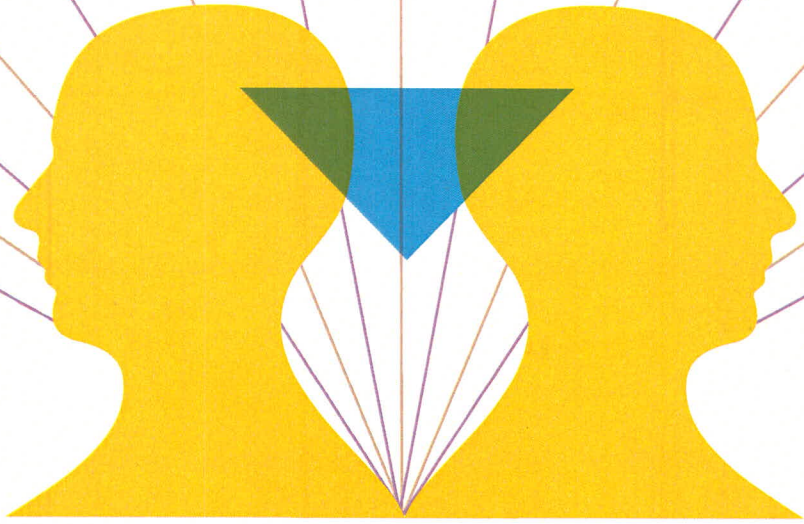
WE BELIEVE IN

ADVERTISING *with a* CONSCIENCE



ASCI

The Advertising Standards Council Of India

28th Report & Accounts of 2013 - 14

ASCI addressing ad complaints in 12 days

EW DELHI, PTI: Pressed with mand to quickly address the e of misleading ads, adver- g industry watchdog ASCI educed the time for action days from about 45 days r thereby increasing er of complaints ed by over ten times in hree years.

dvertising Standards India (ASCI) has tak- e action to reduce nt processing turn- from 45 days two just 12 days on an ntly. ASCI said in

here have been he public and ds which are make false showing ha nd th

competition should be prompt- ly removed or modified.

The delivery of ASCI's Con- sumer Complaints Council (CCC) decision on a complaint against an objectionable adver- tisement is now within a span of, on an average, just 12 days from the date complaint is re- ceived, it added.

Subsequently, ASCI said complaint processed by ASCI has increased more than 10 times.

In April 2013 to February 2014 period (11 months), ASCI handled complaints aga 1,833 ads as compar in 2012-13, whi was 176.

Cor

Between April 2013 to February 2014, ASCI handled complaints against 1,833 adver- tisements as compared to 784 during April 2012 to February 2013

ASCI strikes gold at global EASA awards

HT Correspondent

@hindustantimes.com

dvertising dia

From monthly meetings two years ago, the CCC now meets weekly by having two CCCs in- stead of one earlier and to number of CCC memb ing up from 21 to More reli techno d

investigation and decision of the CCC.

body had also set up Na- Advertising Monitoring (NAMS) to track print f all ads against which s have been upheld. ults show that over t of such 'upheld ads do not reap- propriately mod-

w started re- pliant upheld author

the secretariat, through the Consumer Complaints Council (CCC) and on to the transmis- sion of the final decision to the advertiser and complainant."

"Last year we won the EASA er Medal for the National vertising Monitoring Service AMS) initiative, which started acking most of the print and V ads in India. That award spurred us to focus on improving ASCI's effectiveness and cred- ibility," said Partha Rakshit, chairman, ASCI. "Various government departments now recognise and support our self- regulation work by including ode and representa- mittees

ASCI wins Gold at Global EASA Best Practice Awards 2014

Posted by Adgully Bureau | on April 10, 2014

The Advertising Standards Council of India (ASCI) has won Best Practice Awards 2014. The European Advertisir rd to ASCI at their bi -annual meeting held

Award at the Global (EASA)

campaign India

The Advertising Standards Council of India (ASCI) won a Gold Global Best Practice Award at The European Advertising Standards Alliance (EASA) Awards.

moneylife know what's coming BETA

ous prize was awarded to laints". Elaborat o the

The award was won for 'significantly reducing' average time taken to handle complaints.

he ASCI put in place actions to substantially reduce the journey ti oint of contact with the Secretariat thro ansmission of th

ASCI wins EASA gold award for resolving complaints fast

'CI has received a gold award from EASA, the single voice of ad- 'ope, for significantly reducing aver Advertising Standards C

EUROPEAN ADVERTISING STANDARDS ALLIANCE EUROPEENNE POUR L'ETHIQUE EN PUBLICITE

Advertising Standards Council of India (ASCI) wins Gold at EASA Best Practice Awards

The Advertising Standards Council of India (ASCI) has been awarded Gold at the European Advertising Standards Alliance's (EASA) 2014 Best Practice Awards, for significantly reducing the average time it takes to handle complaints.

The ASCI put in place actions to substantially reduce the journey time of complaints – from their first point of contact with the Secretariat, through the Consumer Complaints Council (CCC) and on to the transmission of the final decision to the advertiser and complainant.

ASCI's actions included the introduction of their Online Complaint and Monitoring Service (OCMS), which enables consumers to efficiently record their complaint, as well as receive progress updates online or via SMS; introduction of 'suspension pending investigation' for extremely objectionable ads; an increase in number of CCC members and making sure that the CCC meets on a weekly basis.



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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. Partha Rakshit
Chairman (ASCI)
Proprietor, Partha Rakshit Accociates



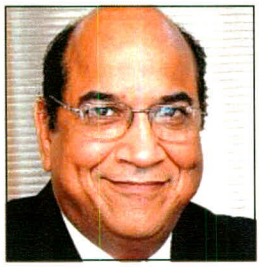
2.
Mr. Narendra Ambwani
Vice Chairman (ASCI),
Director, Agro Tech Foods Ltd.



3.
Mr. Shashidhar Sinha
Hon. Treasurer (ASCI),
CEO, Mediabrands India P. Ltd.



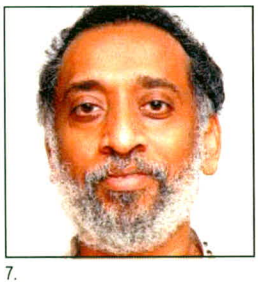
4.
Ms. Abanti Sankaranarayanan (a)
Vice Chairman,
CIABC



5.
Mr. Arvind Sharma
Chairman of India Sub-Cont.,
Leo Burnett



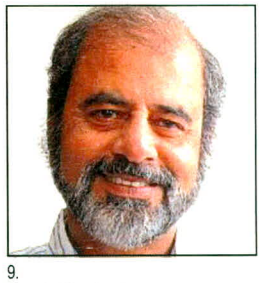
6.
Mr. Benoy Roychowdhury
Executive Director,
HT Media Ltd.



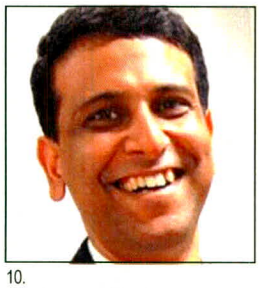
7.
Mr. Dilip Cherian
Consulting Partner,
Perfect Relations Ltd.



8.
Mr. Hemant Bakshi
Executive Director – HPC,
Hindustan Unilever Ltd.



9.
Mr. I. Venkat
Director,
Eenadu



10.
Mr. Jayant Singh (b)
Director, GlaxoSmithKline
Consumer Helthcare Ltd.



11.
Mr. Rajan Anandan
Managing Director,
Google India P. Ltd.



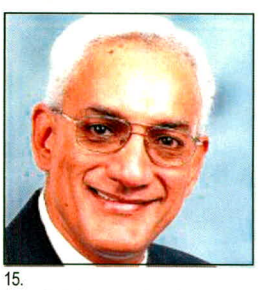
12.
Mr. Rajiv Dube (c)
Director,
Group Corporate Services,
Aditya Birla Management
Corporation P. Ltd.



13.
Mr. S.K. Palekar (d)
Management Educationist,
S.P. Jain Institute,
Mumbai



14.
Mr. Shantanu Khosla
Managing Director,
Procter & Gamble Hygiene and
Health Care Ltd.



15.
Mr. Srinivasan K. Swamy
Chairman & Managing Director,
R.K. Swamy BBDO P. Ltd.



16.
Mr. Subhash Kamath
Managing Partner,
BBH Comms India P. Ltd.



17.
Mr. Sunil Lulla
Managing Director & CEO,
Times Television Network

(a) w.e.f. 4/2013
(b) w.e.f. 9/2013
(c) resigned 9/2013
(d) w.e.f. 4/2013

CONSUMER COMPLAINTS COUNCIL MEMBERS



1.
Dr. A. R. Shenoy (a)
Former Chairman,
Consumer Guidance Society of India.



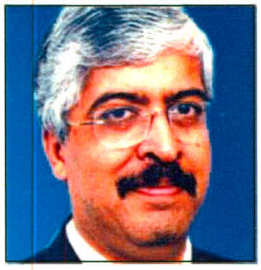
2.
Ms. Aazmeen Kasad
Advocate - High Court,
Mumbai and Professor of Law



3.
Ms. Anuradha Sengupta (b)
Broadcast Journalist



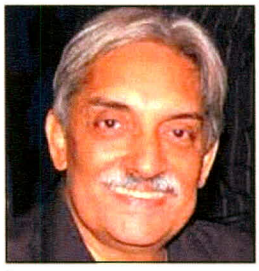
4.
Prof. Anurag Mehra (c)
Professor & Head Dept of
Chemical Engineering .I.I.T.



5.
Mr. Arvind Mahajan
Executive Director-Business
Advisory Services,
KPMG Advisory Services P. Ltd.
Mumbai



6.
Mr. Bejon Misra
Managing Trustee,
Healthy You Foundation,
New Delhi



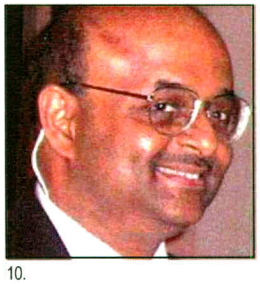
7.
Mr. Bittu Sehgal (d)
Writer,
Environmental Activist



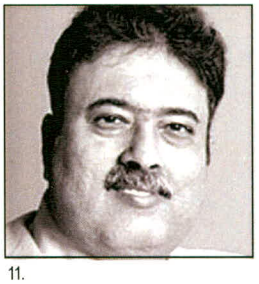
8.
Mr. Ganesh Bangalore (e)
General Marketing Manager,
Johnson & Johnson Ltd



9.
Ms. Hephzibah Pathak
President,
Ogilvy & Mather,
Mumbai



10.
Prof. Jayesh Bellare (f)
Institute Chair Professor,
Chemical Engineering ,
IIT Mumbai



11.
Mr. Jehangir Gai (g)
Senior Journalist /Consumer
Activist



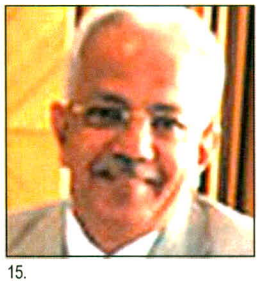
12.
Ms. Monica Tata (h)
Managing Director,
HBO India



13.
Mr. Nagesh Alai
Executive Director,
Interface Comms. P. Ltd. Mumbai



14.
Ms. Nandini Sardesai (i)
Maharashtra State Commission
for Women Central Board of Film
Certification.



15.
Dr. Narendra S. Bhatt (j)
Ayurvedic Consultant and Researcher

(a) Resigned 10/2013
(b) w.e.f. 06/2013
(c) Resigned 09/2013
(d) w.e.f. 06/2013
and Resigned 01/2014
(e) w.e.f. 03/2014
(f) w.e.f. 12/2013
(g) w.e.f. 01/2014
(h) w.e.f. 06/2013
(i) Retired 03/2014
(j) w.e.f. 06/2013
(k) Resigned 01/2014
(l) Retired 11/2013



16.
Dr. P.N Vasanti
Director CMS,
New Delhi



17.
Mr. Paritosh Joshi
Director,
Provacateur,
Mumbai



18.
Mr. Pramesh Arya (k)
Director,
L'Oreal India.



19.
Mr. Prem Kamath
Consultant,
Leadership & Organizational
Transformation,
Mumbai



20.
Dr. R.D. Potdar
Consultant,
Public Health Stategies &
Programmes,
Mumbai



21.
Mr. R. Ramakrishnan (l)
Vice Chairman & Jt, Managing Director,
Polycab Wires P. Ltd



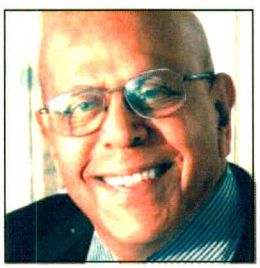
22.
Dr. R.T. Sane (m)
Principal Investigator,
National Facility for
Biopharmaceuticals



23.
Mr. Sameer Satpathy (n)
EVP Marketing,
Marico



24.
Ms. Sangeeta Kapila
General Manager Communication,
CRY



25.
Mr. Shambhu V Sista
Founder & Trustee of
Population First (Laadli),
Mumbai



26.
Ms. Sharda Agarwal (o)
Director,
Marketgate.



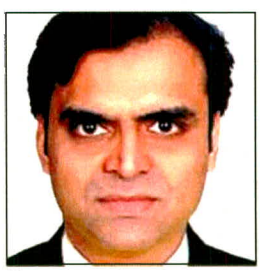
27.
Ms. Sucheta Dalal
Consulting Editor,
Money Life Magazine,
Mumbai.



28.
Prof.Sunil Bhagwat (p)
Head Dept of Chemical
Engineering,
ICT,
Mumbai



29.
Mr. Umesh Shrikhande
CEO,
Taproot India Communication
Pvt Ltd.
Mumbai



30.
Mr. Vaibhav Kulkarni
Abbott Healthcare P. Ltd.
Mumbai.

(m) w.e.f. 03/2014
(n) w.e.f. 04/2013
(o) w.e.f. 06/2013
(p) w.e.f. 06/2013

CLEAN-UP ACT

As advertising gets more complex with the changing times, the Advertising Standards Council of India (ASCI) is working out new solutions to keep errant advertisers in lir





"THE COMPLIANCE RATE FOR ASCI ORDERS IS 92%. WE ARE ONLY UNABLE TO REIN IN THE SMAILL ADVERTISERS WHOI ADVERTISE IN NON-METRO PRINT EDITIIONS."

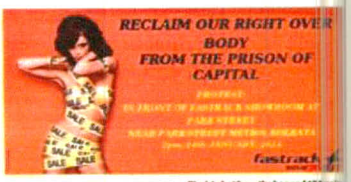
'A RAKSHIT

Continued from page 1

Clean-up act

Bharat Patel, former chairman of Procter & Gamble India has been associated with the ASCI for more than 15 years. "Fifteen years ago, the number of ads especially on television—given the limited number of channels were much less. CCC met once a month and each month 10-15 complaints were adjudged. The interest and concern regarding ad content then was limited within the ad sector. Now it's not just the industry but regulators, activists, media and consumers who are concerned when they see an indecent ad or an ad making a falseclaim."









(Top) A shot from the banned 18A jain ad. (Above) a call for protest against the Fastrack ad. (Left) The controversial Mango Bite ad featuring Amitabh Bachchan and (below) ASCI's premise calling for complaints against ads

ing actively with online publishers as well as technology firms to make progress in this area." He added that the online complaint management system has made it easy for consumers to register complaints. "This has resulted in several fold increase in the number of complaints we receive. Under the NAMS service, ASCI monitors approximately 1,500 new television and 65,000 newspaper ads released every month."

Alque Padamsee, Lintas veteran and playwright, said that the A "T's work, though in the right direc "was rather erratic. "I feel th aggerated claims in being pulled up needs to gr

It's a mad, mad ad world

Taking stock of the kind of ads that don't cut ice with customers or the Advertising Standards Council of India

SAMEETA MAJEE-GHANEKARWALLA

crosshairs

अब विज्ञापन शिकायतों का निपटारा 12 दिन में करेगा एएससीआई

नई दिल्ली...

संबंधित मामलों के ...जर विज्ञापन ...ीआई

लोकमत

महाराष्ट्राचा मानबिंदू

मुंबई, गुरुवार, दि. १६ जून २०१४

चमत्कारी वस्तूंच्या जाहिराती बंद करा

विषय : दोन अठरापगड उमरे देखने निर्देश



Keeping False Advertising Out

How ASCI functions as a self-regulator and how citizens can complain against ads

ASCI to Go Social to Promote its Online Redressal Service

PRITHA MITRA DASGUPTA
MUMBAI







गुमराह करने वाले ऐड पर चला ASCI का चाबुक

| पीटीआई | नई दिल्ली |

एडवरटाइजिंग सेक्टर रेगुलेटर एएससीआई ने जनवरी में गुमराह करने वाले विज्ञापनों के लिए 134 कैंपेन्स के खिलाफ शिकायतों को बरकरार रखा। इन ऐड कैंपेन्स में फिनिप्स, डाबर, कैडबरी और टाटा मोटर्स के ऐड शामिल हैं।



फेयरनेस कैटेगरी में बदलेगी विज्ञापनों की सूरत

ASCI ने 3K करोड़ की विज्ञापन इंडस्ट्री के लिए गाइडलाइंस पेश कीं



TELEVISION POST

ASCI's initiatives result in fivefold rise in complaints in 2013

Posted on: 19/03/2014 05:36 PM

MUMBAI: The Advertising Standards Council of India's (ASCI) initiatives in 2013 to ensure quick and ... action against advertisements violating its code resulted in a fi... that year. In 2013, ASCI's Consumer Complaints Cou... 1,477 were upheld. About 40 per cent of these mad... per cent from the personal and healthcare ca... Service (NAMS) helped the self-regul... Complaint and Monitoring Ser... against misleading adver... advertisements in e... against those... 2013.

Monitoring ads in digital media space a concern for all of us

INTERVIEW: ARVIND SHARMA
CHAIRMAN, ADVERTISING STANDARDS COUNCIL OF INDIA

Arvind Sharma, chairman of the Advertising Standards Council of India (ASCI) discusses issues such as the rising number of complaints against misleading ads in digital media, the need for more stringent penalties in India and the Indian consumer's love for freebies



Regulator Logs in, Suspends Hike's Online Ad

खास खबर

जावेद हबीब और वीएलसीसी के दावे खोखले



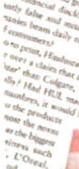
ML FOUNDATION

False Advertising?



DIFFERENT STROKES | SUCHETA DALAL

False Advertising & Corporate Governance



exchange4media.com

Now, online ads come under ASCI scanner

In June 2013, the Consumer Complaints Council (CCC) of the Advertising Standards Council of India (ASCI) upheld complaints against 144 ads. Most of the misleading ads were from the health and personal care category, followed by the education sector.

For the first time ever, ASCI has also tracked and upheld complaints against four online

At a Moneylife Foundation seminar, Partha Rakshit, chairman of the Advertising Standards Council of India (ASCI),

Partha Rakshit is the new Chairman of ASCI



In the photo, (from L-R) Partha Rakshit, Chairman (2013-14); Arvind Sharma, Former Chairman (2012-13); Narendra Ambwani, Vice-Chairman (2013-14) and Former Treasurer (2012-13) at the ASCI Annual General Meeting, 12th September 2013.















BOARD MEMBERS ATTENDANCE

Attendance of the members of the Board of Governors of The Advertising Standards Council of India at Board Meetings from 314th, meeting held on April 18th, 2013 to the 325th meeting held on March 13th, 2014. (12 Meetings held)

Name of Member		Meetings Applicable	Meetings Attended
Mr. Partha Rakshit		12	12
Mr. Narendra Ambwani		12	9
Mr. Shashidhar Sinha		12	7
Mr. Rajan Anandan		12	3
Mr. Hemant Bakshi		12	9
Mr. Dilip Cherian		12	4
Mr. Rajiv Dube	(a)	6	3
Mr. Subhash Kamath		12	6
Mr. Shantanu Khosla		12	6
Mr. Sunil Lulla		12	6
Mr. S.K. Palekar	(b)	12	11
Mr. Benoy Roychowdhury		12	2
Ms. Abanti Sankaranarayanan	(c)	12	6
Mr. Arvind Sharma		12	9
Mr. Jayant Singh	(d)	6	2
Mr. Srinivasan K. Swamy		12	3
Mr. I. Venkat		12	7

(a) resigned 9/2013
(b) w.e.f. 4/2013
(c) w.e.f. 4/2013
(d) w.e.f. 9/2013

CCC MEMBERS ATTENDANCE

Attendance of the members of the Consumer Complaints Council of The Advertising Standards Council of India at CCC Meetings during the period between April 2013 to March 2014. (41 Meetings held)

Name of Member		CCC Meetings Applicable	CCC Meetings FTCC	FTCC Meetings Attended
Mr. Nagesh Alai		23	16	4
Mr. Pramesh Arya	(a)	17	3	6
Ms. Sharda Agarwal	(b)	18	8	5
Mr. Ganesh Bangalore	(c)	1	1	0
Prof. Dr. Jayesh Bellare	(d)	8	8	1
Prof. Dr. Sunil Bhagwat	(e)	19	12	10
Dr. Narendra Bhatt	(f)	18	14	6
Ms. Sucheta Dalal		22	11	3
Mr. Jehangir Gai	(g)	6	6	2
Mr. Paritosh Joshi		22	15	13
Mr. Prem Kamath		22	17	3
Ms. Sangeeta Kapila		22	4	0
Ms. Aazmeen Kasad		23	15	17
Dr. Vaibhav Kulkarni		23	9	12
Mr. Arvind Mahajan		22	7	2
Prof. Anurag Mehra	(h)	9	7	9
Mr. Bejon Misra		23	16	0
Ms. Hephzibah Pathak		22	12	2
Dr. R. D. Potdar		22	14	12
Mr. R. Ramakrishnan	(i)	14	7	0
Ms. Nandini Sardesai	(j)	23	17	10
Mr. Sameer Satpathy	(k)	22	4	0
Dr. A. R. Shenoy	(l)	11	11	6
Dr. Ramesh T. Sane	(m)	1	1	0
Mr. Bittu Sehgal	(n)	14	3	0
Ms. Anuradha Sengupta	(o)	19	10	7
Mr. Shambhu. V. Sista		23	12	7
Mr. Umesh Shrikhande		23	10	5
Ms. Monica Tata	(p)	19	10	7
Ms. P. N. Vasanti		22	9	3

(a) Resigned 01/2014
(b) w.e.f. 06/2013
(c) w.e.f. 03/2014
(d) w.e.f. 12/2013
(e) w.e.f. 06/2013
(f) w.e.f. 06/2013
(g) w.e.f. 01/2014
(h) Resigned 09/2013
(i) Retired 11/2013
(j) Retired 03/2014
(k) w.e.f. 04/2013
(l) Resigned 10/2013
(m) w.e.f. 03/2014
(n) w.e.f. 06/2013 and Resigned 01/2014
(o) w.e.f. 06/2013
(p) w.e.f. 06/2013

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	4/12 -	
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 -	9/13
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 -	3/13
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 -	7/14
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 -	3/13
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
Palekar S.K.	4/13 -	
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 -	1/13
Saldanha Conrad	9/99 -	6/01
Sankarnarayanan Abanti	4/13 -	
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 Jayant	9/13 -	
Singh R.K.	10/2000 -	2/02
Sinha Shashidhar	2/13 -	
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)

Agarwal Rajiv	9/90 -	7/95
	7/99 - 2/01 & 2/02 -	12/02
Agarwal Sharda	7/04 -	2/05
	6/13 -	
Alai Nagesh	11/12 -	
Ambwani Narendra	6/13 -	
Ansari Tarique	10/94 -	3/95
Arya Pramesh	6/07 -	1/14
Athavankar U.A.	7/86 -	9/04
Ayer S.R.	7/88 -	9/90
Bangalore Ganesh	3/14 -	
Balsara Farokh	4/05 -	10/06
Balsara Sam	9/99 -	8/2000
Bellare Jayesh	12/13 -	
Bhagwat Sunil	6/13 -	
Bhandari L.	10/85 -	4/88
Bhatt Narendra	6/13 -	
Bijapurkar Ashoke	9/04 -	5/5
Bilimoria Pheroza	9/90 -	10/91
Bose Amol Kumar	10/91 -	9/92
Chinai Jaimini	8/99 -	5/01
Chitnis Suma	2/03 -	1/13
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
Gai Jehangir	1/14 -	
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
Kasad Aazmeen	2/13 -	
Keskar Dhananjay	9/08 -	9/09
Khanna M.K.	7/88 -	8/90
Kher Sanjay	2/03 -	1/13
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 -	9/13
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 -	3/13
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
Rakshit Partha	9/12 -	9/13
Ramachandran Anita	11/06 -	4/08
Ramakrishnan R.	1/04 -	11/13
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
Sane Ramesh T	3/14 -	
Sardesai Nandini	6/04 -	3/14
Sayani Ameen	10/85 -	8/89
Satpathy Sameer	4/13 -	
Sehgal Bittu	6/13 -	1/14
Sehgal Ram	7/05 -	11/05
Sengupta Anuradha	6/13 -	
Shah Sumedh	10/02 -	9/12
Sharma Arvind	9/11 -	9/12
Sharma Kalpana	1/10 -	12/11
Shenoy A.R.	12/05 -	
Singhal Rajrishi	7/01 -	1/02
Singh Digvijay	1/96 -	5/96
Sinha Shashidhar	10/02 -	9/12
Singh Khushwant	10/85 -	4/88
Sista S.V.	3/93 -	9/96
	11/12 -	
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
Tameja Ram	10/87 -	4/88
Tata Monica	6/13 -	
Tikekar Aroon	12/97 -	11/99
Upadhyaya Mukul	8/89 -	9/90
Vahanvati G.E.	4/02 -	3/03
Vasanti P.N.	2/13 -	
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, 2014

Category A

ADVERTISERS

AAA Teleshopping P. Ltd.

Abbott Healthcare P. Ltd.

ACC Ltd.

AdaniWilmar Ltd.

Aditya Birla Management Corporation P. Ltd.

Agro Tech Foods Ltd.

Akbarallys

Air India Ltd.

Amara Raja Batteries Ltd.

Ambuja Cements Ltd.

Aptech Ltd.

Asian Paints (I) Ltd.

Bajaj Electricals Ltd.

Bacardi India P. Ltd.

Bajaj Auto Ltd.

B Lab P. Ltd.

Ban Labs Ltd.

Beam Global Spirits & Wine (I) P. Ltd.

Bharat Petroleum Corporation Ltd.

Bosch Ltd.

Britannia Industries Ltd.

Cadbury India Ltd.

Cadila Health Care Ltd.

Castrol India Ltd.

Ceat Ltd.

Cholamandalam MS General Insurance Co.Ltd.

Citibank N.A.

Coca-Cola India P. Ltd.

Colgate Palmolive (India) Ltd.

Crompton Greaves Ltd.

Dabur India Ltd.

DBS Bank Ltd.

Dharampal Satyapal Ltd.

Diageo India P. Ltd.

Eveready Industries India Ltd.

Elica PB India P. Ltd.

Eureka Forbes Ltd.

Ferrero India P. Ltd.

Ford India P. Ltd.

General Mills India P. Ltd.

General Motors India P. Ltd.

Glaxosmithkline Pharmaceuticals Ltd.

Glaxosmithkline Consumer Healthcare Ltd.

G.M. Pens International P. Ltd.

Godfrey Phillips (I) Ltd.

Godrej & Boyce Mfg. Co. Ltd.

Godrej Consumer Products Ltd.

Gujarat Tea Processors & Packers Ltd.

GTM Teleshopping P. Ltd.

Hawkins Cookers Ltd.

Hardcastle Restaurants Pvt. Ltd.

HCL Technologies Ltd.

Heinz India P. Ltd.

Hero MotoCorp Ltd.

Hindalco Industries Ltd.

Hindustan Pencils P. Ltd.

Hindustan Unilever Ltd.

Hindustan Petroleum Corporation Ltd.

HDFC Bank Ltd.

H.D.F.C. Ltd.

Honda Siel Power Product Ltd.

Hygienic Research Institute P. Ltd.

ICICI Bank Ltd.

ICICI Prudential Life Insurance Co. Ltd.

IDBI Bank Ltd.

Indian Oil Corporation Ltd.

Indofil Industries Ltd.

ING Vysya Life Insurance Co. Ltd.

I.T.C. Limited

Jet Airways (India) Ltd.

J.G. Hosiery P. Ltd.

J.K. Helene Curtis Ltd.

J.K. Tyre & Industries Ltd.

Jyothy Laboratories Ltd.

Johnson & Johnson Ltd.

Jolly Healthcare

Kansai Nerolac Paints Ltd.

Kellogg India P. Ltd.

Kimberly Clark Lever P. Ltd.

Kokuyo Camlin Ltd.

KTR India Enterprise

Life Insurance Corporation of India

Lodha Developers P. Ltd.

L'Oreal India P. Ltd.

Max Life Insurance Co. Ltd.

McNROE Consumer Products P. Ltd.

MRF Ltd.

Madras Cements Ltd.

Mahindra & Mahindra Ltd.

Marico Ltd.

Maruti Suzuki India Ltd.

Micromax Informatics Ltd.

MTR Foods P. Ltd.

Naaptol Online Shopping P. Ltd.

Nestle India Ltd.

NIIT Ltd.

Nirma Ltd.

Nivea India P. Ltd.

Nokia India Sales P. Ltd.

Novartis (I) Ltd.

N. Ranga Roa & Sons

Nuzen Herbal P. Ltd.

Ozone Overseas Ltd.

Pfizer Ltd.

Parle Biscuits P. Ltd.

Perfetti Van Melle India P. Ltd.

Pepsi Foods P. Ltd.

Pepsi Co India Holdings P. Ltd.

Pernod Ricard India P. Ltd.

Philips Electronics India Ltd.

Piaggio Vehicles P. Ltd.

Piramal Enterprises Ltd.

Polycab Wires P. Ltd.

Prem Henna P. Ltd.

Procter & Gamble Hygiene & Health Care Ltd.

Racold Thermo Ltd.

Reliance Communications Ltd.

Reliance Industries Ltd.

Reckitt Benckiser (I) Ltd.

Reckitt Benckiser Healthcare India Ltd.

R.T.C. Enterprises

Sat Kartar Shopping P. Ltd.

S.C. Johnson Products P. Ltd.

Shriram Chits (Karnataka) P. Ltd.

Tata Chemicals Ltd.

Tata Coffee Ltd.

Tata Consultancy Services Ltd.

Tata Motors Ltd.

Tata Services Ltd.

Tata Global Beverages Ltd.

Telemart Shopping Network P. Ltd.

Tele Trade Shopping Sky Shop

The Hongkong & Shanghai Banking Corporation Ltd.

3 M India Ltd.

The Himalaya Drug Company

Thomas Cook India Ltd.

Titan Industries Ltd.

Total Oil India P. Ltd.

Triumphant Institute of Management Edu P.Ltd.

True Buy Teleshopping

TTK Healthcare Ltd.

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TTK Prestige Ltd.

TV Products India P. Ltd.

Ultratech India Ltd.

United Biscuits P. Ltd.

United Spirits Ltd.

VIP Industries Ltd.

Volkswagen Group Sales India P. Ltd.

Voltas Ltd.

VST Industries Ltd.

Whirlpool of India Ltd.

Wipro Ltd.

Wrigley India P. Ltd.

Wyeth Ltd.

WWS Skyshop P. Ltd.

YES Bank Ltd.

Category B

PRESS/MEDIA

Adsert Web Solutions P. Ltd.

Amar Ujala Publications Ltd.

Asianet News Network P. Ltd.

Bennett Coleman & Co. Ltd.

BIG CBS Networks P. Ltd.

Business India Publications

Business Standard Ltd.

Chitralekha

Dainik Bhaskar Group

Diligent Media Corporation Ltd.

Discovery Communicationss India

Divya Broadcasting Network P. Ltd.

Eenadu

Google India P. Ltd.

HBO India P. Ltd.

HT Media Ltd.

Independent News Service P. Ltd.

The Indian Express Ltd.

Kasturi & Sons Ltd.

Living Media India Ltd.

Lokmat Media P. Ltd.

Malayala Manorama Co. Ltd.

Multi Screen Media P. Ltd.

Neo Sports Broadcast P. Ltd.

Neutral Publishing House Ltd.

Outlook Publishing India P.Ltd.

Rajasthan Patrika P. Ltd.

Sahara India TV Network

Sakal Papers Ltd.

Star India P. Ltd.

Taj Television India P. Ltd.

Tata Sky Ltd.

TV18 Broadcast Ltd.

Times Television Network

The Bombay Samachar P. Ltd.

The Hind Samachar Ltd.

The Mathrubhumi Printing & Pub Co. Ltd.

The Printer (Mysore) Ltd.

Turner International India P. Ltd.

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

VJM Media P. Ltd.

Viacom18 Media P. Ltd.

Zee Entertainment Enterprises Ltd.

Category C

AD AGENCIES

Abhishek Advertisers & Marketing P. Ltd.

Adcircle P. Ltd.

Adfactors Advertising

Advertising & Sales Promotion Co.

Advertising Avenues (I) P. Ltd.

Adsyndicate Services P. Ltd.

Adwit (India) P. Ltd.

Airads Ltd.

Akshara Advertising Ltd.

Alaknanda Advertising P. Ltd.

Astral Advertising & Mktg. India P. Ltd.

Bates India P. Ltd.

BBDO India P. Ltd.

BBH Communications India P. Ltd.

Bensons Advertising P. Ltd.

Bhavya Publicity

Carat Media Services (I) P. Ltd.

Cheil India P. Ltd.

Contract Advertising (I) P. Ltd.

Crayons Advertising Ltd.

Dattaram Advertising P. Ltd.

DaCunha Communications P. Ltd.

DDB Mudra P. Ltd.

DDB Mudra Max P. Ltd.

Degree 360 Solutions P. Ltd.

Dentsu Communications P. Ltd.

Dentsu Creative Impact P. Ltd.

Dentsu Marcom P. Ltd.

Dhandhania Agencies

Draft FCB-UlkaAdvertising P. Ltd.

Egg Communications P. Ltd.

Enthrall Communications P. Ltd.

Everest Brand Solutions P. Ltd.

Garuda Advertising P. Ltd.

Goldmine Advertising Ltd.

Grey Worldwide (I) P. Ltd.

Gracious Communication P. Ltd.

Group M Media India P. Ltd.

Havas Worldwide India P. Ltd.

HTA Mktg. Services P. Ltd.

Indo Aryan Publicity

Interads Advertising P. Ltd.

Interface Communications P. Ltd.

Inter Publicity P. Ltd.

Jaya Advertising P. Ltd.

J. Walter Thompson

J N J Associates

Karishma Advertising P. Ltd.

Kautilya Multicreation P. Ltd.

Leo Burnett

Law & Kenneth Communications (I) P. Ltd.

Lintas India P. Ltd.

Maa Communications Bozell Ltd.

Mercantile Advertising

Magnum Intergrafiks P. Ltd.

Marketing Consultants & Agencies Ltd.

McCann-Erickson (I) P. Ltd.

Metieta Advertising P. Ltd.

Madison Communications P. Ltd.

Manipal Advertising Services P. Ltd.

Mass Marketing & Advertising Services P.Ltd.

Mediabrands India P. Ltd.

Media Circle P. Ltd.

Mediacom Communications P. Ltd.

JWT Mindset Advertising P. Ltd.

Multimedia Aquarius P. Ltd.

Multi Media Features P. Ltd.

MX Advertising P. Ltd.

Nakshatra

Naren Advertising & Marketing

Naveen Advertisements P. Ltd.

Navnitlal & Co.

Network Advertising P. Ltd.

Newfields Advertising P. Ltd.

Ogilvy & Mather P. Ltd.

Overture Communications P. Ltd.

Pamm Advertising & Mktg.

Paramin Advertising & Marketing Associates

Percept H P. Ltd.

Prachar Communications Ltd.

Publicis Communications P. Ltd.

Prem Associates Advertising & Marketing

Pressman Advertising Ltd.

Quadrant Communications Ltd.

R.K.Swamy BBDO P. Ltd.

Raka Advertising& Marketing P. Ltd.

Ratan Batra P. Ltd.

Rediffusion Dentsu Young & Rubicam P.Ltd.

Remya Advertising

Roger Pereira Communications P. Ltd.

Saatchi & Saatchi Ltd.

Saffron Communications P. Ltd.

Sai Advertisers

Sanjeevani Advertising Co.

Seasons Advertising Associates

Shutters Advertising Services

Six Inches Communication P. Ltd.

Sky Star Advertising

Snappers Advertising & Marketing P. Ltd.

Sobhagya Advertising Service

Span Communications

Sreshta Communications

Standard Publicity P. Ltd.

Stark Communications P. Ltd.

Sunflower Marketing & Advertising

Surya Adsystems P. Ltd.

Swift Intermedia Convergence Ltd.

Taproot India Communication P. Ltd.

TBWA Anthem P. Ltd.

TCP Advertising P. Ltd.

The Brand Fibre

The Flagship Advertising P. Ltd.

Trishul Advertising Agency

Touchstone Advertising & Marketing Service

Triton Communications P. Ltd.

TV Ads

Vertiver

Vermillion Communication P. Ltd.

Venturers Advertising P. Ltd.

XEBEC Communications P. Ltd.

Category D

OTHERS

Aaren Advertising P. Ltd.

Anand and Anand

Bharat V. Patel

Brandscapes Consultancy P. Ltd.

Captions Outdoor Advertising

CIABC

CESC Ltd.

Delta Market Research P. Ltd.

Dorab R. Sopariwala

Gupshup Technology India P. Ltd.

Highlight Films P. Ltd.

IHCTM

IBS

IMS Learning Resources P. Ltd.

Marketgate Consulting P. Ltd.

Mudra Institute of Communications Ahmedabad

NMIMS University

Partha Rakshit Associates

Paul Media Promoters

Perfect Relations P. Ltd.

Provocateur

Sayani Radiotel Advertising

S.P. Jain Institute of Management & Research

Steve Cragg Advertising P. Ltd.

Nielsen (India) P. Ltd.

The Tobacco Institute of India

Unique Blocks

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Report of the Board of Governors

We take pleasure in presenting the Twenty-Eighth Annual Report of the Advertising Standards Council of India (ASCI), together with the Statement of Accounts for the period April 2013 to March 2014.

HIGHLIGHTS OF THE YEAR

ORGANIZATIONAL CHANGES AT ASCI

ASCI started the On-line Complaint & Monitoring Service (OCMS) in 2012-13 which enables consumers to not only efficiently record their complaints but also to receive, on-line or via e:mail/SMS, progress updates on the complaints, including decisions of the CCC. The National Advertisements Monitoring Service (NAMS), the proactive initiative that ASCI launched in May 2012, continues to screen potentially misleading advertisements. Together, OCMS and NAMS have resulted in an increase in the number of advertisements complained against from 176 in 2011/12 to 788 in 2012/13 to 1937 in 2013/14. The complaints received through NAMS were 1152 and 785 complaints were from other sources.

To meet the challenge of addressing this significant rise in the number of complaints, as well as to process them speedily, several changes were implemented. ASCI expanded the number of CCC members from 21 to 28, formed 2 CCCs of 14 members each and, effective June 11, 2013, commenced weekly CCC meetings instead of bimonthly meetings in 2013 and monthly meetings in 2012. The mode of communication was changed to electronic mail wherever possible v/s snail mail.

Ms Shweta Purandare was appointed in May 2013 in a newly created position of the Chief Operations Officer to head the complaintsredressal process. Additional resources were hired for complaints processing. This enabled ASCI to efficiently and smoothly handle this transformation

Mr. Alan Collaco retired in June 2014, after having served as the Secretary General from 2007. Alan will be greatly missed by ASCI members for his tremendous commitment to excellence. On behalf of all members of the Council, the Board of Governors places on record their appreciation for his exemplary service to ASCI's mission. Ms Shweta Purandare was named his successor.
The council appointed Mr. Vinod Berry in the newly created position of the Chief Administrative Officer. He is broadly responsible for Administration, Finance & Accounts, HR, Legal, I.T. and internal and external communication.

The European Advertising Standards Alliance (EASA) Best Practice Gold Award

The European Advertising Standards Alliance (EASA) is a non-profit organization based in Brussels and is the single voice of advertising self-regulation in Europe as well several other self-regulatory organizations (SROs) around the world such as India, Canada, Brazil, South Africa, Australia and New Zealand. The EASA Best Practice Award is presented each year to the SRO that has most effectively implemented an element of the EASA Best Practice Model – a set of operational standards for advertising

standards bodies. After consistently having won silver or bronze awards in previous years, ASCI finally bagged the most coveted Gold Award this year. The prestigious prize was awarded to ASCI in April 2014 for "for significantly reducing the average time it takes to handle complaints". The prompt and efficient processing of complaints meant that ASCI reduced the lead time of Complaints Processing from on an average of 45 days in 2011 to 28 days in 2012; further reducing it to 12 days now. Other key measures included: the introduction of Suspension Pending Investigation (SPI) by which ASCI can order an extremely objectionableadvertisement to be removed immediately pending investigation, a faster response time to complaints and tracking of upheld complaint advertisements.

ASCI'S INITIATIVES - NEW GUIDELINES ISSUED

Several new and/or revised guidelines were implemented during the year and, not just ASCI Members but also other stakeholders were informed about these changes.

Revised Guidelines for Educational Institutions –

To curb misleading advertisements making claims of guaranteed job placements, ASCI has added to the existing guideline the following clause:

1. The advertisement must carry a disclaimer stating 'Past record is no guarantee of future job prospects'.
2. The font size of the disclaimer should be no less than the font size of the claim being made in the advertisement.

Modifications in the Guidelines on Supers -

The Guidelines for Communicating Disclaimers and Qualification of Claims through 'Supers' were revised for Television advertisements to the following:

1. For upto two lines of 'supers', the size of the 'supers' shall be a minimum of twelve pixel size, and the stay time , not less than four seconds duration, on the screen. For every additional line of 'super', the stay time needs to go up by two seconds duration per line.
2. The 'super' should be in the same language as the audio of the advertisement.

A new guideline was issued for Radio or Audio Mandatories –

1. The speed of mandatory messages should not exceed 6 syllables per second as this is easily comprehended.
2. The volume should be at the same level as the rest of the radio spot.

Guidelines for validity and duration of claiming "New" and "Improved" –

1. ASCI has defined 'new' as "The words 'new' / 'improved' must specify what aspect of the product / service is new / improved i.e. the product's utility, function, product design, package design etc."
2. The word 'new', 'improved' or an 'improvement' of a product may be used in advertisements only for a period of one year from the time the 'new' / 'improved' product / service has been launched/ introduced in the market.

JOINT BOARD & CCC MEETING

We have initiated the practice of Joint Board and CCC Meetings to increase interaction among Board and CCC members. It has resulted in a healthy exchange of ideas on a wide range of topics including process for modification of advertisements, organizing interactive seminars for CCC Members with key advertisers on their Internal Advertisement compliance checks, improving and fine tuning some of the ASCI complaint handling processes, etc.

ASCI RECOGNIZED BY VARIOUS STAKEHOLDERS

Various Government departments now recognize and support our self- regulation work by including ASCI's code and representation in the rules and committees established to regulate advertising content. The Ministry of Information and Broadcasting (MIB),Government of India as well as Maharashtra Food and Drug Administration, have referred several complaints against advertisements screened by the Electronic Media Monitoring Centre (EMMC) or lodged by consumers to ASCI. Various Consumer Organizations have also approached ASCI to have their concerns against objectionable advertisements addressed. ASCI is a member on the Inter-Ministerial Committee on TV program and advertising content notified by the MIB as well as the Inter Ministerial Monitoring Committee on misleading advertisement notified by the Department of Consumer Affairs, Ministry of Consumer Affairs, Food and Public Distribution, Government of India.

Your Council was able to make significant progress on the priorities set out for the year 2013-14 by closely engaging with the regulators as well as developing an On Line Training Module to disseminate ASCI's guidelines to Advertisers, Advertising Agencies and Media. This is expected to ensure that the proportion of new advertisements that meet ASCI's standards is high at the stage of release itself.

MEMBERS OF THE BOARD OF GOVERNORS

During the year, Mr. Rajiv Dube, an ex-Chairman of ASCI, resigned from the Board. The Board wishes to place on record its appreciation of the valuable services rendered during his tenure. Mr. Jayant Singh was elected to the Board.

CONSUMER COMPLAINTS COUNCIL (CCC) MEMBERS

During the year, Mr R. Ramakrishnan and Ms. NandiniSardesai retired from the CCC. Mr. Pramesh Arya & Mr. BittuSehgal resigned from the CCC.

Ms. Sharada Agarwal, Mr. Ganesh Bangalore, Prof. JayeshBellare, Prof. Sunil Bhagwat, Dr. Narendra Bhatt, Mr. JehangirGai, Mr. Sameer Satpathy, Dr. Ramesh T. Sane, Ms. AnuradhaSengupta and Ms. Monica Tata were appointed to fill the vacancies. 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.

MEMBERSHIP

Your Council is pleased to report that due to active follow-up by the Board members and the Secretariat, 34 new members have enrolled during the year. However, 21 members did not renew their memberships. The total number of members now stands at 347.

CCC ANALYSIS OF DECISIONS ON COMPLAINTS

The CCC met 41 times and deliberated on complaints against a total of 1937 advertisements. Complaints were Upheld against 1520 advertisements whilst complaints against 414 were Not-Upheld. Complaints against three advertisements were outside ASCI's purview.

The provisions of the ASCI Code which have been contravened the most are of Chapter I i.e. Claims not substantiated or found to be misleading (1399). Other violations are under Chapter II – advertisements found to be offensive to generally accepted standards of public decency (15), Chapter III – encouraging or depicting dangerous practices (394) and Chapter IV- Unfair in competition (15). A majority of the advertisements fall under educational sector (539), followed by the Healthcare sector (307) and Medical Services / Clinics (290).

Intra Industry Complaints

Out of the 1937 advertisements complained against during the year, 74 were received from industry regarding misleading advertising or unfair competitive advertising. Of these, 62 were Upheld and 12 were Not-Upheld. Assurance of compliance has been received for 60 of these Upheld complaints. It is encouraging to observe that the very high rate of compliance for Intra Industry complaints and the willingness of advertisers to respect ASCI CCC decisions.

Fast Track Complaints (FTC)

We received 30 complaints during the year 2013-14, that were lodged by the ASCI members to be taken up on "Fast Track" basis. Of these, 26 were Upheld and 4 were Not-Upheld. In all the cases, there was 100% compliance from the advertiser members. For perspective, in 2011-12, there were 12 FTCs and in the year 2012-13 there were 19 FTCs. The increase in the number of fast track complaints also signifies that ASCI members find this route to be an effective tool to resolve advertising disputes among their fraternity.

Suo Moto Complaints

ASCI has processed 17 Suo Moto complaints. Of these 12 were Upheld and 5 were Not-Upheld.

NAMS Complaints

NAMS being a proactive initiative of ASCI, only those advertisements are taken up for processing that are found to be potentially misleading. Out of the 1937 advertisements complained against during the year, 1152 complaints were received through NAMS. Of these, 1123 were Upheld and 29 were Not-Upheld. The higher number of upheld decisions signifies that the NAMS screening process is indeed effective in weeding out the advertisements in violation of Chapter I of the ASCI code.

Complaints originating from Consumer Organizations

More and more consumer activists and consumer organizations are reaching out to ASCI and registering complaints against misleading advertisements. During the year, complaints were received against 16 advertisements, of which complaints against 10

were Upheld and complaints against 6 were Not-Upheld.

Government and Regulatory Authorities

It is gratifying to note that the Government and other regulatory authorities like the FDA have come to rely on your Council to address complaints either originating from their respective departments or received by them. Complaints were received against 44 advertisements. 23 of these were received from the Ministry of Information & Broadcasting while 19 were from the Food & Drug Administration and 2 others from the Bureau of Indian Standards and Food Safety and Standards Authority of India. Of these, 41 were Upheld and 3 were Not- Upheld. 29 of these advertisements complained against are teleshopping advertisements and their non-compliance has been reported to the Ministry of Information & Broadcasting. The Ministry has taken up this issue in their Inter-Ministerial Committee for necessary action.

General Public

Out of the 1937 Advertisements complained against during the year, complaints against 604 were received from the general public. Of these 246 were Upheld, 355 were Not-Upheld and 3 were outside ASCI's Purview. Consumer awareness of your council is steadily increasing and more and more people are complaining using the ASCI web-portal to lodge their complaints.

Compliance status

Previously ASCI was dependent on the advertiser to confirm in writing whether he will comply with a decision of the CCC. Many advertisers, especially small regional advertisers, did not respond to confirm compliance. We, therefore, started tracking all upheld complained print and TV advertisements to check whether any non-compliant advertisements are appearing again. This was possible because, under National Advertising Monitoring Service (NAMS), all print and TV advertisements were being tracked by TAM Media Research, for ASCI. Now ASCI has a very robust mechanism to confirm advertisers' compliance.

Compliance tracking of Upheld complaint advertisements indicates that more than 90% advertisers are complying with the ASCI's CCC decisions. This tracking is also helping us to follow through on specific cases on non-compliances and these advertisements, which reappear despite ASCI upholding a complaint against them, are being reported to the regulatory authorities to take action as per the law of the land.

A summary of all the complaints processed during the year is provided in the Compilation of CCC decisions.

STATUS OF LEGAL CASES AGAINST YOUR COUNCIL

A complaint was 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 yet to be scheduled.

A suit no. 110035/1999 was filed by **Century Plyboards (I)** Ltd. in City Civil Court, Mumbai 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. Consent terms were filed by all the parties on August 4th, 2014 for withdrawal of the suit, which was accepted by the Court and the suit is disposedof.

Two SLPs(SLP 23117-23118/2008 and SLP 22709-22710/2008)were filed by **Ravi Kumar v/s Hindustan Latex, J K Ansell**, TTK at the Madras High Court on the grounds that there are obscene elements on the condom packaging which spoils the minds of the younger generation. The respondents are condom manufacturers who have filed for interim relief. ASCI has been mistakenly included as a Respondent. The next date of listing is awaited.

A Writ Petition no. 5171/2011 was filed by **Kent RO Systems** in Delhi High Court against the decision of the CCC which upheld the complaint against Kent Water Purifiers. Exparte stay order against us was passed by the Court. The next hearing is on November 25th, 2014.

Eureka Forbes Ltd. has filed Writ Petition 837/2014 in Delhi High Court against the decision of CCC which upheld the complaint against its advertisement. Exparte stay order against us was passed by the Court. The matter is clubbed with the Kent RO matter. Writ Petition no. 571/2012 was filed by **Star India** in Delhi High Court to set aside the decision of the CCC which upheld a complaint against its advertisement. ASCI has filed its reply. The next hearing is onDecember 11, 2014.

Writ Petition 2178/2014 in Delhi High Court was filed by **Sistema Shyam Teleservices Ltd.** against the decision of the CCC which upheld the complaint against MTS 3G plus ads on television and the internet. Exparte stay order against us was passed by the Court. Our reply is being filed and next hearing is on December 10, 2014.

Quick Tele Mall Mktg. P. Ltd. has filed CS(OS) No.1877/2013 Delhi High Court against the decision of CCC which upheld the complaint against its advertisement. Exparte stay order against us was passed by the Court. However, the Court has not prohibited us from approaching the concerned government authorities to inform about the decisions. Our reply is being filed and the next hearing is on December 16th, 2014.

Primordial Systems P Ltd. has filed CS 158/2013 in Delhi Tis Hazari Court to set aside the decision of the CCC which upheld the complaint against its advertisement. Exparte stay order against us was passed by the Court. Our reply is being filed and the next date of hearing in on September 18th, 2014.

Mediawatch-India Vs. Union of India has filed Writ Petition 1024/2013 in Supreme Court. ASCI is respondent no. 5 in the suit and the petitioner is seeking time bound decision-making by ASCI in its complaints against offending advertisements.

PR AND MARKETING INITIATIVE

Thanks to the efforts of our PR agency, Ketchum Sampark, our Board members, Consultative committee members and the

Secretary General, ASCI has been in the news through the year. Compared with the previous year, there has been a more than two-fold increase in the coverage of ASCI. There have been more than 300 news items pertaining to ASCI and its Consumer Complaints Council in leading dailies such as Times of India, Hindustan Times, Business Standard, Economic Times, Financial Express, Mint, Hindu etc. There was a good coverage in Online media as well. The ASCI web-site hosts some of the important press clippings.

Your Council is also very actively engaged in Social Media. This is an important medium which is growing exponentially in terms of both – reach by the advertisers as well as for "listening" to consumer feedback about advertisements. Members are urged to visit the Social Media pages and stay actively connected via social media in promoting self-regulation in advertising content.

VOTE OF THANKS

The Board of Governors wishes to place on record its gratitude to the Ministry of Information and Broadcasting (MIB) for its support to ASCI during the year. Our thanks are due to the members of the CCC for their contribution to the cause of advertising self-regulation. Special thanks to Mr R. Ramakrishnan and Ms. NandiniSardesaiwho supported ASCI by giving their valuable time and expertise for a ten year tenure.

We wish to thank DSK Legal forproviding legal advice and handling our legal cases, Lalit Khanna & Associates and Lalit Khanna and Co., our Tax Consultants and Auditors respectively and TAM Media Research for helping us monitor and track advertisements for self-regulation.

On behalf of all members of the Council, the Board of Governors places on record its gratitude to the Board's Consultative Committee consisting of Mr. Sam Balsara, Mr. Bharat Patel, Mr. Ram Poddar and Mr.DorabSopariwala for their generous contribution of time and expertise.

We wish to thank the ASCI Secretariat for efficiently handling the very significant increase in workload to support the operations and objectives of ASCI.

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

Financial Results

	This year	Previous year
	₹	₹
Income	1,65,86,318	1,81,07,024
Expenditure	1,42,09,944	1,02,83,975
Surplus for the year	23,76,374	78,23,049
Add:		
(i) Balance at the beginning of the year	44,86,358	44,39,821
(ii) Transfer from Accumulation under Section 11 (2) as amount no longer required	52,91,510	11,84,156
	1,21,54,242	1,34,47,026
Less:		
(i) Accumulation under Section 11(2) of Income tax Act 1961	49,00,000	64,00,000
(ii) Accumulation under Section 11(1)(a) of the Income tax Act 1961	21,79,916	25,60,668
	70,79,916	89,60,668
Surplus at the end of the year	50,74,326	44,86,358

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 2014, 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.

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 28th Annual General Meeting will be held on Thursday 11th, September 2014.

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

Category A- Advertiser

Mr. Narendra Ambwani & Mr. Hemant Bakshi

Category B - Press/Media

Mr.Arunabh Das Sharma & Mr. I. Venkat

Category C - Advertising Agencies

Mr. Srinivasan Swamy & Mr. Subhash Kamath

Category D - Allied Professions

Mr. S.K. Palekar & Ms. Abanti Sankaranarayanan

On behalf of the Board of Governors,

PARTHA RAKSHIT

CHAIRMAN

Mumbai

NOTICE

A meeting of the Board of Governors shall take place immediately after the Annual General Meeting on **September 11th, 2014.**

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 28th Annual General Meeting are requested to attend this meeting.

PARTHA RAKSHIT
CHAIRMAN

INDEPENDENT AUDITORS' REPORT ON FINANCIAL STATEMENTS

TO THE MEMBERS OF THE ADVERTISING STANDARDS COUNCIL OF INDIA

Report on the Financial Statements

We have audited the accompanying financial statements of THE ADVERTISING STANDARDS COUNCIL OF INDIA (the "Company"), which comprise the Balance Sheet as at March 31, 2014, and the Statement of Income and Expenditure for the year then ended, and a summary of the significant accounting policies and other explanatory information.

Management's Responsibility for the Financial Statements

The Company's Management is responsible for the preparation of these financial statements that give a true and fair view of the financial position and financial performance of the Company in accordance with the Accounting Standards notified under the Companies Act, 1956 (the "Act") (which continue to be applicable in respect of Section 133 of the Companies Act, 2013 in terms of General Circular 15/2013 dated September 13, 2013 of the Ministry of Corporate Affairs) and in accordance with the accounting principles generally accepted in India. This responsibility includes the design, implementation and maintenance of internal controls relevant to the preparation and presentation of the financial statements that give a true and fair view and are free from material misstatement, whether due to fraud or error.

Auditors' Responsibility

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with the Standards on Auditing issued by the Institute of Chartered Accountants of India. Those Standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and the disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the Company's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances but not for the purpose of expressing an opinion on the effectiveness of the Company's internal control. An audit also includes evaluating the appropriateness of the accounting policies used and the reasonableness of the accounting estimates made by the Management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Opinion

In our opinion and to the best of our information and according to the explanations given to us, the aforesaid financial statements give the information required by the Act 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 Company as at March 31, 2014; and

(b) in the case of the Statement of Income and Expenditure, of the excess of income over expenditure of the Company for the year ended on that date.

Report on Other Legal and Regulatory Requirements

1. 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.
2. As required by Section 227(3) of the Act, we report that:
   (a) 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.
   (b) In our opinion, proper books of account as required by law have been kept by the Company so far as it appears from our examination of those books.
   (c) The Balance Sheet and the Statement of Income and Expenditure dealt with by this Report are in agreement with the books of account.
   (d) In our opinion, the Balance Sheet and the Statement of Income and Expenditure comply with the Accounting Standards notied under the Act (which continue to be applicable in respect of Section 133 of the Companies Act, 2013 in terms of General Circular 15/2013 dated September 13, 2013 of the Ministry of Corporate Affairs).
   (e) On the basis of the written representations received from the Directors as on 31st March 2014, taken on record by the Board of Directors, none of the Directors is disqualified as on 31st March 2014 from being appointed as a director in terms of Section 274(1)(g) of the Companies Act, 1956.

For Lalit Khanna & Co.
Chartered Accountants
(Registration No. 105564W)
Place : Mumbai, 10th July 2014

(Lalit Khanna)
Partner
Membership No. 5185

BALANCE SHEET AS AT 31ST MARCH 2014

	Note	As at 31st March 2014	As at 31st March 2013
		₹	₹
EQUITY AND LIABILITIES			
Corpus and Reserves			
(a) Council's Corpus	2	3,817,180	3,732,180
(b) Reserves and Surplus	3	50,108,517	47,732,143
		53,925,697	51,464,323
Non-Current Liabilities			
Long term Provisions	4	418,610	334,190
Current Liabilities			
(a) Trade Payables	5	76,477	74,143
(b) Other Current Liabilities	6	553,728	90,428
		630,205	164,571
Total		54,974,512	51,963,084
ASSETS			
Non-current Assets			
(a) Fixed Assets			
Tangible Assets	7	1,930,113	1,377,983
(b) Non-current Investments	8	43,800,000	37,800,000
(c) Long-term Loans and advances	9	414,416	314,853
(d) Other Non-current Assets	10	1,000,000	4,813,530
Current Assets			
(a) Trade Receivables	11	17,163	296,221
(b) Cash and Cash equivalants	12	6,859,706	6,211,479
(c) Short term Loans and Advances	13	475,260	129,116
(d) Other Current Assets	14	477,854	1,019,902
Total		54,974,512	51,963,084

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

(Lalit Khanna)
Partner
Membership No. 5185
Mumbai, 10th July 2014

For and on behalf of the Board of Governors

Chairman
Partha Rakshit

Members
Narendra Ambwani
Shashidhar Sinha
Hemant Bakshi
Subhash Kamath
S. K. Palekar
Arvind Sharma
I. Venkat

STATEMENT OF INCOME AND EXPENDITURE FOR THE YEAR ENDED 31ST MARCH 2014

	Note	Year ended 31st March 2014 ₹	Year ended 31st March 2013 ₹
I Revenue			
(a) Revenue from Operations	15	12,041,000	14,052,120
(b) Other Income	16	4,545,318	4,054,904
Total Revenue		16,586,318	18,107,024
II Expenses			
(a) Employee benefit expenses	17	2,469,721	1,503,637
(b) Operation and other expenses	18	11,468,416	8,666,486
(c) Depreciation and Amortization expenses	7	271,807	113,852
Total Expenses		14,209,944	10,283,975
Surplus for the year		2,376,374	7,823,049

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

(Lalit Khanna)
Partner
Membership No. 5185
Mumbai, 10th July 2014

For and on behalf of the Board of Governors

Chairman
Partha Rakshit

Members
Narendra Ambwani
Shashidhar Sinha
Hemant Bakshi
Subhash Kamath
S. K. Palekar
Arvind Sharma
I. Venkat

NOTES FORMING PART OF THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31ST MARCH 2014

1 SIGNIFICANT ACCOUNTING POLICIES

(a) Method of Accounting

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

(b) Fixed Assets and Depreciation

All Fixed assets are valued at cost less depreciation. Depreciation has been provided on the written down value basis at the rates and in the manner prescribed in Schedule XIV of the Companies Act, 1956

(c) Retirement Benefits

The Council does not have any scheme for payment of Provident Fund, Gratuity or Superannuation. Provision for Leave Encashment is made on the assumption that all the employees will retire at the end of the accounting year.

	As at 31st March 2014 ₹	As at 31st March 2013 ₹
2 COUNCIL'S CORPUS		
Balance as at the beginning of the year	3,732,180	3,652,180
Add :		
Entrance Fees received during the year	85,000	80,000
	3,817,180	3,732,180
3 RESERVES & SURPLUS		
a) Accumulation under Section 11(2) of the Income Tax Act.1961		
As at the beginning of the year	29,593,093	24,377,249
Less : Transferred to Statement of Income and Expenditure as amount no longer required	5,291,510	1,184,156
	24,301,583	23,193,093
Accumulated during the year	4,900,000	6,400,000
As at the end of the year	29,201,583	29,593,093
b) Accumulation under Section 11(1)(a) of the Income Tax Act.1961		
As at the beginning of the year	13,652,692	11,092,024
Accumulated during the year	2,179,916	2,560,668
	15,832,608	13,652,692

	As at 31st March 2014 ₹	As at 31st March 2013 ₹
c) Surplus in the statement of Income and Expenditure		
(i) Opening Balance	4,486,358	4,439,821
(ii) Surplus for the year	2,376,374	7,823,049
(iii) Transfer from accumulation under section 11 (2) as amount no longer required	5,291,510	1,184,156
	12,154,242	13,447,026
Less : Appropriations :		
(a) Accumulation under section 11(2) of the Income tax Act, 1961	4,900,000	6,400,000
(b) Accumulation under section 11 (1) (a) of the Income tax Act, 1961	2,179,916	2,560,668
	7,079,916	8,960,668
	5,074,326	4,486,358
Total	50,108,517	47,732,143

4 LONG-TERM PROVISIONS

Provision for employee benefits (Being provision for Leave Encashment)	418,610	334,190
	418,610	334,190

5 TRADE PAYABLES

	76,477	74,143

5.1 The Company has not received information from suppliers of goods and services regarding their status under the Micro, Small and Medium Enterprises Development Act, 2006 and hence the disclosures relating to amounts unpaid as at the yearend under the said Act, have not been given.

6 OTHER CURRENT LIABILITIES

(a) Advances received for Membership Subscription	101,437	33,534
(b) Statutory Liabilities	385,452	21,033
(c) Other Payables	66,839	35,861
	553,728	90,428

Notes forming part of the Financial Statements for the year ended 31st March 2014 (continued)

7 FIXED ASSETS

Tangible Assets

Sr. No.	Description of the Assets	COST			DEPRECIATION			NET BOOK VALUE	
		As at the beginning of the year ₹	Additions during the year ₹	As at the end of the year ₹	Upto the beginning of the year ₹	For the year ₹	Upto the end of the year ₹	As at 31st March 2014 ₹	As at 31st March 2013 ₹
1.	Office Premises	2,213,159	0	2,213,159	1,071,701	57,073	1,128,774	1,084,385	1,141,458
2.	Computers	528,664	438,000	966,664	433,610	154,358	587,968	378,696	95,054
3.	Air Conditioners	38,000	66,760	104,760	30,539	7,335	37,874	66,886	7,461
4.	Office Equipments	165,160	157,373	322,533	112,473	20,342	132,815	189,718	52,687
5.	Furniture & Fixtures	288,958	161,804	450,762	207,635	32,699	240,334	210,428	81,323
	Total	3,233,941	823,937	4,057,878	1,855,958	271,807	2,127,765	1,930,113	1,377,983
	Previous Year Total	3,112,816	121,125	3,233,941	1,742,106	113,852	1,855,958	1,377,983	1,370,710

	As at 31st March 2014 ₹	As at 31st March 2013 ₹
8 NON-CURRENT INVESTMENTS		
Non Trade Investments (Unquoted at cost)		
1 Bonds		
8% Savings (Taxable) Bonds, 2003		
(a) 3 (Previous year 3) Bonds of ₹ 5,00,000 each	1,500,000	1,500,000
(b) 7 (Previous year 7) Bonds of ₹10,00,000 each	7,000,000	7,000,000
(c) 3 (Previous year 3) Bonds of ₹ 15,00,000 each	4,500,000	4,500,000
(d) 1 (Previous year 1) Bond of ₹ 25,00,000	2,500,000	2,500,000
(e) 2 (Previous year 2) Bonds of ₹ 20,00,000 each	4,000,000	4,000,000
	19,500,000	19,500,000
2 Fixed Deposits with Housing Development Finance Corporation Ltd.		
(a) 9.75% Annual Income Plan - Platinum 5 (Previous year 5) Deposits of ₹ 20,00,000 each	10,000,000	10,000,000
(b) 9.40% Annual Income Plan - Platinum 1 (Previous year 1) Deposit of ₹ 13,00,000	1,300,000	1,300,000
(c) 1 (Previous year 1) 8% Deposit of Annual Income Plan	1,000,000	1,000,000
(d) 10% Annual Income Plan - Platinum		
(i) 2 (Previous year 2) Deposits of ₹ 10,00,000 each	2,000,000	2,000,000
(ii) 2 (Previous year 2) Deposits of ₹ 15,00,000 each	3,000,000	3,000,000
(e) Nill (Previous year 1) 9.10% Deposit of ₹ 10,00,000 of Non Cumulative Plan - Platinum	-	1,000,000
(f) 3 (Previous year nill) 9.15% Deposits of Annual Income Plan of ₹ 20,00,000/- Each	6,000,000	-
(g) 1 (Previous year nill) 9.25% Deposit of Annual Income Plan of ₹ 10,00,000/-	1,000,000	-
	24,300,000	18,300,000
	43,800,000	37,800,000

	As at 31st March 2014 ₹	As at 31st March 2013 ₹
9 LONG-TERM LOANS AND ADVANCES		
(Unsecuired considered good)		
(a) Deposits	18,000	18,000
(b) Prepaid taxes	396,416	296,853
	414,416	314,853
10 OTHER NON-CURRENT ASSETS		
Long-Term Bank Deposits	1,000,000	4,813,530
	1,000,000	4,813,530
11 TRADE RECEIVABLES		
(Unsecured considered good)		
Outstandings for a period of less than six months from the date they were due for payment	17,163	296,221
	17,163	296,221
12 CASH AND BANK BALANCES		
(a) Cash and Cash equivalants		
(i) Balance with Banks In Savings (including Savings Plus Deposit) Accounts	1,779,687	6,210,143
(ii) Cash on hand	21,870	1,336
	1,801,557	6,211,479
(b) Short-Term Bank Deposits	5,058,149	-
	6,859,706	6,211,479
13 SHORT-TERM LOANS AND ADVANCES		
(Unsecured Considered good)		
(i) Loans and Advances to Employees	102,700	41,600
(ii) Other Loans and Advances	372,560	87,516
	475,260	129,116
Other loans and advances comprise :		
Prepaid Taxes less provision	167,593	84,796
Other amounts recoverable in cash or in kind or for value to be received	204,967	2,760
	372,560	87,516
14 OTHER CURRENT ASSETS		
(a) Service Tax Cenvat Account	-	428,991
(b) Interest accrued on investments and Bank Deposits	463,719	590,911
(c) Other recoverables	14,135	-
	477,854	1,019,902

	For the year ended 31st March 2014 ₹	For the year ended 31st March 2013 ₹
15 REVENUE FROM OPERATIONS		
(a) Membership Subscription	9,581,000	9,618,250
(b) Contribution towards expenses to increase awareness and usage of ASCI	-	1,793,870
(c) Fees and Review charges for complaints	2,460,000	1,515,000
(d) Sponsorships and Donations	-	1,125,000
	12,041,000	14,052,120

15.1 Contribution towards expenses to increase awareness and usage of ASCI in the year ended 31st March 2013 included ₹ 7,85,142/- in respect of the year ended 31st March 2012.

16 OTHER INCOME		
Interest income	4,545,318	4,054,904
	4,545,318	4,054,904
Interest Income comprises :		
Interest on bank Deposits	782,123	764,473
Interest on Investments	3,763,195	3,290,431
	4,545,318	4,054,904
17 EMPLOYEE BENEFIT EXPENSES		
Salaries, Allowances, Bonus and Incentives	2,223,526	1,341,021
Staff Welfare Expenses	79,688	34,510
Leave Encashment	166,507	128,106
	2,469,721	1,503,637
18 OPERATION AND OTHER EXPENSES		
(a) Legal & Professional Charges (See Note (i) below)	2,381,731	1,736,678
(b) Honorarium	760,000	525,000
(c) Printing, Stationery and Xerox Charges	367,804	306,165
(d) Travelling & Conveyance	1,020,028	532,919
(e) Telephone Charges	152,871	127,564
(f) Audit Fees	35,000	35,000
g) Expenses on monitoring of advertisements	2,193,179	1,998,965
(h) Public Relations Consultancy Services	900,000	904,350
(i) Marketing Consultant's Fees	590,000	550,000
(j) Website Expenses	1,057,394	1,238,533
(k) Other expenses to increase awareness and usage of ASCI	200,000	188,681
(l) Irrecoverable amounts written off	118,490	-
(m) Service Tax (See Note (ii) below)	548,434	-
(n) Miscellaneous Expenses (See Note (iii) below)	1,143,485	522,631
	11,468,416	8,666,486

Notes:-

(i) Legal and Professional Charges include ₹ 32,500/- (Previous year ₹ 34,966/-) being fees paid for Taxation Services to M/s Lalit Khanna & Associates, which is the sole proprietorship of Mr. LalitKhanna who is one of the partners of M/s Lalit Khanna & Co., the Auditors of the Council.

Notes forming part of the Financial Statements for the year ended 31st March 2014 (continued)

	For the year ended 31st March 2014 ₹	For the year ended 31st March 2013 ₹
(ii) Service tax includes :-		
(a) Service tax in respect of the preceding year	148,941	-
(b) Interest and penalty including ₹ 80,638 in respect of the preceding year	128,884	-
(iii) Miscellaneous Expenses include :-		
Repairs to Premises (including society outgoings)	154,301	25,517
Repairs to Computers	233,222	71,615
Other Repairs	-	2,300
Insurance	1,046	1,046
Rent	117,000	-
19 Foreign Currency Earnings and Expenditure	**NIL**	**NIL**

20 Previous year's figures have been recast / restated wherever necessary.

Signatures to Notes 1 to 20

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

(Lalit Khanna)
Partner

Membership No. 5185
Mumbai 10th July 2014

For and on behalf of the Board of Governors

Chairman
Partha Rakshit

Members
Narendra Ambwani
Shashidhar Sinha
Hemant Bakshi
Subhash Kamath
S. K. Palekar
Arvind Sharma
I. Venkat



Joint Meeting of ASCI's Board & CCC Members on April 10, 2014
at National Sports Club of India, Mumbai.



ASCI's Board & Consultative Committee Members
Felicitate Mr. Alan Collaco

WE BELIEVE IN



HONESTY *in* ADVERTISING



DECENCY *in* ADVERTISING



RESPONSIBILITY *in* ADVERTISING



FAIRNESS *in* ADVERTISING

ASCI