ad.	January 2012 Chapters I.1 and III.4. In the absence of technical information, the claim was not substantiated. Also, the Ad was in breach of the law as it contravened Rule 7(5) of The Cable Television Network (Regulation) Act, 1995 and The Drugs & Magic Remedies (Objectionable Advertisements) Act, 1954. ***TVC discontinued.***

62.	United Spirits Ltd(*) (Bagpiper Club Soda) Kalaignar TV 18 (10/2011)	TVC emphasizes more on "Bagpiper", which is a liquor brand.	The portrayal in the TVC showing excitedness of the participants seems to recall the image of liquor.	January 2012 Chapter III.6 (d). Ad appeared to be a surrogate Ad for a liquor brand. ***TVC withdrawn.***
63.	Bacardi India P. Ltd(*) (Bacardi Together Music CD) MTV (10/2011)	TVC shows - "a group of boys and girls making revelry and dancing to a tune. While the bold logo of Bacardi appears, music CD is written in a very small font".	Ad appears to be a surrogate Ad of a liquor brand.	January 2012 Chapter III.6 (d). Ad appeared to be a surrogate Ad for a liquor brand. ***Ad campaign concluded.***
64.	United Spirits Ltd(*) (McDowell No.1 Platinum Soda) 24 Ghanta (9/2011)	TVC shows - "a man saying that he had big ideas and asks "Have I made it large". The background voice says "No.1 Spirit of Leadership".	The use of the words "large" and "spirit" enhances the image of the liquor brand and therefore the Ad appears to be an indirect Ad of liquor.	January 2012 Chapter III.6 (d). Ad appeared to be a surrogate Ad for a liquor brand. ***TVC withdrawn.***
65.	Pernod Ricard India P. Ltd(*) (Absolut Music CD) CNN IBN(*) (10/2011)	TVC shows - "a man looking at the outline of a bottle inscribed with "Absolut Blank". He is shown pouring colours over it sketching and then many a bottle written over with "Absolut" appears".	Ad by showing sketches and pictures of bottles and saying that it starts with Absolut Blank, clearly seeks to promote the image of a liquor brand and the mention of music CD appears to be a cloak.	January 2012 Chapter III.6 (d). Ad appeared to be a surrogate Ad for a liquor brand. ***TVC discontinued.***
66.	United Spirits Ltd(*) (Signature Premier) CNBC(*) (10/2011)	TVC shows - cartons of "Signature" with dialogues of "Bold Taste" and ends with a prominent logo of "Signature", which is a liquor brand.	Ad is an overt insinuation aimed at conjuring up the image of a liquor brand.	January 2012 Chapter III.6 (d). Ad appeared to be a surrogate Ad for a liquor brand. ***TVC withdrawn.***

67.	GTM Teleshopping P. Ltd(*) (Nazar Kavach) 9X(*)	TVC promises various impossible benefits to the user of the Nazar Kavach including prosperity in business, success in marital life, increased complexion to women, enhancement of beauty etc	Ad is false, unethical and also illegal.	January 2012 Chapters I.1 and I.5. Claims were not substantiated. Claims appeared to be gross exaggerations and inferred that the product advertised, possesses special properties which is difficult of being proved. This is likely to lead to grave or widespread disappointment in the minds of the consumers. ***TVC withdrawn.***
68.	Pernod Ricard India P. Ltd(*) (Imperial Blue – Super hit music CD) MH1 channel (9/2011) ESPN (10/2011) Aaj Tak(*) (10/2011)	TVCs show - "a man in a lift and a woman running after him, but he is not listening due to music in his ear", "a man in a jewellery shop buying a ring for his wife", "two men in a restaurant, one man looks worried and the other man consoles him". The background voice says, "Men will be Men".	These Ads appear to recall the image of Imperial Blue, which is a liquor brand. The reference to music CD appears to be a cloak.	January 2012 Chapter III.6 (d). Ads appeared to be surrogate Ads for a liquor brand. ***TVC discontinued.***
69. #	Career Launcher (I) Ltd (Free Workshop on CSAT) The Hindu(*), Delhi edition (11/2011)	Ad states - "Attend the CSAT workshop by CL experts for guaranteed increase in CSAT score".	This claim is false and misleading since mere attending of any workshop cannot guarantee success in CSAT. Advertiser should clarify as to what is the basis on which they are giving this guarantee of an increased score, and also should submit data if any validated by an independent agency.	February 2012 Chapter I.1. Claim, "guaranteed increase in CSAT score", was not substantiated. ***Ad withdrawn.***
70. #	Noesis Education And Management Services (Free CSAT Workshop) The Hindu(*), Delhi edition (12/2011)	Claim - "2 out of 5 students clearing the prelims this year"	Claim has not been backed up / substantiated and there is no validation / check by any independent agency that confirms this claim.	February 2012 Exparte (absence of comments from the Advertiser). Chapter I.1. Claim not substantiated through data validated by an independent certified CA firm. ***Ad discontinued.***

71. $	Hypoxi India (A guaranteed solution to Burn Fat) T . O . I . (*) , Ahmedabad (8/2011)	Claims - "Reduce upto 4 cms from your stomach and waist in a few weeks", "Reduce upto 8 cms from your buttocks in a few weeks", "Hypoxi method is fast, reliable and healthier", "It is healthier than any plastic surgery and is highly effective", "No side effects", "No dieting", "Guaranteed Solution", "Hypoxi Studio present in 5 continents, 40 countries".	These claims need to be supported with data based on an independent scientific research. Advertiser should also explain as to what is the Hypoxi method, and how long is the reduction of 4 cms from stomach and 8 cms from buttocks retained.	February 2012 Chapter I.1. In the absence of statistically significant data from an independent scientific research institute, the claims were not substantiated. ***ubsequently, the Advertiser provided independent scientific data in substantiation of the claims.***
72. #	Hindustan Unilever Ltd(*) (Pepsodent G Gum Care) The Hindu(*) (12/2011)	Claim - "The only toothpaste in the country with the unique combination of GUMGUARD which prevents gum bleeding and gum swelling and GERMICHECK which protects teeth". Claims - No other toothpaste "provides germ protection to protect teeth" or "prevents acid attack (pH drop) in the mouth by oral bacteria". Claim - Pepsodent G Gum Care provides "upto 18 hours germ protection".	Claim is misleading to consumers as this conveys the message that no other toothpastes available in the country can provide such benefits to consumers which is not correct. Claims are false. Advertiser should provide clinical substantiation in support of the claim.	February 2012 Chapters I.1 and I.4. Claim that Pepsodent is "the only toothpaste which prevents gum bleeding and gum swelling which protects teeth", is false and misleading. Claim - "other toothpastes without the actives of Triclosan and Zinc Citrate do not prevent acid attack in the mouth", is misleading. Pepsodent contains the ingredients of Zinc Citrate & Triclosan. Projecting these as benefits is misleading by ambiguity. Pepsodent is "the Only toothpaste in the country with the unique combination of Gumguard and Germicheck", was substantiated. Claim - Pepsodent G "provides upto 18 hours germ protection", was scientifically proven and hence substantiated. - These complaints were **Not Upheld.** ***Ad discontinued.***

73.	Reckitt Benckiser (India) Ltd(*) (Dettol soap) Euro RSCG(*) T.O.I.(*), Mumbai (2/2012)	Ad headline states - "Health 100%. Marks 100%".	This puts young students under severe pressure to get hundred percent marks if they have to prove they are good. This is bad in intent and negative in its message. The Ad extolling the virtue of getting hundred percent marks puts so called low mark obtainers in bad light, increases unworthy stress on them.	March 2012 Chapter I.4. Ad misleads viewers to believe that use of Dettol leads to "100% Health and 100% Marks". ***Ad withdrawn.***
74.	Euro Fashion Pvt Ltd (Euro Fashion Inners) Scarecrow DNA(*) (2/2012)	Ad shows "naked men holding cockerels against their pelvic region while asking What's your size?"	Ad is obscene and seriously offensive to public decency – particularly in a family newspaper.	March 2012 Chapter II. Ad was indecent, vulgar, and repulsive, which is likely, in the light of generally prevailing standards of decency and propriety, to cause grave or widespread offence. ***Ad discontinued.***
75. **$**	Fit & Fine Slimming Centre & Beauty Clinic P. Ltd (Loose Weight) T.O.I.(*), Mumbai (1/2012)	Ad Claims - "Reduce upto 5 kg", "Loose upto 15 inches with Ultra Lypolysis Programme", "Advanced Treatment Free". Advertiser should provide	proof, supporting technical information, with details of reports of tests/trials conducted from an independent recognised testing institution, in substantiation of these claims.Advertiser should clarify as to why is advance treatment needed.	March 2012 Chapter I.1. In the absence of supporting clinical information from the Advertiser, the claims were not substantiated. ***Advertiser assured appropriate modification of the Ad.***
76. **$**	Fair Pharma (Cancer) T.O.I.(*), Mumbai (1/2012)	Claim - "Cancer – We open for you the door back to life".	The treatment given by Fair Pharma for curing cancer is not mentioned. The claim implies assuring consumers of curing cancer, which is a false claim. The claim needs to be substantiated with data based on an independent scientific research.	March 2012 Exparte (absence of comments from the Advertiser) Chapter I.1. Claim not substantiated. ***Ad withdrawn.***

77. #	Smart Careers (BBS / BBA) Hindustan Times(*), Delhi edition (1/2012)	Ad Claims - "Guaranteed College admission"	Claim implies that a student who takes coaching from Smart Careers gets a guaranteed admission into a college for BBS/BBA/LAW/HM/ Media/BCA. This claim is not backed up and substantiated with data/evidence. Also, there is no validation / check by any independent agency that confirms this claim. Claim needs to be substantiated.	March 2012 Clause 3 of the ASCI Guidelines for Advertising of Educational Institutions and Programs. Claim not substantiated with an independent data. ***Ad withdrawn.***
78. $	Stosswelle Healthcare P. Ltd T.O.I.(*), Mumbai (1/2012)	Ad states - "Many men suffer from erection related problems / pre-mature ejaculation / leakage of urine / difficulty in urination. Are you one of them?", "Obtain desired results with the help of latest proven state-of-the-art non-surgical Swiss technology".	Advertiser should provide proof, supporting clinical information, with details of reports of tests/trials conducted from an independent recognised testing institution, in substantiation of these claims.	March 2012 Chapter I.1. In the absence of supporting clinical information from the Advertiser, the claims were not substantiated. ***Ad withdrawn.***
79. Suo motu	Hindustan Unilever Ltd(*) (Pepsodent G Gum Care) The Hindu(*) (12/2011)	Claim - "89% Indians suffer from Gum Disease"	Claim needs to be substantiated with current Independent Research data.	March 2012 Chapter I.4. Claim was misleading as the same was not supported with consistent data. ***Ad campaign discontinued.***
80.	GTM Teleshopping P. Ltd(*)(Tummy Fit Oil) Maa TV, Zee Marathi(*), Sahara Filmy(*), Set Max(*).	TVC makes an impression and it suggests and is calculated to lead to the use of Tummy Fit oil for cure, mitigation, treatment or prevention of obesity in human beings.	TVC appears to contravene The Drugs and Magic Remedies (Objectionable Advertisement) Act, 1954 &Rules 1955, and The Drugs and Cosmetics Act 1940 & Rules 1945.	March 2012 Chapter I.1. TVC creates an impression that the use of "Tummy Fit oil" is likely to prevent / cure obesity in human beings, which was not substantiated. ***TVC modified.***

81.	Tele Trade Shopping Sky Shop (Amrit Ras) Mi MarathiTarang Music	TVC makes an impression and it suggests and is calculated to lead to the use of Amrit Ras for cure, mitigation, treatment or prevention of Diabetes in human beings.	TVC appears to contravene The Drugs and Magic Remedies (Objectionable Advertisement) Act, 1954 &Rules 1955, and The Drugs and Cosmetics Act 1940 & Rules 1945.	March 2012 Chapter III.4. Advertisement was in breach of the law as it contravened The Drugs & Magic Remedies (Objectionable Advertisements) Act, 1954. ***TVC modified.***
82.	GTM Teleshopping P. Ltd(*) (Step Up) Sahara Filmy(*)	TVC makes an impression and it suggests and is calculated to lead to the use of Step Up for improvement in height of children / adults, and for cure, mitigation, treatment of stature of persons.	TVC appears to contravene The Drugs and Magic Remedies (Objectionable Advertisement) Act, 1954 &Rules 1955, and The Drugs and Cosmetics Act 1940 & Rules 1945.	March 2012 Chapter III.4. Ad was in breach of the law as it contravened The Drugs & Magic Remedies (Objectionable Advertisements) Act, 1954. ***TVC modified.***
83.	GTM Teleshopping P. Ltd. (*) (Badha Mukti Yantra) TVC aired on various channels (March-April 2011)	Claims "All of a sudden the happiness of your family disappears, your shop and business goes into a loss, your farm produce is poor inspite of good rainfall and sowing of good grain, inspite of being healthy you are not able to become a mother due to miscarriage, if you come under the spell of black magic, then Badha Mukti Yantra is the cure/ solutioin"	TVC is false, misleading, and the claims are likely to cause grave or widespread disappointment in the minds of the consumers.	September 2011 Exparte (Absence of comments from the Advertisers) Chapter I.1 Claims not substantiated and likely to cause widespread disappointment in the minds of the consumer. **TVC discontinued.**

COMPLAINTS THAT WERE UPHELD BY THE CCC

From April 2011 to March 2012

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
1. #	Gujarat Co-operative Milk Mktg Federation Ltd (Amul Butter) daCunha Comms(*) T.O.I.(*) (2/2011)	Claim - "Butter tops the Food Triangle", Amul Butter has an appreciable good effect on Heart Disease, Cancer, immune system, Osteoporosis / Arthtritis and Digestibility.	The creative execution of the Ad would suggest to ordinary consumers to include and consume butter with most of their staple daily diet. The depiction of butter as topping the pyramid builds a wrong image in the consumers mind that it is the best food to have. The execution and manner of depiction of butter in the Advertisement without any qualifiers or dietary recommendations makes it misleading to the ordinary consumer.	April 2011 Chapter I.4. In the absence of a disclaimer, "to be used in moderation", the Ad is likely to mislead viewers to believe that Amul Butter is the best food to have. Clause 4 of Self-Regulation Guidelines on the Advertising of Foods & Beverages directed at Children under 13 years of age. Ad depicts "over consumption of Butter".
2. #	ABP P. LtdAd – claim on the cover page of Businessworld of April 2011 issue.	Claim - "India's No.1 Business Magazine Most Read Most Sold".	The claim is false, untrue and misleading. According to the IRS (Indian Readership Survey) statistics for the 3rd Quarter of 2010, Business Today is the leading magazine in all the categories mentioned therein, followed by Business India, while Businessworld comes in at a distant third place.	June 2011 Exparte (absence of comments from the Advertiser). Chapter I.1. Claim not substantiated by an independent research organization.

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3. Suo motu	Institute of Indian Therapies (Ayu:care Lavana Tailam) Mumbai Mirror(*)(5/2011)	Claim - "Ayu:care Lavana Tailam is a Ayurveda's solution for getting rid of excess belly and fat brought on by modern lifestyles and un-controlled eating habits".	This claim appears to be false as no external application of any oil or medicament can reduce size of belly or internal fat. Advertiser should provide clinical data in substantiation of this claim.	June 2011 Chapter I.4.Claim is misleading.
4. #	Ama Herbal Laboratories P. Ltd (Vegetal Bio Colour Eye magazine (5/2011)	Claims - Vegetal Bio Colour is the "World's first PPD-free semipermanent hair colour. It makes your hair colourful and beautiful without it grey further".	Is totally false, misleading, scientifically unsubstantiated and deceptive as semi permanent colours without PPD have been in the market since several years in the Indian as well as international markets. Ama Herbals statement about PPD causing greying of hair after every use is not scientifically established and cannot stand the test of scientific evidence which is not substantiated by any scientific data.	June 2011 Chapters I.4 and IV.1(e). The specific mention of PPD (Paraphenyenediamine) as a harmful chemical is misleading and unfairly discredits/denigrates those hair colours which use PPD.
5.	Lavanya Ayurvedic Cancer Hospital & Research Centre (Cures the Incurable) Dainik Bhaskar(*) (7/2011)	Ad in Gujarathi (as translated in English) states - "Cancer can be treated without radiation or chemotherapy".	For a disease like cancer, such offer is not only unethical but cruel. Patients with early and curable local cancer by surgery may opt for such claims and jeopardize their lives. The Ad fails to give any reference to the basis of such strong claim. This claim needs to be supported by any research findings or any other studies to substantiate the efficacy of this treatment.	June 2011 Exparte (absence of comments from the Advertiser).Chapter I.1.Claim not substantiated with technical data through clinical research.
6.	AAA Teleshopping Pvt Ltd (Maha Dhan Laxmi Yan tra) S S Music (3/2011)	TVC encourages the use of this product for procuring the blessings of Goddess Lakshmi and better financés and assets. TVC claims that the Maha Dhan Laxmi Yantra has miraculous powers to provide financial advancement and stability to the consumers.	TVC is false, misleading, and the claims are likely to cause grave or widespread disappointment in the minds of the consumers.	September 2011 Exparte (absence of comments from the Advertiser). Chapter I.1. Claims not substantiated and likely to cause widespread disappointment in the minds of the consumer.

7.	Skymall / Global Skyshop (Sai Darshan Pendant) Star Majha (3/2011)	TVC encourages the use of this product for procuring fame, better finances and assets. The TVC professes different stones for different sunsigns. The pendants increase confidence in the wearer and give him/her success in every field of life. The TVC claims that the Sai Darshan pendant has miraculous powers to grant everything one wants in life. The product is said to have the blessings of Sai Baba.	TVC is false, misleading, and the claims are likely to cause grave or widespread disappointment in the minds of the consumers.	June 2011 Exparte (absence of comments from the Advertiser). Chapter I.1. Claims not substantiated and likely to cause widespread disappointment in the minds of the consumers.
8. #	Star India P. Ltd(*) (Star TV – AsliHD) The Economic Times(*) (4/2011)	Ad titled "AsliHD" represents to the people that the High Definition (HD) broadcast of the channels (Star Plus, Star Gold, Star Movies, National Geographic channel and Star World) is the actual "real HD" feed Claim - "It's AsliHD only if it is shot in HD". Claim - "It's AsliHD. Only if it has Dolby Surround Sound". Claim, "It's AsliHD. Only if the logo says HD".	Implying that the feed of other channels broadcasting in HD is not the real HD feed. HD content need not be shot in HD but content shot otherwise can also be converted into HD, which pertains to the broadcast output. Surround Sound is not linked to HD content (which is visual output) whereas surround sound relates to the audio output. The logo of any broadcaster is only its visual identity vis-à-vis its viewers and has no bearing on the technical quality of broadcast.	June 2011 Chapter I.4. Claim, "It's AsliHD. Only if the logo says HD" is misleading, as a channel can have HD without its logo mentioning HD. As surround sound is not linked to HD, the claim, "It's AsliHD. Only if it has Dolby Surround Sound", is misleading. Claim, "It's AsliHD only if it is shot in HD", is not false. October 2011 Decision on Review as requested by the Advertiser Chapter I.4. CCC considered the additional data submitted by the Advertiser, and concluded that the earlier decision of **Upheld** stands.
9. #	Bharat Business Channel Ltd (Videocon d2h) Deccan Chronicle(*) (8/2011)	Claim - Videocon d2h is the "No.1 DTH service".	This claim is in clear contradiction of the actual fact since neither Videocon is the oldest nor largest DTH service provider nor does it provide most number of channels as compared to any other DTH player. Moreover no survey or study has ever been conducted in the market which has	October 2011 Chapter I.1. Claim not substantiated with data or independent market research.

			given such "No.1" rating to Videocon based on which such claim has been made. Ad is false and misleading.	
10.	Shri Dhan Laxmi Yantra Filmy TV(*)	Ad promotes Dhan Laxmi Yantra as a means to procure the blessings of the Goddess Laxmi and thus obtain wealth, land and business success. Ad claims that the Dhan Laxmi Yantra has miraculous powers to provide financial gains to those who have it.	Ad is false, unethical and also illegal. Also, the advertisement is violative of Rule 7(5) of The Cable Television Network (Regulation) Act, 1995.	February 2012 Exparte (absence of comments from the Advertiser). Chapters I.1 and I.5. Claims not substantiated. Claims appeared to be gross exaggerations and inferred that the product advertised, possesses special properties which is difficult of being proved. This is likely to lead to grave or widespread disappointment in the minds of the consumers.
11. $	Advanced Hair Studi (Hair Replacement) T.O.I.(*) (12/2011)	Claims - "World's most advanced unique procedures that India has never seen or heard before", "100% guarantee to give you a full head of hair", "Only company in the world to have 4 patented / unique procedures for hair loss under one roof", "One stop shop to fix any kind of a hair loss problem regardless of age and gender", "Procedure performed over 1 million + people worldwide", "40 years of excellence, innovation and research", "The world's largest hair replacement, regrowth and extension company".	Advertiser should provide proof, supporting technical information, with details of reports of tests/trials conducted from an independent recognised testing institution, in substantiation of these claims.	February 2012 Chapter I.1. In the absence of adequate technical data by the Advertiser, the claims not substantiated.

12.	A 1 Health n Wellness (Get Slim) Mumbai Mirror(*) (12/2011)	Claim - "Loose upto 10 Kg & 20 inches in 24 Hrs @6999/-".	This claim is false. There is no address of the centre, it merely gives the area name and phone number. Such false claims misguide the consumers. This claim needs to be substantiated.	February 2012 Exparte (absence of comments from the Advertiser). Chapter I.1. Claim not substantiated.
13.	Sareen Hair Clinic (One stop solution to hair problems) T.O.I.(*) (1/2012)	Claims - "Hair regrowth – also treatment for hair falling, baldness, alopecia and thinning of hair", "Non surgical hair replacement – painless, totally natural, completely undetectable", "Look younger in just 120 minutes", "Surgical hair replacement – get your hair back naturally in just 1 day procedure", "30 years of excellence in hair care".	Advertiser should provide proof, supporting clinical information, with details of reports of tests/trials conducted from an independent recognised testing institution, in substantiation of these claims.	March 2012 Exparte (absence of comments from the Advertiser). Chapter I.1. Claims not substantiated.
14. #	Career Launcher (I) Ltd (IIM Calls) Hindustan Times (*) Delhi edition (1/2012)	Claim - "24 YLP admits in ISB".	This claim needs to be substantiated by the required back-up data and validation by an independent agency.	March 2012 Exparte (absence of comments from the Advertiser). Chapter I.1. Claim not substantiated with an independent data.

COMPLAINTS THAT WERE NOT UPHELD BY THE CCC

From April 2011 To March 2012

Sr. No.	Advertiser / Agency / Media	Claim / Description of Ad/TVC	Complaint	Comment/ CCC Decision
1.	Lava International Ltd (Lava A 10 mobile) Contract Advertising(*) Times Now(*), Star Sports(*), Star Cricket(*), ESPN(Feb-March 2011)	TVC shows "a cashier giving change in the form of a condom".	The promotion of careless sex without even giving a thought to the repercussions in the name of creativity is unwarranted. This TVC just let the kids & youth imagination going wild- they get the feeling that sex is nothing and can be bought over the counter. **(Two similar complaints received against the same TVC)**	April 2011" The lady at the counter giving one man sweets and the other man a pack of condoms" as shown in the TVC, is only to depict the tagline, "separate the men from the boys". As the communication does not promote careless sex and as the visuals are not offensive, the TVC is not likely to cause grave or widespread offence.
2.	Genx Entertainment Ltd(*) (UTV Bindass) TVC - promo	Promo of the channel carries "UTV Bindass. What I am" with its tagline "India's No.1 Youth Channel". The channel shows an objectionable finger sign in its tagline, depicting the spirit of youth.	This will create a bad and negative effect on the future generations.	April 2011 Since the graphic showed the ring finger and not the middle finger, it does not have a derogatory connotation and thus not likely to cause grave or widespread offence.
3.	Genx Entertainment Ltd(*) (UTV Bindass) Hoarding put up in Mumbai		Ad - Hoardings of UTV Bindass are very indecent and impact the tender minds of school going and innocent kids. The Hoarding violates public decency.	April 2011 Visual depiction is not likely to cause grave or widespread offence.
4.	Rupa & Co Ltd (Rupa Frontline Brief) Situations Advtg & Mktg Services	TVC shows "a traffic constable standing in front of a Minister with folded hands".	This is insulting to the dignity attached with his uniform. Ad is objectionable.	April 2011 Depiction of "the policeman folding his hands before a Minister", was a sign of respect and not a servile act lowering the dignity

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	Zee News(*)			attached to the uniform of a public servant (in this case, a policeman).
5.	Mosons Extractions (Indulekha Gold Hair Care Oil Malayala Manorama(*) (2/2011)	Ad in Malayalam (as translated in English) states - "Wash your hands and face thoroughly after use. Otherwise, there's a chance of intensified hair growth on your hands and face".	Though the Ad says `hands', consumers will definitely mistake it for `palms'. This claim is false and misleading. Advertiser should provide proof with supporting technical information in substantiation of this claim.	May 2011 Ad not misleading. Suo motu complaint Advertiser should provide scientific evidence including clinical trials of the effectiveness of the product which it claims by implication.
6.	The Times of India(*) (Something Before Marriage) Contract Advertising(*) T.O.I.(*), Kolkata edition (3/2011)	Ad (in Bengali) as translated in English, states - "the taboo regarding physical intimacy is over and premarital sex is the trend. However to know about line of control one must read the magazine".	Ad puts a false notion in the minds of people especially teenage girls that premarital sex is fashionable. Ad is offensive.	May 2011 Ad not likely to cause grave or widespread offence.
7.	Hindustan Unilever Ltd(*) (Axe Googly Deodorant) TVC aired on various channels	TVC shows - "a few boys in a pub. They spray themselves with Axe Googly deodorant. The girls in the pub get lured with the scent".	The boys and girls begin to ogle and touch one another in a suggestive manner which is indecent and visually provocative	May 2011 The behaviour of the boys and girls in the pub, as depicted in the TVC, not likely to give rise to grave or widespread offence.
8. #	Tata Chemicals Ltd(*) (Tata Swach Water Purifier) Leaflet	The leaflet states – 1) "Tested for bacteria as per USEPA guidelines". (2) "Removes 99.9% bacteria and virus". (3) "Purification capacity 3000 litres"	Leaflet is misleading the consumers by wrongly communicating safety features of its own product – Tata Swach.The truth is - 1) Advertiser is trying to lead the consumers to assume that the term "tested" signifies that it also meets the said USEPA standards. (2) USEPA norms for virus and bacteria reduction are log 4 and log 6 reductions in 1 ml of water	June 2011 Claims, "Tested for bacteria as per USEPA guidelines", "Removes 99.9% bacteria and virus", and "Purification capacity 3000 litres", were substantiated. Statements concerning the competitor's product were not false.

respectively. The claim of 99.9% bacteria and virus removal would indicate Log 3 reduction in 1 ml of water which proves that Tata Swach doesn't meet USEPA guidelines for bacteria and virus for drinking water. (3) The claim of 3000 litres of purification capacity doesn't hold worth as the Tata Swach device isn't purifying the water after only 80 litres has passed through it.

Leaflet states that Pureit has - 1) "Lower Compartment is sealed and cannot be cleaned". (2) "Requires servicing from a company representative" (3) "Made of Breakable Plastic" (4) "Closed Power indicator that shows the purification level at only 3 stages – Red – Half Red / White". (5) "Uses Chlorine"

Leaflet makes false disparagement of Pureit products with respect to it's performance and features.The truth is - 1) The lower compartment i.e. the transparent chamber of the Pureit Classic can be dismantled and separated for cleaning. (2) Most of the Germkill kits are purchased and installed directly by the consumers, with the help of the installation procedure provided in the device manual and also in the manual that comes along with the Germkill Kit in multiple languages. (3) Pureit is made of Food Safe, Non Toxic, and Engineering Plastic. Against the same parameter, the advertiser is stating that its product is tough and strong without any reference to its breakability. (4) The Pureit Germkill life indicator tells the consumer the remaining life of the Pureit Germkill processor and is not an indicator of purification level of the device. Pureit's Germkill life indicator tells the consumer when to replace the Germkill kit. (5) The chemical used by Pureit is registered with NSF for usage in drinking water treatment processes. The Pureit polisher removes residual chlorine giving clear odourless and great tasting water.

9. #	Procter & Gamble Home Products Ltd(*) (Wella Kolestint) TVC aired on various channels	Claim - Wella is the "World's leading Salon Colour", based on external data.	This claim needs to be substantiated.	June 2011 Claim is not false, based on the sales data which showed that it is one of the world's leading salon colour.
10. #	Dabur India Ltd(*) (Dabur Babool Toothpaste) Promotion message on the pack	Babool toothpaste 190g with free toothbrush was priced at Rs.30/- as on 12/10/2010 – Batch No. 1008 – 12/10. Price of Babool toothpaste 190g with free toothbrush and free 4 Vatika shampoo sachets was increased from Rs.30/- to Rs.34/- as on 12/10/2010 – Batch No. 1017 – 12/10.	This clearly demonstrates that on one hand they increased the price of Babool toothpaste 190g with free toothbrush from Rs.30/- to Rs.34/-, on the other hand they claimed to offer "Free 4 Vatika shampoo sachets", the price of which is fully covered by the amount charged for Babool toothpaste 190g. The consumers do not get 4 Vatika shampoo sachets "Free" as claimed on the pack. This is a unfair / deceptive trade practice.	June 2011 Promotion message on the packs does not contravene any specific provisions of the ASCI Code.
11. #	Dabur India Ltd(*) (Dabur Babool Toothpaste) TVC aired on various channels	Claims - Babool toothpaste "has unique 1-2-3 (T3 power) . Its antibacterial power fights against germs. Forms a protective layer over gums and protects it against germs. Its Astringent effects tightens gums".	This product does not contain clinically proven ingredient to make teeth strong, or to provide protective layer over gums to protect gums against germs, or to provide astringent effects to tighten gums. Advertiser should provide clinical studies following the established protocols to demonstrate that the level at which the Babul extract used in the product is clinically proven to provide the above benefits as claimed in the TVC.	June 2011 Claim, "Effective protection for strong teeth and healthy gums", was substantiated through a sound scientific process involving the active component of Tannin and Gum Tissue Collagen.
12.	McNroe Consumers Products Ltd(*) (Wild Stone Deodorant) 9X (5/2011)_	TVC shows - "a woman who is blindfolded gradually removing her blindfold to cast a sensuous look at a man and then again putting it on. Thereafter, she is shown sensuously groping for the man. The woman is then shown removing her saree off in a seductive gesture, as the man is shown spraying the Deo on his body".	The depiction and portrayal in this TVC is overtly sexual in overtone. The Ad brims inherently with subtle message aimed at tickling the libidinous male instincts and overly portraying woman as lustily hankering after the man under the influence of the deodorant. The Ad appears to be indecent, vulgar and suggestive.	June 2011 Keeping in view the generally prevailing standards of decency and propriety, the TVC is not likely to cause grave or widespread offence.

13.	Mankind Pharma Ltd (Addiction Deodorant) 9X (5/2011)	TVC shows - "a man is spraying the Deo and sending an ensemble of scantily clad dancing women as if under influence of passion. One female is shown lustfully clinging to the man with a song in the background – "can you handle all my addiction".	The depiction and portrayal in this TVC is overtly sexual in overtone. The Ad brims inherently with subtle message aimed at tickling the libidinous male instincts and overly portraying woman as lustily hankering after the man under the influence of the deodorant. The Ad appears to be indecent, vulgar and suggestive.	June 2011 Keeping in view the generally prevailing standards of decency and propriety, the TVC is not likely to cause grave or widespread offence.
14. #	Nokia India P. Ltd(*) (Union Bank with Nokia for mobile payment facility)	Union Bank's campaign states - "Mobile Bana Aapka Batwa".	HDFC Bank have used the line "Mobile ban gaya Batwa" in July 2010 for the launch of M-paisa along with Vodafone. This phrase has been used in various collateral like posters, leaflets, brochures, danglers, shop signages, shop sides, mobile vans, AV's jingles and more.	June 2011 Complainant's Ad 'Mobile Ban Gaya Batwa' was not plagiarised by the Advertiser's Ad of 'Mobile Bana Aapka Batwa', as "mobile" and "batwa" are generic words and cannot be considered the proprietary property of the Complainant.
15. #	MakeMyTrip India P. Ltd (MakeMyTrip.com) TVC aired on various channels	In the Amul Paneer commercial, a man loses his memory but remembers the product i.e. Amul Paneer. In the current MakeMyTrip commercial too, the man loses his memory but remembers MakeMyTrip.com.	The situation portrayed in the Ad is the same as the Amul Paneer commercial i.e. the man is surrounded by his doctor and family as he is lying in bed. TVC of MakeMyTrip" is very similar to the "Amul Paneer" commercial created by their Ad. Agency in 1998.	June 2011 The brand idea & visual depiction of "MakeMyTrip" is not so similar to that of "Amul Paneer", so as to suggest plagiarism.
16.	Cheil Worldwide(*) (Samsung ACs with Virus Doctor) Star Gold(*) (4/2011) Divya Bhaskar(*) (4/2011)	Print Ad and the TVC claims - "Samsung AC's Virus Doctor protects you against all kinds of virus, including H1N1", "Certified Virus Free".	Advertiser should provide supporting technical information in substantiation of these claims. Also, they should provide a copy of the certificate in support of the claim, "Certified Virus Free".	July 2011 Claim was substantiated.

17. #	Royal Hygiene Care Pvt Ltd (She Comfort) Print Ad in Bombay Times(*) (2/2011) Promotion messages on the pack	Ad claims - "For a rash-free period". Super states - "89% of Women had rash-free periods with She Comfort, as per the research done by Drshti Strategic Research Services".	The claim should be backed by significant and meaningful number of positive respondents. 89% is not a significantly adequate number to support such an absolute claim.Advertiser should prove that the consumer research is meaningful and it is supported by data with adequate pool size and with use of pads under normal daily usage condition, and also that `Drshti Strategic Research Services' is independent and acknowledged research company.	July 2011 Claim, "For a rash-free period" not false. In the absence of any substantiation from the complainant (competitor), the claim, "India's First Rash Free Pads", not false. Claim, "Gel Technology for better absorption", was substantiated through the use of the superabsorbent polymer in the absorption core in the sanitary napkin.
		"India's First Rash Free Pads"	This is an absolute claim which informs the consumers that till the introduction of She Comfort sanitary napkins, there was no other product available in India which could give this 100% rash free benefit.	
		"Gel technology for better absorption"	Claim is ambiguous. Advertiser should provide supporting data that She Comfort's absorbency has improved when compared to She Comfort's past product or its absorbency is better than competitive product that She Comfort is actually comparing with.	
		Product package claims - "Cottony Soft Wings Rash Free Periods". Super states - "As per consumer test and technical data generated by Royal Hygiene Care Pvt Ltd, it was observed that over 80% of the users didn't get rashes on sides by using this improved product with cottony soft side gather".	Advertiser should prove that the consumer research is meaningful and it is supported by data with adequate pool size and with use of pads under normal daily usage condition, and also that `Royal Hygiene Care' is independent and acknowledged research company.	
18. #	Career Launcher (I) Ltd (Prepare for CLAT'12) T.O.I.(*), Delhi (6/2011)	Claims – "18 out of Top 20 ranks in CLAT"11", "79 out of Top 100 ranks in CLAT"11", "54 selections out of 70 seats at NLU".	These claims have not been backed up and substantiated with data / evidence. Also, there is no validation / check by any independent agency that confirms these claims.	July 2011 Claims were substantiated.

19. #	IMS Learning Resources Pvt Ltd(*)(IMS Test Prep) T.O.I.(*), Delhi (6/2011)	Claim - "4 out of 8 100 Percentilers in CAT 2010 are from IMS".	This claim has not been backed up and substantiated with data / evidence since neither their Ad nor their website nor any other source is disclosing the names of their 4 100 percentilers. Also, they are not naming the independent agency that has validated this claim.	July 2011 Claim was substantiated.
20.	Loreal India Pvt Ltd(*) (Garnier Fructis Shampoo) Publicis Comm(*) TVC aired on various channels	TVC shows - "a young girl pulling out a truck stuck in the mud by wrapping her hair around the bull-guard".	This is totally false, misleading advertising as it is impossible to do that. Apart from being ridiculous in its hyperbole it could encourage the hapless young women to replicate the feat.	July 2011 Visual depiction was an apparent exaggeration to dramatize the features of the product.
21.	Hardcastle Restaurants Pvt Ltd(*) (McDonald's Mc Aloo Tikki) Leo Burnett(*) TVC aired on various channels	TVC shows - "a young boy and a girl aged around 8 or 9 years seated at a little distance on a bench across a McDonald's outlet. The girl says that she wants only a Mc Aloo Tikki. The boy, imitating an adult, places his hand in his pocket. He agrees. The pair is then shown seated close to each other with the girl holding a Mc Aloo Tikki in her hand and kissing the boy who says, "I'm loving it".	TVC is not in the general interest of children. They are given lines, attributes, behaviours etc. of young adults and then the concept of being girlfriend and boyfriend is introduced. The most unacceptable part is when the girl is shown to kiss the boy. The Ad is propagating ideas that are clearly not suited for Indian mindsets.	July 2011 "A peck on the cheek" as shown in the TVC, was not likely to cause grave and widespread offence.
22.	Hindustan Unilever Ltd(*) (Pureit Marvella Water Purifier) Zee TV(*) (7/2011)	TVC shows - "a young woman forcibly getting up early in the morning to fill purified water from a Electric Purifier shown to be an Aquaguard I Nova and compares the same with a Pureit Marvella consumer who doesn't get up early to fill".	Ad degrades electric UV purifiers and is demeaning the Aquaguard I Nova lookalike product. The Ad is unfair in competition.	July 2011 Water purifiers depicted therein were generic in nature and did not denigrate any brand or category of water purifiers.

23.	Hindustan Unilever Ltd(*) (Clinic Plus Shampoo) TVC aired on various channels	TVC shows - "a small young girl desires for long hair and complains she does not have it because her mother goes to office".	There is no link between a mother going to office and her daughter not having long hair. The length of the hair depends on a number of factors like genes, diet, etc. And just by using a particular shampoo will not contribute to long hair.	August 2011 TVC does not appear to disparage working mothers, and therefore not likely to cause grave or widespread offence.
24.	Tata Teleservices Ltd(*) (Tata Indicom) Draft FCB Ulka(*) Zee TV(*)	TVC mentions "Joglekar family"	TVC has made some humiliating and enraging comments with regard to the entire Joglekar family.	August 2011 The `Joglekar' family mentioned therein was an indicative name and in no way could be construed to humiliate a particular family. TVC is not likely to cause grave offence.
25.	Aditya Birla Management Corporation P. Ltd(*) (Idea 3G) India TV(*), Star Cricket(*)	Ad depicts "men making suggestive gestures towards their wives and also shows a woman suggestively shutting the door and then opening it to reveal her pregnancy. The background voice says "Beewi to TV, phir TV to Beewi". The Ad also shows a cot shaking in a suggestive fashion with a background voice "Bichare ab karenge bhi kya". The Ad shows a man suggestively imploring a woman, "one more lets have". The Ad then shows "a man pointing towards a signboard of "Vasectomy" and says "Ab iski kya jarurat hai".	Ads appear to be indecent, suggestive and offends decency. The Ads appear to violate the Advertising Code contained in Rule 7 of The Cable Television Networks Rules, 1994. The contents of the Ads are suggestively obscene.	August 2011 TVC is not likely in the light of generally prevailing standards of decency and propriety, to cause grave or widespread offence.
26.	Maruti Suzuki India Ltd(*) (Maruti Stepney) TVC aired on various channels	TVC shows - "a woman travels in the car with a man and drops him at his residence. Next scene shows another man who was all the time hiding in the Dicky, joining her for next ride."	Ad is promoting adultery and derogating the respect of Indian women.	September 2011 TVC neither promoted adultery nor was it disrespectful to Indian women and hence is not likely to cause grave or widespread offence.

27.	Lilliput Kidswear Ltd (Lilliput) Star Gold(*)	Ad begins with "a child speaking in a school function before parents in the audience. The child says he loves his mother and then intones a whispering voice saying that she has another man in her life. The child goes on saying that Sheila aunty also has another man, Rahul uncle has two women in his life, every woman has another man in her life and says pointing towards a horde of children that they are all here".	It appears completely inappropriate that such dialogues emanate from a child and therefore, the portrayal in the Ad appears to be indecent, vulgar and offends morality and decency.	September 2011 As the men or women in the parents' life refers to their own children, the TVC is not indecent nor is it likely to cause grave or widespread offence. ***TVC discontinued.***
28.	Rohit Surfactants Pvt Ltd (Expert Dishwash Bar) TVC aired on various channels	TVC shows - "an actress dressed in a traditional Marathi sari, calls herself `Gangubai' and speaks Hindi with a Marathi accent, promoting Expert dishwash bar".	TVC shows the Marathi speaking community in poor light.	September 2011 Depiction of the maid in the TVC did not show any particular community in poor light and hence is not likely to cause grave or widespread offence.
29. #	Ceat Ltd(*) (Ceat Tyres) O & M(*) TVC aired on various channels	TVC shows - "the `Swift' being used by an irresponsible owner", and does not project the brand – Swift in a positive light.	The Swift is one of India's most popular and loved cars, and this negative portrayal is sure to affect the Maruti Suzuki's customer base, both existing users and those intending to purchase the same.	September 2011 TVC does not denigrate a particular person or a particular car by name or a particular car manufacturer. The criticism was directed at unsafe practices on the road, and not on a particular car manufacturer,
30.	Tata Teleservices Ltd(*) (Tata Docomo mobile network) TVC aired on various channels	TVC shows - "a Surgeon who has just completed an operation and has left his mobile within the person who has been operated".	Ad is extremely disrespectful to the medical community and portrays a callousness on the part of the Surgeon which is punishable by law.	September 2011 TVC is humorous and is not likely to deride any profession.

31.	Mankind Pharma Ltd (Manforce Condoms) India TV(*), UTV Action(*)	TVC of "Manforce Chocolate flavored condoms" shows "a woman taking a bite of chocolate and also pasting on her shoulder. She is shown lying on the bed in a suggestive fashion and in a sensuous posture with a man". TVC of "Manforce Strawberry flavored condoms" shows "a woman holding a strawberry and saying "Ek strawberry kya kar sakti hai". The visuals show her sitting on the bed and a man desirously approaching towards her".	Linking the condom to a particular flavor of taste buds appears to be explicitity sexual which is not in good taste. The Ads appear to treat women as a commodity to gratify baser instincts of men. The Ads appears to be vulgar, suggestive and offends decency. The Ads appear to violate Rule 7 of The Cable Television Networks Rules 1994.	September 2011 TVCs were not indecent and not likely in the light of generally prevailing standards of decency, to cause grave or widespread offence, having regard to the product promoted in the TVCs.
32.	Max New York Life Insurance Co Ltd(*)(Max New York Life Insurance) Star Plus(*), Colors(*) (9/2011)	TVC shows - "a woman hurriedly climbing up the stairs to her house. She starts looking for her husband all over the house, and finally she manages to find him at the terrace lying still as if dead on a rocking chair. Very nervously she moves him and shouts with mixed emotions of relief and fear to find him alright".	Death is a truth of life and inevitable, which is portrayed so horrificly and harshly. Life is also shown as a cheap joke making fun of person's emotions. The Ad is against social values.	October 2011 Keeping in mind the product category (insurance), the Ad is not likely to cause grave or widespread offence.
33. #	Digital Radio (Mumbai) Broadcasting Ltd (Red FM) Ad displayed on public transport buses.	Ad campaign is being run by Red FM to promote its channel with a slogan "Diary Mein Note Karo Badle Mein Note Gino".	By airing / displaying these Ads, it is inducing the listeners, apparently with monetary incentives, to boost its listenership data and hindering the process of "TAM Media Research" collecting the listenership data in an impartial and unbiased manner.	October 2011 The promotional activity carried out by the Advertiser was in no way considered to be unfair advertising practice.

34.	Flying Machine (Stretch Denims) Delhi Times of T.O.I.(*) (9/2011)	Ad – headline states - "What an Ass!".	Ad blatantly commodifies a woman's body, in the way that the jeans and its wearer have been depicted. The language and double entendre in the term "ass" is used to skillfully link up the image with the written word in a crude and offensive manner. Ad is offensive and derogatory to the dignity of women.	October 2011 Exparte (absence of comments from the Advertiser). Ad was not likely in the light of generally prevailing standards of decency, to cause grave or widespread offence.
35.	Cadbury (India) Ltd(*) (Cadbury Bournville) AXN(*) (9/2011)	TVC shows - "a white man sitting on a table in Ghana inspecting coco beans for being picked up for a Bournville. He is surrounded by a group of eager Ghanian people waiting for his verdict on the coco beans. The white man accepts one bean and rejects the other saying "He is nothing". The rejected bean starts crying and catches everyone's attention".	Ad is offensive to the public in general as it shows the slave trade in an acceptable light. It is potentially offensive to the Ghanian people.	November 2011 The scene of "the white man selecting coco beans for use in Cadbury Bournville", was neither racial nor did it show any slave trade.
36. #	Piramal Healthcare Ltd (Supractiv Complete) Star One(*), Zee TV(*) (10/2011)	TVC uses the phrase "The Complete Man" on the product pack as well as in the voiceover of the commercial.	Raymond Limited has been using "The Complete Man" as a brand property for over two decades, the same has an inseparable association with brand Raymond.The use of this brand property by Piramal Healthcare is considered a clear case of plagiarism, which is misleading.	November 2011 Whilst Raymond has the brand property of "The Complete Man", the Supractiv Complete Ad uses "Man" as a variant. Supractiv Complete uses both man and woman which are words of common parlance. It was not a case of plagiarism.
37.	Page Industries Ltd (Jockey) The Economic Times(*), New Delhi (9/2011)	Two men are tugging awa at the jeans of a young women and succeed in partly ripping it off.	Ad is vulgar.	November 2011 Ad was not vulgar, which is likely, in the light of generally prevailing standards of decency and propriety, to cause grave or widespread offence.

38.	Metlife India Insurance Company Ltd (Guaranteed Monthly Income Plan) TVC aired on various channels	TVC shows - "a small child tries to blackmail his grandmother by taking advantage of her emotions and thus he gets a guaranteed income of chocolates".	Is it correct to make fun of elders and does it give a good example to other children.	November 2011 The playful interlude between grandson and grandmother, is not likely to set a bad example to other children, nor did it make fun of elders.
39.	Multiscreen Media P. Ltd(*) (Ad – promos of CID serial) Sony TV(*)		Ad (promos) of CID serial are violent / obscene.	November 2011 Ad – promos were not obscene nor was it likely to cause grave or widespread offence.
40.	Titan Industries Ltd(*) (Fast Track) Set Max(*), Star World(*), UTV Bindass(*)	TVC shows - "a young couple inside a car suggestively taking off their clothes and getting intimately closer. They are then shown off screen with just the fingers of the woman on the back of the man in a suggestive posture. In a frenzy, the hand of the man mistakenly changes gear shaft of the car and it starts moving."	The depiction and portrayal in the Ad is overtly sexual. The Ad appears indecent, vulgar, suggestive, and violates Advertising Code of the Cable Television Networks Rules, 1994.	November 2011 TVC was not indecent, vulgar or repulsive, which is likely, in the light of generally prevailing standards of decency and propriety, to cause grave or widespread offence. Advertiser has been advised that the TVC should be shown outside Family viewing hours (11.00 p.m. – 6.00 a.m.).
41.	Kewal Kiran Clothing Ltd (Killer Deo) 9X(*), CNBC Awaz(*), UTV Bindass(*)	TVC shows - "a man and a woman in bed, with the man putting on his clothes and the woman lying under a sheet. The man is shown spraying a deo on his half naked body and many a hand of women are shown clutching his body".	The depiction and portrayal in the Ad is overtly sexual. The Ad appears indecent, vulgar, suggestive, and violates Advertising Code of the Cable Television Networks Rules, 1994.	November 2011 TVC was not indecent, vulgar or repulsive, which is likely, in the light of generally prevailing standards of decency and propriety, to cause grave or widespread offence.
42.	Mcnroe Consumer Products P. Ltd(*) (Wild Stone Deo) Live India	TVC shows - "a couple inside a car with the fingers of the woman suggestively pressing the seat upholstery. The visuals	Ad appears indecent, vulgar, suggestive, and violates Advertising Code of the Cable Television Networks Rules, 1994.	November 2011 TVC was not indecent, vulgar or repulsive, which is likely, in the light of generally prevailing s

		also show the couple intimately entangled and the hand of the woman brushing suggestively against the mist laden rear glass screen of the car".		Advertiser [illegible] advised that the [illegible] should be shown outside Family viewing hours (11.00 p.m. – 6.00 a.m.).
43.	Tata Teleservices Ltd(*) (Tata Docomo Mobile Network) 9X, Discovery(*), India TV(*), Sony(*), Star Cricket(*), UTV Bindass(*)	TVC shows - "a car shaking suggestively with suggestive sounds also emanating. As the signature tune of Tata Docomo rings, a man's voice gasping (suggestively) for breath says, "hallo".	The Ad appears indecent, vulgar, suggestive, and violates Advertising Code of the Cable Television Networks Rules, 1994.	November 2011 TVC was not indecent, vulgar or repulsive, which is likely, in the light of generally prevailing standards of decency and propriety, to cause grave or widespread offence. Advertiser has been advised that the TVC should be shown outside Family viewing hours (11.00 p.m. – 6.00 a.m.).
44.	Colgate Palmolive (India) Ltd(*) (Colgate Total) TVC aired on various channels	TVC shows "the use of an equipment that measures / indicates Bacterial count in a consumer's mouth, within a few seconds".	According to the complainant, some experts in the field of oral care have opined that such an apparatus/ system does not exist in India. Advertiser should provide substantiation of this claim.	December 2011 Claim that "the use of Colgate Total fights germs upto 12 hours", was substantiated.
45.	Flight Raja Travels Pvt Ltd (Via Rail Upgrade) T.O.I.(*) (10/2011)	Ad offers upgrade from train ticket to flight at nominal charges.	When the complainant contacted the call centre executive on the advertised telephone 08041431000, he was told that there is a system problem and to check online. The complainant then tried the number from their website and the CRE informed him that no upgrade is available on the mentioned route (Mumbai-Cochin). He was offered a flight ticket at Rs. 10,000/- which is more than the ongoing commercial rate.No upgrade provided for valid train ticket to plane as promised in the advertisement. The claim is false.	December 2011 The terms and conditions applicable on the Rail upgrade product was subject to availability of a ticket on that sector.

			...are vulgar and obscene in ...ure. Watching this Ad with family members which includes children is an embarrassment.	December 2011 Slogan, was neither vulgar nor obscene and hence not likely to cause grave or widespread offence.
	Star Plus(*) (10/2011)	Claims, "Bournvita is necessary to absorb Calcium in milk as the product contains Vit D and milk does not".	The fact is that milk contains sufficient Vit D. There are side effects of excess Vit D which will happen if its given in addition to its content in milk. The Ad is propagating wrong facts about nutritional value of milk, which may mislead general public, and is also demeaning a balanced food like milk and may lead to harm due to excess Vit D.	December 2011 Claim, "Vitamin D can enhance one's capacity to absorb Calcium in milk", is based on scientific data and hence was not false.
48.	Akzo Nobel India Ltd (Dulux Paint) TVC aired on various channels	TVC uses the language for old person as "Buddha Pagal Ho Gaya Hai".	This is very bad and gives bad impression for old people.	December 2011 Exparte (absence of comments from the Advertiser). In the context of the Ad, the phrase, is said in lighter vein and not intended to be disrespectful of the elderly.
49.	Wipro Ltd(*) (Santoor soap) TVC aired on various channels	TVC shows that "on using Santoor soap, the person's skin becomes younger no matter how older she is"`	This is just a flash on the screen to make people specially young women attracted to buy the product, whereas such product only makes the skin harsh and dry because of high concentration of chemical used in the soap.	December 2011 Claim, "Santoor soap helps retain the youthfulness of the skin", was not false.
50.	Bigrock Solutions P. Ltd TVC aired on various channels	TVC shows - "hair on a male chest"	This obnoxious Ad is in poor taste.	December 2011 TVC contained nothing indecent, vulgar or repulsive, which is likely in the light of generally prevailing standards of decency and propriety, to cause grave or widespread offence.

51. #	VVF Ltd (JO Perfect Powder Hair Colour) Star Plus(*), Colors(*), Max(*), Zee Cinema(*) (11/2011)	Claim - "Iski No Drip technology balon ko rakhe natural" ("Its no Drip Technology keeps hair natural").	When the product is prepared as per the instructions given on the pack, there is no evidence of it being no-drip. It is evident that the product tends to flow and there is nothing to substantiate the "No-Drip" claim. The Ad completely misleads the consumers by giving inaccurate information about the product and makes false claims about the product.Moreover it not substantiated by scientific data.	January 2012 With increased viscocity and stability, the claim of the product being "no drip" was substantiated.
52. #	Preet Tractors Pvt Ltd (Preet Tractors) NDTV(*) (11/2011)	TVC of "Preet Tractors" has replicated the visual presentation of a TVC of "Mahindra Tractors".	Preet Tractors have used multiple similar visual presentations as executed by Mahindra Tractors in their creative unit.	January 2012 Visual presentations of the Advertiser was not similar to that of the Complainant so as to suggest plagiarism.
53.	Bajaj Auto Ltd(*) (Bajaj Pulsar Sports Bike) TVC aired on various channels	Visuals depicted in the TVC are dangerous	TVC is likely to have irreparable character formation in children / kids / youths regarding riding/driving leading to road accident deaths.	January 2012 Depiction of the "stunt" was done in a stationary manner and thus did not depict dangerous behaviour. The Ad did not contravene the ASCI Code and the Guidelines on Advertisements for Automotive Vehicles.
54. #	Johnson & Johnson Ltd(*) (Stayfree Advanced) T.O.I.(*) (11/2011)	She Comfort claims - "Rash Free Periods", J&J Stayfree Advanced "prevents rashes & skin irritation". She Comfort states - Women have enough to put up with. Why put up with rashes? Nahi Chalega", Stayfree Advanced states "If it irritates me, I promise to change it". She Comfort's "Nahi Chalega" campaign was	J&J's Stayfree Advanced campaign idea is identical to the campaign idea of the brand "She Comfort".	January 2012 'Stayfree' advertising does not appear to plagiarise or otherwise inappropriately exploit the creative properties of 'She' sanitary napkins.

		launched in The Times of India issue dated 10th September 2011, whereas J&J's Stayfree Advanced campaign was launched on 27th November 2011.		
55.	Pan Parag India Ltd (Pan Parag Pan Masala) Radio commercial aired on 92.7, 98.3, 93.5, 91.1	Ad promotes pan masala and is followed by the statutory warning which applies for all tobacco products. The warning is spoken so fast as to be completely garbled and cannot be understood.	The use of pan masalas have been shown to be the reason behind the high incidence of oral cancers in India. This Ad is heard by the general public and especially the youth who listen to the FM channels creating awareness about this deadly product.	February 2012 The statutory warning was too fast to be understood.
56. #	Jetking Computer Hardware And Networking Institute Aaj Tak(*) (8/2011)	TVC and website claims - "100 percent job guarantee", "India's No.1 computer hardware and networking institute", "India's leading hardware and networking training institute".	Claims need to be substantiated with data from an independent research.	February 2012 Claims were substantiated.
57.	TV Today Network Ltd(*) (Oye 104.8 FM) Aaj Tak(*) (12/2011)	TVC shows - "two persons in a train compartment singing "Bhag D K Bose bhag", a Hindi film song, in a different tune, which is appreciated by those in the compartment".	These lines when said in continuation make an abusive word in Hindi, and cannot be used as a ground to use it for T.V. Commercial of a FM radio station. These lines are objectionable.	February 2012 The song sung in the TVC, is not likely, in the light of generally prevailing standards of decency and propriety , to cause grave or widespread offence.
58.	Perfetti Van Melle India P. Ltd(*) (Alpenliebe Chocolate) McCann-Erickson(*) TVC aired on various channels	TVC shows - "a film actress tied with a rope in the neck and another person pulling it" This may attract children and make them imitate it.	The Ad displays it as an imaginary representation but the children will not read it and are trying to do as shown in the TVC which is dangerous.	March 2012 The "film actress and the monkey in reverse roles" was an imaginative representation for the amusement of the viewers and hence not likely to cause grave or widespread offence.

59.	Perfetti Van Melle India P. Ltd(*) (Stop Not) Meridian Comms TVC aired on various channels	TVC shows - "its a war front and a soldier is eating the snack in the tranche and all of a sudden a bullet peers through the packet of snack and the soldier gets up and puts himself in the line of fire, and kills himself so that his soul flies out and eats the snack, and a hindi song plays in the background, which clearly states that its an Indian soldier".	This is defamation of the Soldiers of India and the cause they are serving of protecting this nation. They put their bodies in line of fire to save this country and killing himself for a snack is not what a soldier does.	March 2012 TVC carried a scroller which read as "This is a creative fictional work", and hence the visuals depicted in the TVC were not likely to cause grave or widespread offence.
60.	Gulf Oil India (Gulf Engine Oil) TVC aired on various channels	TVC shows - "the Indian captain, Mr. Dhoni picking up a child and guiding him to pee on a dog house".`	This Ad is objectionable as the Ad and the product do not have any co-relation. The Ad sends a wrong message to children subtly that peeing in the open is alright. Children of impressionable age who watch this Ad will get a message that in order to take a revenge it is alright to do tit for tat.The Ad is in bad taste.	March 2012 TVC was not likely to cause grave or widespread offence.
61. #	Hindustan Unilever Ltd(*) (Vim detergent bar) TVC aired on various channels	TVC of Vim detergent bar has appropriated a tagline of "Sabse Tez".	This tagline has been used by Bajaj Fans for the past 7 years and continues to do so even today.	March 2012 Both the products were from different categories, and hence the tagline does not suggest plagiarism.
62.	DC Foodiebay Online Services P. Ltd (Zomato.com) TVC aired on various channels	TVC shows - "the husband / boyfriend is slapped by his woman".	This is being projected as a form of acceptable social treatment towards men. The Ad is highly sexist in nature. The Advertiser has no right to depict, encourage or make fun of domestic violence against men to advertise its product.	March 2012 TVC was not likely to cause grave or widespread offence.
63.	Cadbury India Ltd(*) (Perk Chocolate) TVC aired on various channels	TVC shows - "a Sikh boy described as a thief and a boy cuts the hair of this Sikh boy".	This is an insult of Sikh religion.	March 2012 TVC was not likely to cause grave or widespread offence.

COMPLAINTS THAT WERE NON ISSUES BY THE CCC

From April 2011 to March 2012

Sr. No.	Advertiser / Agency / Media	Claim / Description of Ad/TVC	Complaint	Comment/ CCC Decision
1. suo motu	I I P M (MBA / BBBA Programmes) Hindustan Times(*), Mumbai (4/2011)	Ad mentions - "For MBA / BBA". Advertisement is indicating IIPM Mumbai's ranking of "5th Best B-School in India" and also "5th Best in Placements". Ad is showing the number of students placed – 2650 in '08, 2700 in '09, 2850 in '10. Advertisement shows different kinds of affiliations of IIPM with Darden School of Business, McCombs School of Business, and Cornell University ILR school.	Any institution which offers a degree course by law is required to be Govt. Approved which IIPM Mumbai is not. Advertiser needs to mention the full name and location of the Govt. approved institution in the advertisement, in case the Advertiser is affiliated with that institution which is providing the advertised degree on Advertiser's behalf. Ad does not mention details of the publication which has given the rankings. The total number of students passing out from the placed classes is not provided in the Advertisement. Advertiser needs to provide substantiation of these claimed affiliations.	May 2011 CCC considered the prevailing situation of a Suit filed in the Delhi High Court on a similar complaint. It was concluded that this issue may be considered sub-judice by the concerned High Court. The CCC decided that the complaint on this claim, would not be adjudicated on, under the prevailing conditions.
2.	Max Hospital (Max Healthcare – 24 Hours Emergency) Ad – Hoarding put up in Delhi	Claim, - "24 Hours Emergency" to deal with emergency situations.	There is no blood bank in the hospital. Whenever there is requirement of blood in emergency situation, the same is arranged either from outside blood banks or other hospitals which are located at distant places in New Delhi / NCR. Many a times the family is asked to bring blood from outside blood bank as the hospital is not having blood bank to meet emergent condition of accident / delivery patient. As such, most of the time blood cannot reach quickly for emergency patients. There are only two small size lifts (elevators) in the 10 floor building of	May 2011 As it was a matter of service deficiency, the complaint was outside the purview of ASCI. Hence the complaint was not decided.

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

			the hospital with 100 beds. These lifts are regularly used by the doctors, patients, staff, visitors etc, and average waiting time is about 10 minutes. This constraint of infrastructure is problematic for meeting urgent / emergency situations for out-patients and also in-patients at different floors.	
3. #	CFA Institute (CFA Program) T.O.I.(*), Mumbai (2/2011)	Ad states, - "The CFA Program is not approved by the All India Council for Technical Education (AICTE)".	The fact is that the CFA program has been banned by the AICTE , and they are prohibited from offering it in India. This important fact has been omitted. Advertisement is misleading by omission.	June 2011 Chapter I.4. CFA is specifically banned by AICTE, not mentioning the same in the Ad, is misleading by omission. ***Matter is sub-judice before the Division Bench of the Delhi High Court.***
4.	Tata Motors Ltd(*) (Tata Safari Dicor) T.V. Commercial	TVC shows - "the car is flying and driving at very high speed"	Visual depicted is dangerous. This Ad is likely to have irreparable character formation in children / kids / youths regarding riding/driving leading to road accident deaths.	February 2012 CCC noted that since the Advertiser had stopped airing the Ad more than 2 years ago, and since the Advertiser had not uploaded the same on YouTube, the CCC was unable to process the complaint owing to the long lapse of time. The complaint was dismissed.

COMPLAINTS THAT WERE UPHELD BY THE FAST TRACK COMPLAINTS COMMITTEE (FTCC)

From April 2011 to March 2012

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

Intra-Industry Complaints * ASCI Member

Advertisements Modified Appropriately / Withdrawn / Concluded

1. #	Hindustan Unilever Ltd(* (New Rin) TVC aired on various channels	TVC claims - "New Rin is the only detergent powder in India which gives freedom from yellowness and gives shining whiteness". This claim is qualified by a super "Perception of yellowness removed through patented technology".	Other products can also remove yellowness. Ad promoting the New Rin is based on the concept that "After repeated washing, clothes turn dull and yellow". The said concept misleads consumers.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.	September 2011 Chapters I.1 and I.4. The use of "patented technology" does not mean that the same benefit of "giving freedom from yellowness" cannot be claimed by using any other technology. Advertiser provided data of products removing yellowness in various degrees of efficacy. Hence the claim of being the only product to remove yellowness was not substantiated.Claim, "New Rin is the only detergent powder in India which gives freedom from yellowness and gives shining whiteness", is false and misleading as it is not the only detergent to do so.
2. #	Hindustan Unilever Ltd(*) (New Clear anti-dandruff shampoo) TVC aired on various channels	Claim - New Clear – "It's the best anti-dandruff shampoo in the country", with a super "Based on clinical studies, microkill & ZOI data". Claim - "Preferred choice of 9 out of 10 users", is qualified by a super stating, "Based on consumer study".	This superiority claim is not supportable and needs to be substantiated with technical and comparative data, and with details of tests/trials reports from an independent recognised testing institution. Claim is ambiguous. Where on one hand the claim does not clarify the parameters for which the Clear shampoo is preferred, the claim on the other hand is being used by Clear in its TVC.The super does not state the source of the study and nor	September 2011 Chapters I.1 and I.4. Claim of New Clear being the "best anti-dandruff shampoo in the country" is false and misleading. Claim, "Preferred choice of 9 out of 10 users" is misleading as this claim is based on a study wherein not the top choice but the top two choices were used to collate the data thus giving an inflated impression of being the

			does it state the date on which the said study was conducted.The super is not of adequate size and duration, and blurred so as to mislead the consumers.	shampoo of choice. Chapter I.2.Super, "Based on consumer study", does not mention the source and date of the study.
3. #	Johnson & Johnson Ltd(*) (Stayfree All Night) Star Plus(*), Bindass(*), Sun TV and Zee Telegu(*)	Claim - "Stayfree all night has the unique guard five. This in comparison to your Ultra is longer, wider, with more body coverage, more absorbent and drier too". Super states - "Based on independent lab test results of July 2011. When compared only with ultra napkins of 280 mm length and 105 mm back width. Night Guard 5 is a creative representation of the product features".	This claim means that the Stayfree all night is better than all the pads in the market which use the word "Ultra". But in reality this is not the case as has been admitted by the TVC itself in the form of a super which states, "When compared only with ultra napkins of 280 mm length and 105 mm back width". The product shown in the TVC is Stayfree all night which belongs to the biggest size of all product tiers while napkins of 280 mm length and 105 mm width belongs to a smaller size product tier. Making comparison against product in different segment certainly is unfair and misleading.	<u>September 2011</u> Chapter I.4. As the comparison was not made between products of similar size, the TVC was considered misleading. The product advertised cannot therefore claim to be the best in its category. <u>December 2011</u> <u>Decision on Review</u> Upheld decision stands. Chapter I.4. The comparison made against a product in a different segment is misleading.
4. #	Procter & Gamble Home Products Ltd(*) (Pantene Pro-V shampoo) Imagine TV(*), and various other channels	Claim - "Hair fall ka chakkar ....shuru hone ka no chance".	TVC conveys the message to the consumers that with the use of Pantene Pro-V shampoo, the cycle to hair fall stops completely. This claim is false and misleading.This claim needs to be substantiated with independent technical data. The TVC portrays that only Pantene Pro-V is able to give relief from hairfall. The TVC is derogatory of competition products and amounts to disparagement.The super does not indicate the source/data of support for the claim being made in the TVC.	<u>October 2011</u> Chapter I.1. Claim was an absolute one and was inadequately substantiated. The super of the product is being compared to another brand of the same company. There is no disparagement of any other product of any other company.The super was found to be of adequate size and displayed for an adequate period of time.

5. #	Hindustan Unilever Ltd(*) (Rin) Hindustan Times(*), Punjab Kesari, Navbharat Times (2/2012)	Ad shows "Tide Plus and Rin side by side and compares the pricing of Tide Plus and Rin (i.e. Tide Plus 950 gm for Rs. 80/- and Rin 1 kg + 100 gm for Rs. 67/-). On the top of the frame it states "Faisla Aapka".	Advertisement misleads the consumer into believing that buying Rin is going to be more beneficial / value for money as compared to buying Tide Plus. However the same is not true as Tide Plus is superior in quality as compared to Rin and gives better performance as compared to double the quantity of Rin. The subject matter of comparison (price of both the products) has been chosen only to confer an artificial advantage upon the advertiser or so as to suggest that a better bargain is offered than is truly the case. The Rin pack is being shown bigger in size (as compared to the Tide pack) and shows Tide in poor light and Rin to be shinning. The advertisement visually denigrates the Tide Plus pack. The supers are illegible from a consumer point of view. Also, a very close look at the supers below the visual refers to New Rin whereas the main visual refers to only Rin. Thus there is a contradiction and it is not clear whether the variant of Rin being advertised is New or not.	February 2012 Chapters I.4 and IV.1 (b). Merely contending that 2 products placed side by side does not necessarily make the Ad fair in competition. In the case of Ads containing comparisons with other manufacturers or suppliers or with other products including those where a competitor is named, the subject matter of comparison is not chosen in such a way as to confer an artificial advantage upon the advertiser or so as to suggest that a better bargain is offered than is truly the case. Ad does not comply with the Guidelines on Supers and Disclaimers. Advertiser has subsequently changed the font size of the Disclaimer to meet the ASCI's Guidelines on Supers.
6. #	Hindustan Unilever Ltd(*) (Pepsodent Germicheck) Imagine TV(*), Zee TV(*) (2/2012)	TVC shows - "a tube of toothpaste with carton predominantly red in colour", and claims that "9 out of 10 mothers who use this well known toothpaste has themselves agreed that Pepsodent Germicheck Magnet is better than this toothpaste".	The comparative claims made in the commercial are not only false and misleading but unfairly denigrates the well known Colgate toothpaste with a view to conferring upon itself an artificial advantage.	March 2012 Chapter I.4. Claim, "9 out of 10 mothers who used this well known toothpaste has themselves agreed that Pepsodent Germicheck Magnet is better than this toothpaste", was considered misleading. The data submitted was not sufficiently rigorous and the claim was inadequately substantiated. The nature of the pack was such that it could not be construed to be "Colgate" and hence did not denigrate the same.

COMPLAINTS THAT WERE NOT UPHELD BY THE FTCC

From April 2011 To March 2012

Sr. No.	Advertiser / Agency / Media	Claim / Description of Ad/TVC	Complaint	Comment/ CCC Decision
# Intra-Industry Complaints * ASCI Member				
1. #	Reckitt Benckiser (India) Ltd(*) (Dettol Toilet soap & Dettol Antiseptic Liquid) Print Ad and TVC aired on SAB TV, Star TV(*)	TVCs, print Ads, advertising material/packs of Dettol brand make the claim - "Be 100% Sure".	Claim is ambiguous and open to different interpretations. There is no clarity as to which aspect "Be 100% Sure" refers to. The Advertiser is making this claim for both Dettol Toilet soap, which is a cosmetic product and Dettol Antiseptic Liquid which is a Drug, thereby creating a confusion in the minds of consumer that both the products can deliver similar benefits, which is fundamentally incorrect.	September 2011 Tagline, "Be 100% Sure", is an assurance from the Advertiser that consumers can be fully confident of being sure that they are buying a quality product. The Committee took cognizance of the fact that the Advertiser has clearly specified quantitative product performance parameters like 75% lower chances of illness and 10 times more efficacy compared to soaps without actives with due substantiation, thereby pre-empting any confusion that "Be 100% Sure" was being used as a "product performance" claim.
2. #	Procter & Gamble Home Products Ltd(*) (Pantene Pro-V shampoo) Zee TV(*), and on various other channels	Claim - "the use of only Pantene Pro-V shampoo results in "No Ghass, No Damage" (no roughness and no damage to the hair). This claim is qualified by a super "Upto 90% less split ends".	Consumers are led to believe that they get complete (100%) protection against roughness and damage. This super itself indicates that the absolute claim of "No Ghass, No Damage" is false and misleading. This claim needs to be substantiated with independent technical data. Anything else other than Pantene Pro-V shampoo is claimed to result in rough and damaged hair. The TVC is derogatory of competition products and amounts to disparagement. The super does not indicate the source/data of support for the claim being made in the TVC.	October 2011 Claim was not false or misleading. The super of the product is being compared to another brand of the same company. There is no disparagement of any other product of any other company. The super was found to be of adequate size and displayed for an adequate period of time.

3. #	Procter & Gamble Home Products Ltd(*) (Whisper sanitary napkins) TVC aired on various channels	Claim – "Whisper absorbs the liquid in one second as against an ordinary pad and keeps the product clean and clear from the stains of the liquid". Super states - "As measured for a gush based on P&G technical data. Users should use the appropriate pad and change according to their flow".	TVC is misleading as the advertiser fails to mention the quantity of the liquid which gets absorbed in one second. Also, the super does not demonstrate the quantity of the liquid which gets absorbed in one second. From the visual description and construction of the "ordinary pad", it appears that the pad shown as an "ordinary pad" is visually similar in construction and appearance with `Stayfree Dry Max Ultra Thin'. This will lead to a mistaken belief among the consumers that Whisper Ultra is better than Stayfree Dry Max Ultra Thin, which is not the case. The size of the super used to qualify its claim of "absorbs in one second" is totally not visible which is clearly below 11 pixels and is not legible enough for an average viewer to read. The super is misleading to the extent that it does not clarify what it meant by "As measured for a gush based on P&G technical data". The TVC does not mention what is P&G technical data. The claim "absorbs in one second" is also subject to the statement mentioned in the super "Users should use the appropriate pad and change according to their flow". If one reads the super along with the claim then it will transpire that the claim does not hold good at all as the super has actually been used as a disclaimer that the individual users should use their discretion to choose appropriate pad and change according to their flow. The TVC does not specify or qualify what is an ordinary pad. TVC talks about Whisper whereas screen shots of Whisper Ultra is only shown in the TVC. TVC claims that, "1 crore women have chosen Whisper" but does not substantiate this claim.	<u>November 2011</u> Claim - "Whisper absorbs the liquid in one second as against an ordinary pad as measured for a gush", was substantiated. The mentioning of the quantity of the liquid which gets absorbed in one second, was not considered significant. There was no disparagement of a competitive brand. The FTCC also noted the market research study of IMRB that "1 crore women have chosen Whisper". The TVC also stresses the benefits of Whisper Ultra. Other variants of Whisper are not shown to have the same benefits of Whisper Ultra. Hence the TVC does not mislead the consumers. <u>January 2012</u> <u>Decision on Review</u> Not Upheld decision stands.

4. #	Procter & Gamble Home Products Ltd(*) (Pantene Total Damage Care shampoo) TVC aired on various channels	TVC depicts "a half cut coconut from which a drop of coconut oil is shown as falling into the product – Pantene Total Damage Care shampoo".	This depiction conveys an unequivocal message that the product contains coconut oil, whereas the product does not contain coconut oil.The TVC is misleading by implication. The super "Does not contain coconut oil" featuring in the TVC itself indicates that the claim by way of visuals being made is false and misleading. The portrayal of the crux of the advertisement is such that the gullible consumers are led to believe that they get the benefits of coconut oil by using this shampoo, and the same is not mitigated by the super.	November 2011 In the context of the complete TVC, the complaint that the Ad misleads consumers by implication to believe that it contains coconut oil was Not Upheld.

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5. #	Procter & Gamble Home Products Ltd(*) (Pantene Pro-V shampoo)	Claim - "Hair fall ki Zero pareshani" ("Zero problems of Hair fall"). The disclaimer appearing in the frame is "Versus non-conditioning shampoo".	Claim of zero problems of hair fall even as against non-conditioning shampoo is an unsubstantiated claim.	March 2012 Word "Hamesha" in the claim, "Hamesha tiknewali khoobsoorti", does not decode as permanent but "always". The test on damaged hair switches with Pantene and separately with non conditioning shampoo shows significantly greater fiction with use of non conditioning shampoos and therefore more damage to the hair. Claim of "zero pareshani" and not "zero problems of hair fall", is not misleading. TVC does not disparage competitors' products.
		Claim that consumers should use Pantene Pro Vitamin for "hamesha tiknewali khoobsoorti" ("Permanent beauty").	Claim is false and misleading. No cosmetic product can give permanent benefit against hair fall.Claims need to be substantiated with independent third party technical data.	
		Hoarding claim - "Say Goodbye to temporary solutions. And hello to long lasting hair".	Claim implies that other shampoos give temporary benefits, whereas Pantene Pro Vitamin gives permanent benefits. This is false and misleading.	

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6. #	Procter & Gamble Home Products Ltd(*) (Pantene Total Damage Care shampoo) Colors(*), Max(*), Sahara One(*), Star Plus(*), Zee TV(*)	Claims - "Damage free baal to bas ek sapna tha ... Jo bhi try kiya ... Mere baal phir se damaged. Ab temporary solutions ko kahiye goodbye ... Naye Pantene Total Damage Care ke saath" ("Damage free hair was just a dream ... whatever I tried ... My hair became again damaged. Now say goodbye to temporary solutions ... with New Pantene Total Damage Care"). TVC shows that only Pantene Total Damage Care is able to give relief from hair damage.	It is notable that when all this is being said in the TVC, there are no disclaimers and hence the claim about "other shampoos" being ineffective against hair damage is a generic disparagement against competition shampoos in general. TVC claims of "Aur damage khatm" ("zero damage"). The TVC conveys the message to the consumers that with the use of Pantene Total Damage Care shampoo, the consumer will have zero hair damage. This claim is false and misleading. Advertiser claims that consumers should use Pantene Total Damage Care for healthy hair and zero damage hair. This statement is false and misleading. No cosmetic product can give permanent benefits against hair damage. Claims need to be substantiated with independent third party technical data. The disclaimers that appear in the TVC are barely readable.	March 2012 Claim was about the effectiveness of Pantene vs non conditioning shampoos as seen in the disclaimer. Advertiser has provided substantiation for the claim "hair damage from non conditioning shampoos vs Pantene". The TVC talks about Pantene vs other non specified options and hence does not disparage other shampoos.



LV Krishnan, I.Venkat
& Bharat Patel
reply to the Press Queries
at the NAMS Conference.



I. Venkat,
Chairman ASCI
addressing the
Press Conference
on NAMS.



Smt. Ambika Soni
Minister I&B,
lights the lamp
at the ASCI Conference whilst
Shri K.V.Thomas,
Minister of State,
Consumer Affairs and
Mr. I.Venkat,
Chairman ASCI look on.

GOAL
- Why Self-Regulation
- Why ASCI
- Objects of ASCI
- ASCI Mission
- Role & Functions 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 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

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